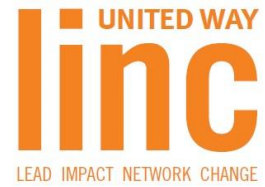




UNITED WAY OF GREATER ATLANTA

YOUNG PROFESSIONAL LEADERS



Committee Position Descriptions

Thank you for your involvement with United Way of Greater Atlanta! We value your membership and commitment to service as committee volunteers representing *Lead. Impact. Network. Change. (LINC)* and *Young Professional Leaders (YPL)*.

The Young Professional Engagement Committees are diverse and inclusive cohorts of caring young professionals dedicated to supporting United Way of Greater Atlanta's mission to engage and bring together people and resources to drive sustainable improvements for the well-being of the community. These committees seek to support this mission by delivering impactful programming, events, and volunteer opportunities for the next generation to elevate our community. [Learn more about LINC and YPL.](#)

Benefits:

- Develop a deep understanding of the needs of the community and a passion for the important programs, services and people that are committed to sustainable solutions.
- Personal and professional development opportunity with like-minded young professionals and other community leaders to not only broaden your network but also build lasting friendships while improving our community.
- Engagement with a locally and nationally recognized flagship community organization.

Collective Committee Responsibilities:

- Create fundraising opportunities, which contribute to the United Way Impact Fund through corporate match, ticket sales, sponsorships, hosting a United Way fundraiser, friends/family ask, etc.
- Serve as advocates for United Way in personal and professional networks and support marketing efforts/social media engagement to raise awareness and encourage action through contributions of time, talent and treasure.

Individual Responsibilities:

- Support United Way through a personal contribution as a donor:
 - LINC member at \$250
 - YPL member at \$500 or YPL Premier at \$1,000
- Attend at least 75% of committee meetings in person and support committee activities outside of meetings.
 - Actively participate in projects/tasks and follow-up on action items
 - Commit to 3-5 volunteer hours/month
- Attend and promote United Way, LINC, and YPL sponsored events which include:
 - Membership engagement/recruitment activities such as socials and other gatherings
 - Service opportunities such as the days of service and impact opportunities
 - Annual United Way signature events and volunteer opportunities
- Become very familiar with United Way's mission and child well-being. Represent United Way, LINC and YPL as an ambassador or speaker during workplace campaign, community event(s) and/or presentation(s).

Each term is one year in conjunction with the United Way of Greater Atlanta fiscal year, June 30 - July 1. Individuals who remain in good standing and meet minimum attendance and participation requirements may continue service.

Contact us with questions about the Young Professional Engagement committee experience at ypl@unitedwayatlanta.org.



UNITED WAY OF GREATER ATLANTA

YOUNG PROFESSIONAL LEADERS



Committee Position Descriptions

Impact Committee

Lead the charge to plan year-round advocacy and volunteerism activities that educate participants and promote the well-being of children, individuals, and families. This includes LINC and YPL signature days of service and annual impact opportunities.

Chair

- Develop strategy in conjunction with board leadership and United Way staff that will:
 - Convert prospective members to become LINC and YPL/YPL Premier members
 - Create quality advocacy/volunteer experiences across 13-county region
 - Educate individuals, groups, and companies about United Way of Greater Atlanta and child well-being
 - Foster deeper engagement with episodic volunteers
- Measure the impact of LINC and YPL on child well-being and overall community priorities
- Publicly speak at events to drive recruitment, as needed
- Mobilize LINC and YPL Boards and committee members to identify, cultivate and steward prospects and members
- Host monthly Impact Committee meetings and other meetings related to projects/tasks, as needed.
 - Disseminate dashboard and meeting materials to committee
 - Foster engagement and ongoing communication amongst volunteers via preferred channels
 - Set and manage deliverables, timelines and reminders related to committee projects/tasks
- In addition to board member responsibilities, commit an additional 2-3 volunteer hours/month to this role. Establish and foster a strong, effective, working relationship with United Way staff.

Committee Member

- Support the implementation of annual volunteerism strategies and programming, including:
 - Quality advocacy/volunteer opportunities
 - Needs-based campaigns and donation drives
- Connect with participants at volunteer opportunities
 - Identify and cultivate individuals via personal contacts and targeted engagement lists
 - Meet individuals to discover their interests, goals for community involvement and deepen their understanding about [LINC](#), [YPL](#), [United Way](#) and [child well-being](#)
 - Extend personal invitations and engage the individual at [volunteer opportunities](#) and promote [involvement](#)
 - Conduct follow-up after each touch point, as needed
 - Report on outcomes of touch points and update tracking materials, as needed
- Develop relevant materials to support network needs, including:
 - Event messaging, scripts and talking points
 - Impact assessments and volunteer experience surveys
 - Annual impact outcomes and reporting

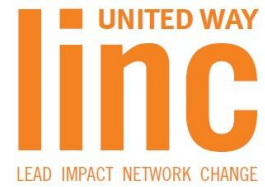
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UNITED WAY OF GREATER ATLANTA

YOUNG PROFESSIONAL LEADERS



Committee Position Descriptions

Marketing Committee

Lead the charge as the sounding board for marketing strategies and tools, develop innovative ideas, and promote the organization's mission and activities. This committee also develops content and manages the LINC and YPL social media capturing moments at events (photos/videos/live posting), monthly communications, etc.

