

GUIDE – Campaign Team roles & Responsibilities

Each agency/ministry has its own campaign team who is responsible for planning and executing canvassing, special events, lottery ticket sales and campaign communications. To help things run smoothly, the following roles and responsibility guidelines are recommended.

Campaign Team Roles and Responsibilities

Executive Campaign Lead/Sponsor:

- Acts as a liaison for the ministry/agency campaign with senior leadership.
- Oversees Campaign Chair and Federated Health Team.
- Promotes senior leadership involvement in the Federated Health campaign.
- Supports volunteer recruitment across the organization, vacation day donations for incentive draws, and volunteer appreciation.

Campaign Chair/Co-Chairs:

- Leads the planning and implementation of the organization's campaign.
- Motivates the campaign team and ensures continuous progress toward the campaign goal.
- Briefs senior leadership on campaign progress, any concerns or any support needed from senior management.

Treasurer:

- Manages campaigns funds.
- Tracks the campaign's progress towards its fundraising goals.
- Submits financial information to Federated Health Charities.
- Runs campaign reports and reconciles funds.
- Updates the executive team on target progress and focus points weekly throughout the campaign.

Special Events Coordinator:

- Plans campaign specific fundraising events (agency/ministry-wide).
- Supports event-planning at the divisional/regional/branch level.
- Works with communications coordinator to ensure events are being promoted in weekly communications.

Canvasser/Pledge Coordinator:

- Supports volunteer recruitment across the organization to ensure each location across the agency/ministry has a representative.
- Coordinates canvassing for payroll pledges across each area (division, branch, location) across the agency/ministry.
- Communicates information, instructions, incentive programs and resources to volunteers to support canvassing activities.
- Motivates canvassers and provides regular progress updates through regular weekly or biweekly touchpoints and emails.

Lottery Coordinator:

- Promotes Federated Health Charities lottery ticket sales as part of the campaign strategy.
- Integrates lottery ticket sales into agency/ministry campaign events, team meetings, town halls, etc.
- Assist with an agency/ministry wide raffles/lottery activities, in addition to the Federated Health lottery.

Communications Coordinator:

- Develops the campaign communications strategy & calendar.
- Promotes the campaign by developing communications products and messaging.
- Boosts Federated Health Charities campaign content on Facebook, Instagram, and LinkedIn.
- Facilitates the delivery of clear, concise, and timely communications to all employees.

Divisional/Regional Lead:

Where the agency/ministry has multiple divisions with many people in each, it is beneficial to add Divisional Leads to the campaign.

- Oversees volunteers and canvassers within a division/region/branch.
- Acts as a liaison with executive campaign team, including reporting to the campaign chair and treasurer on local campaign fundraising and finances.
- Motivates volunteers and ensures communications are delivered to all staff in their area.



- Boosts Federated Health Charities campaign content on Facebook, Instagram, and LinkedIn.
- Facilitates the delivery of clear, concise, and timely communications to all employees.

Volunteers/Ambassadors:

- Encourages staff to make a payroll pledge, sells lottery tickets, and promotes the Federated Health auction and merchandise sales.
- Prints/hangs QR codes, special events and campaign poster in local areas.
- Plans and runs special events in your local area.
- Present at leadership/team meetings, providing awareness and education to colleagues about the impact of donations and any incentives for donation.
- Supports colleagues by demonstration how to make a pledge, buy a lottery ticket, or pay for a special event.