March 14, 2016

Dear United Way Supporter,

It is that time of year again when we ask our local businesses to participate in the Loaned Executive Program. As the 2016 United Way Campaign approaches, we would like to express our appreciation for your past support of the annual United Way Campaign. The success of the annual campaign depends on the support we receive from local businesses like yours in Okaloosa and Walton Counties.

The Loaned Executive Program is just that—a loan of an executive (or multiple executives) from your organization for an intensive period from July 12th through December 12th. It all begins with a two-day MANDATORY training session on July 12 and July 13th, then following training, Loaned Executives will conduct workplace campaign presentations for assigned accounts as well as garnering community support (please ask the LE to make sure they are available for above dates before applying). The Loaned Executive will work with Chief Executive Officers and company staff representatives to assist with organizing internal United Way campaigns.

Many organizations use the Loaned Executive Program to develop leadership for employees for future company leadership positions. The Loaned Executive’s role is a rewarding type of challenge: learning about the community, while giving the employee tremendous community exposure. Benefits of your company’s participation in the Loaned Executive Program include leadership, marketing potential, increased visibility as a caring corporate citizen, and an opportunity to test the capacity of the executive in a new area.

Please find enclosed information describing the Loaned Executive Program that you can share with fellow employees who may be identified for the program. Because Loaned Executives are an integral force of the campaign, it is imperative that employees who are chosen fully understand the time and commitment that is involved.

Thank you so much for helping to make the last campaign such a great success for the community, agencies and the United Way. Please complete the enclosed Loaned Executive request form and return it by fax, 243-6625 to the United Way office prior to May 6, 2016.

Sincerely,

[Signature]

Alan Wood
CCB Community Bank
Campaign Chair of United Way of Okaloosa-Walton Counties

United Way...Giving Hope for a Brighter Tomorrow
Yes, our Company, ________________________________,
will participate in the United Way of Okaloosa and Walton Counties Loaned Executive Program by providing the following individual(s): We suggest a “partnership” by allowing at least two of your employees to work together on the campaign. **All Loaned Executives (new or returning) must attend the 2-days mandatory LE Training on July 12th and July 13th to participate in the program.** Location of Training will be held at the Bob Hope Village, Shalimar.

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Please submit the names of your Loaned Executives to the United Way office by fax 243-6625 no later than May 12th. You may also e-mail the name(s), phone number(s), and employees’ email address to RondaD@united-way.org. For more information, please contact Ronda Davenport at the United Way Office at 243-0315.

Thank you for your support!

Sincerely,

Ronda Davenport  
Vice President of Campaign/Marketing  
ronad@united-way.org, 850-243-0315  
www.united-way.org
2016 Executive Board
Walker Hooks, Chair
Robert Kamm, Past Chair
Betty Brasseil, Chair Elect
Alan Wood, Campaign Chair
Alan Jowers, Treasurer
Yvonne Freeman, Marketing
Kim Cox, Fund Co-Chair
Patricia Davis, Fund Co-Chair

“Give Us Your Busiest & Your Best!”
Benefits you will receive when you do...

- Employees gain valuable new business contacts and are able to promote your company.
- Employees gain an understanding and appreciation for the difference they make for themselves and for their company.
- Exposure to the critical issues facing our community.
- Contact with Community Leaders.

United Way of Okaloosa-Walton Counties
2016 Loaned Executive Program
July 12th - July 13th

GIVING HOPE FOR A BRIGHTER TOMORROW

Loaned Executive Job Description

Objective:
Under the supervision of the United Way professional staff, Loaned Executives (LEs) are responsible for planning, organizing, and successfully executing the campaign accounts assigned to them during their tenure with the United Way.

Training:
United Way’s Loaned Executive Program serves as an excellent vehicle for dynamic men and women to share their professional talents and to prepare for executive and community leadership roles.

Two-Day Mandatory Training Sessions on July 12th and 13th will educate LEs about the structure of the United Way and its role in the community. LEs will develop increased confidence, skills in time and project management, goal-setting techniques, oral presentation skills, account organization, resource utilization, and campaign volunteer motivation.

Responsibilities:
- Become familiar with United Way.
- Become familiar with each assigned account.
- Develop and conduct presentations to CEO’s to illustrate the need for continued financial support of vital social services in our community.
- Assist company Campaign Coordinators in scheduling, conducting and completing employee campaigns within the determined time frame.
- Monitor assigned accounts to ensure campaign goal is met.
- Facilitate the delivery of campaign materials.
- Handle administrative aspects by completing the required reports.

Training will be held July 12 & July 13 at the Bob Hope Village Welcome Center. 30 Holly Ave, Shalimar

Directions available.

For more information, please contact the United Way Office, 243-0315 email, Rondad@united-way.org

LIVE UNITED