Chair

- Develop strategy in conjunction with board leadership and United Way staff that will:
 - Educate individuals, groups, and companies about United Way of Greater Atlanta and child well-being
 - Establish, manage and execute partnership opportunities with local and national brands
 - Promote LINC and YPL through various channels to raise awareness, grow and reengage membership
 - Increase engagement and followers in shared content on United Way, LINC and YPL pages
- Plan LINC and YPL content for various communication channels and manage a content calendar.
- Host monthly Marketing Committee meetings and other meetings related to projects/tasks, as needed.
 - Disseminate dashboard and meeting materials to committee
 - Foster engagement and ongoing communication amongst volunteers via preferred channels
 - Set and manage deliverables, timelines and reminders related to committee projects/tasks
- Share the impact of LINC and YPL on child well-being and overall community priorities through strategic storytelling
- Provide training opportunities and resources for volunteers to enhance their marketing and communications skills
- Mobilize LINC and YPL members to post and reshare United Way, LINC and YPL content to personal networks
- In addition to board member responsibilities, commit an additional 2-3 volunteer hours/month to this role. Establish and foster a strong, effective, working relationship with United Way staff.

Committee Member

- Support the implementation of annual communications and marketing strategies, including:
 - a. Lend your marketing expertise to help improve marketing efforts
 - b. Use best practices and develop innovative ways to market the organization, campaigns, and programming
 - c. Identify possible marketing opportunities for LINC and YPL
 - d. Volunteer in various marketing and overall United Way capacities, as requested
- Communicate to and engage LINC and YPL membership
 - a. Identify and cultivate individuals via personal contacts and targeted engagement lists
 - b. Promote opportunities for individuals to discover their interests, goals for community involvement and deepen their understanding about [LINC](#), [YPL](#), [United Way](#) and [child well-being](#)
 - c. Extend personal invitations and engage the individual through various channels and promote [involvement](#)
 - d. Conduct follow-up (message replies) during engagement and after each touch point
 - e. Report on outcomes of touch points and update tracking materials, as needed
- Develop relevant materials to support network and programming needs, including:
 - a. Alignment with and setting brand guidelines and standards
 - b. Promotional graphics and written content for events, member spotlights, volunteer opportunities, etc.
 - c. Generate or guide content through interviews, photography, videography, etc.

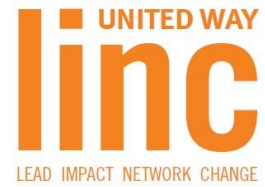
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UNITED WAY OF GREATER ATLANTA

YOUNG PROFESSIONAL LEADERS



Committee Position Descriptions

Membership Committee

Lead the charge on year-round strategies to educate, recruit, and retain individual champions and members, corporations, community organizations and social groups to participate in and partner with LINC and YPL.

Membership Chair

- Develop strategy in conjunction with United Way staff that will:
 - Raise awareness about United Way, LINC and YPL to individuals, groups, and companies
 - Create fundraising opportunities to invest in the next generation's growing spirit of philanthropy
 - Convert prospective members to become LINC and YPL/YPL Premier members
 - Engage current and inactive members and encourage deeper involvement
- Publicly speak at events to drive recruitment, as needed
- Mobilize LINC and YPL Boards and committee members to identify, cultivate and steward prospects and members
- Host monthly Membership Committee meetings and other meetings related to projects/tasks, as needed.
 - Disseminate dashboard and meeting materials to committee
 - Foster engagement and ongoing communication amongst volunteers via preferred channels
 - Set and manage deliverables, timelines and reminders related to committee projects/tasks
- In addition to board member responsibilities, commit an additional 2-3 volunteer hours/month to this role. Establish and foster a strong, effective, working relationship with United Way staff.

Committee Member

- Support the implementation of annual membership strategies and programming, including:
 - Membership campaigns and engagement/recruitment activities
 - Member onboarding/orientation
 - Individual benefits and specialized recognition opportunities
 - Communication channels, including e-mail/newsletters, group messaging platforms, SMS, etc.
- Connect with prospective and new members
 - Identify and cultivate individuals via personal contacts and targeted engagement lists
 - Meet individuals to discover their interests, goals for community involvement and deepen their understanding about [LINC](#), [YPL](#), [United Way](#) and [child well-being](#)
 - Extend personal invitations and engage the individual at [events](#) and [volunteer opportunities](#)
 - Conduct follow-up after each touch point, as needed
 - Report on outcomes of touch points and update tracking materials, as needed
- Develop relevant materials to support network needs, including:
 - Donor identification and engagement process
 - Event messaging, scripts and talking points
 - Member onboarding/orientation
 - Annual membership outcomes and reporting

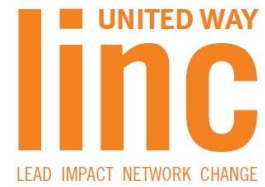
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UNITED WAY OF GREATER ATLANTA

YOUNG PROFESSIONAL LEADERS



Committee Position Descriptions

Programs Committee

Lead the charge on the cross-functional committee that supports the planning of signature LINC and YPL events including Night for a Brighter Tomorrow, Fall Kick-Off, Fall Professional Development event, Mentoring Mixer, and other network events.

