

# Fundraising Cabinet Member

## Volunteer Description



**United Way**  
Calgary and Area

Volunteers are critical to the work of United Way of Calgary and Area ("**United Way**").

As a Cabinet Member, you are an important member of our organization.

The Fundraising Cabinets are a group of highly skilled volunteers who donate their time to help fundraise for United Way of Calgary & Area. These Cabinet Members lead by example and are committed to making our city the best it can be through their generously donated time, skills, and expertise.

We could not run this successful program without the support of these Cabinet Members.

### **No Employment Relationship or Contract**

This volunteer opportunity does not create an employment relationship with United Way and any documents provided to you in support of your participation as a volunteer does not create an employment contract with United Way.

### **Fundraising Cabinets**

Purpose: Strategically retain, cultivate, and explore donation opportunities through peer-to-peer asks and engagements, enhancing our collective impact and strengthening community support.

Focus Areas:

- Leverage connections to retain, grow and prospect donor gifts
- Provide strategic perspectives for individual contributions
- Build & enhance a positive social reputation associated with United Way
- Provide intel & industry insights.

### **Scope of Duties as a Cabinet Member**

Leverage Connections to Solicit Donor Gifts:

- Act as an ambassador in personal and professional networks to identify potential donors and prospect new donations
- Establish and nurture relationships with potential donors
- Act as a liaison between the organization and potential donors
- Assist in business development efforts
- Keep team apprised of conversation status through regular updates

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Provide Strategic Perspectives for Individual Contributions:

- Develop and present strategies to optimize individual contributions
- Collaborate with team members to align strategies with organizational goals

Build & enhance a positive social reputation associated with United Way:

- Actively engage with community members and stakeholder
- Represent the organization positively in social and professional settings

Provide Intel & Industry Insights:

- Regularly share relevant insights with the team
- Contribute to discussions on how industry insights can benefit the organization

Participate in United Way Events:

- Attend and actively participate in United Way events
- Engage with attendees and promote United Way's mission

Attend Meetings:

- Regularly attend Cabinet and committee meetings
- Provide updates on progress and insights
- Collaborate with team members to ensure alignment with overall organizational goals

Additional responsibilities could include:

Drive Sponsorship Opportunities:

- Identify potential sponsors and partnership opportunities
- Cultivate relationships with sponsors to ensure ongoing support

Organize and Host Small Prospecting Events:

- Plan and execute small-scale events for donor prospecting
- Engage with attendees to assess potential for donor support

Collaborate on Individual Giving Messaging with United Way Marketing/Communication Team:

- Provide input and insights for crafting effective messaging for individual giving campaigns
- Collaborate on the development of materials to support fundraising efforts

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### **United Way's Responsibilities**

In support of your participation as a Cabinet Member, United Way and your staff partner will:

- Provide you with the necessary orientation and general training for your role that will include information about United Way's purpose and role in the community
- Support relationship building and solicitation
- Provide you with ongoing opportunities to learn more about United Way's impact in Calgary and area through speakers and engagement activities

### **Time Commitment and Service Term**

Your term as a Cabinet member is:

- Date Range: September 1, 2025 - April 30, 2026
- Calls: 10-20 Donor Calls
- Meeting Frequency: Monthly\*
- Retention Calls: 2 nights in mid-November
- Time Commitment: 4-6 hours (Spring), 4-6 hours (Summer), 15-20 hours (Fall)

\*Meetings are to be meaningful and purposeful for both volunteers and staff. Meetings may be called, cancelled, or rescheduled at the direction of the Chairperson(s).

### **How to Apply:**

Please send resumes to Stevie Riley - Manager, Volunteer Relations and Sponsorship.

[Stevie.Riley@calgaryunitedway.org](mailto:Stevie.Riley@calgaryunitedway.org) to apply for this role.