Chair

- Develop strategy in conjunction with United Way Staff Lead that will:
 - Increase number of attendees at signature LINC and YPL events
 - Secure dynamic and impactful speakers and special guest
 - Ensure events educate LINC and YPL members and prospective members on Child Well-Being
 - Increase attendees' personal and professional skills and aid in the development of the next general of leaders within Greater Atlanta
- Publicly speak at events to drive engagements, as needed
- Mobilize LINC and YPL Boards and committee members to identify, cultivate and steward prospects and members
- Host monthly Programs Committee meetings and other meetings related to projects/tasks, as needed.
 - Disseminate dashboard and meeting materials to committee
 - Foster engagement and ongoing communication amongst volunteers via preferred channels
 - Set and manage deliverables, timelines and reminders related to committee projects/tasks
- Share best practices and resources for volunteers to enhance their event management and planning skills
- Mobilize LINC and YPL members to promote United Way, LINC and YPL engagement activities to personal networks
- In addition to board member responsibilities, commit an additional 2-3 volunteer hours/month to this role. Establish and foster a strong, effective, working relationship with United Way staff.

Committee Member

- Support the implementation of annual programming strategies and activities, including:
 - Educational programming that increases members ability to understand and support the organization
 - Quality, member-driven personal and professional development events
 - Needs-based campaigns and donation drives
- Connect with participants at programming activities
 - Identify and cultivate individuals via personal contacts and targeted engagement lists
 - Meet individuals to discover their interests, goals for community involvement and deepen their understanding about [LINC](#), [YPL](#), [United Way](#) and [child well-being](#)
 - Extend personal invitations and engage the individual at [events](#) and promote [involvement](#)
 - Conduct follow-up after each touch point, as needed
 - Report on outcomes of touch points and update tracking materials, as needed
- Develop relevant materials to support network needs, including:
 - Event messaging, scripts and talking points
 - Programming assessments and volunteer experience surveys
 - Annual programming outcomes and reporting

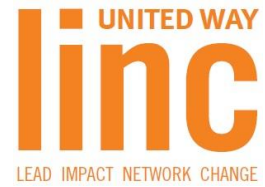
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UNITED WAY OF GREATER ATLANTA

YOUNG PROFESSIONAL LEADERS



Committee Position Descriptions

Partnerships Committee

Lead the charge on sponsorship and partnership cultivation, engagement and management that supports the organization's mission, causes, and annual LINC and YPL programming and events.

Chair

- Develop strategy in conjunction with United Way Staff Lead that will:
 - Educate groups and companies (including Business/Employee Resource Groups) about United Way of Greater Atlanta and child well-being
 - Establish, manage, and increase engagement of local and national brands and partners
 - Increase number of corporate, match and in-kind sponsors for LINC and YPL networks and programming
- Host monthly Partnership Committee meetings and other meetings related to projects/tasks, as needed.
 - Disseminate dashboard and meeting materials to committee
 - Foster engagement and ongoing communication amongst volunteers via preferred channels
 - Set and manage deliverables, timelines and reminders related to committee projects/tasks
- Share the impact of LINC and YPL on child well-being and overall community priorities through strategic storytelling
- Provide training opportunities and resources for volunteers to enhance their public speaking and sales skills
- Mobilize members/partners to leverage their networks and influence to drive support for United Way, LINC and YPL
- In addition to board member responsibilities, commit an additional 2-3 volunteer hours/month to this role. Establish and foster a strong, effective, working relationship with United Way staff.

Committee Member

- Support the implementation of annual partnership strategies, including:
 - Lend your fundraising and sales expertise
 - Use best practices and develop innovative ways to market the organization, campaigns, and programming
 - Identify possible partnership opportunities for LINC and YPL
 - Volunteer in various fund and partnership development capacities for United Way, as requested
- Connect with participants at partnership meetings and annual programming
 - Identify and cultivate leads via personal contacts and targeted engagement lists
 - Meet individuals to discover their interests, goals for community involvement and deepen their interest to support [LINC](#), [YPL](#), [United Way](#) and [child well-being](#)
 - Extend personal invitations and engage the individual at [events](#), [volunteer opportunities](#) and promote [involvement](#)
 - Execute on asks to existing and prospective partners as assigned
 - Manage relationships and conduct follow-up after each touch point
 - Report on outcomes of touch points and update tracking materials, as needed
- Develop and support the creation of relevant materials to support network needs, including:
 - Meeting briefs, communications, talking points and presentations
 - Partnership agreements and assessments
- Annual programming outcomes and reporting
 - Provide insight on strategy, fundraising opportunities, and gala planning objectives
 - Update and submit dashboard to United Way Staff

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Contact us with questions about the Young Professional Engagement committee experience at ypl@unitedwayatlanta.org.