HEART OF MISSOURI UNITED WAY

LOANED EXECUTIVE PROGRAM
Making an impact in the community since 1977

3M
ABC 17
Job Point
Adventur.es
Bank of America
Boone Hospital Center
Central Bank of Boone County
Columbia College
Columbia Insurance Group
Commerce Bank
Eurofins
First State Community Bank
CenturyLink
Isle of Capri Casino
JC Penney
Kraft Heinz
KRCG-TV 13
Landmark Bank
MFA Inc.
MFA Oil
MBS Textbook Exchange
Missouri Employers Mutual
Primaris
Providence Bank
Quaker Oats PepsiCo
Red Cross Blood Center
Regions Bank
Salton
Schneider Electric
Shelter Insurance Companies
Silvey Corporation
State Farm Insurance
University of Missouri
UM Health System
UMB Bank
U.S. Bank
Veterans United Home Loans
Woodruff Sweitzer

LOANED EXECUTIVE PROGRAM
TO IMPROVE LIVES IN OUR COMMUNITY.

GIVE. ADVOCATE. VOLUNTEER.

2019 TIMETABLE:

LEs are selected & names submitted to United Way ..................... June 7
Training dates ......................................................... August 2, 9 & 23
Agency Tour date ..................................................... August 16

Option 1:
Starter LE immersion experience
at Heart of Missouri United Way ......................... August 26-September 27

Option 2:
Closer LE immersion experience
at Heart of Missouri United Way ......................... September 25-October 29

TRAINING #1: AUGUST 2
• Welcome to Heart of Missouri United Way
• What is United Way?
• About Community Impact
• Impact Area: Financial Stability & Health
• Volunteer project
• Presenting with Impact
• Your work with CEOs
• Your work with Employee Campaign Coordinators

TRAINING #2: AUGUST 9
• Basic sales skills
• Making calls
• Relationship building
• Presenting with Impact
• Public speaking
• Impact Area: Education
• Volunteer project

TRAINING #3: AUGUST 23
• Crafting your message
• Account management system
• Campaign & personal goals/your account list
• Impact Area: Basic Needs
• Volunteer project
• Speakers Bureau

Facebook: @HeartofMissouriUnitedWay
Twitter: @uwheartmo
Instagram: @uwheartmo

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HEART OF MISSOURI UNITED WAY
LOANED EXECUTIVE PROGRAM

Each year, community-minded employers lend key personnel to United Way to serve as full-time fundraisers during the annual campaign.

These Loaned Executives give United Way essential “person-power” to take our message to local workplaces. And their generous gift of time and energy helps keep administrative costs associated with the campaign down.

WHAT DO LOANED EXECUTIVES DO?
Loaned Executives lend their talents and skills to developing successful workplace campaigns at companies and organizations throughout the mid-Missouri area. They help:

• Meet with business owners, CEOs and community leaders.
• Organize, develop and manage workplace campaigns.
• Communicate to employee groups about how United Way can help them multiply their impact in our local community.
• Set financial and non-financial goals and monitor progress.
• Assist/motivate Employee Campaign Coordinators in planning and completing their campaigns.
• Organize/execute campaign events, speakers and tours of United Way partner nonprofits.

HOW DO PARTICIPANTS IN THE PROGRAM BENEFIT?
The Loaned Executive program offers your staff an outstanding leadership opportunity by providing training in selling, public speaking, time management and problem solving. Both you and your employee will benefit from:

• Enhanced management and communication abilities.
• Improved organizational, managerial, presentation and analytical skills.
• Greater knowledge of community needs and the network of health and human service programs addressing those needs.
• An increased network of business contacts.
• Demonstrate your commitment to corporate social responsibility.
• Your employee will return to you enthusiastic and inspired about our community. Ask them to share their skills and knowledge with their peers and to become your company’s Employee Campaign Coordinator next year.

WHO SHOULD PARTICIPATE AS A LOANED EXECUTIVE?
Employees from all areas of your business can benefit from and contribute to the program. Consider:

• A middle manager who could benefit from experience not available in his or her current assignment.
• Someone you want to “immerse” in the community.
• Your most recent management/supervisor hire.
• A recent retiree.

HOW CAN MY COMPANY PARTICIPATE?

• Provide a full-time Loaned Executive for five weeks during the annual fall community campaign. In return, the Loaned Executive will receive a minimum of three full-day training sessions over the summer. You may choose to loan a “starter” Loaned Executive for the first five weeks of the campaign, or a “closer” Loaned Executive for the second five weeks.
• Run an internal contest for interested employees to apply or compete to be “starter” Loaned Executive for the first five weeks of the campaign, or “closer” Loaned Executive for the second five weeks.
• Assist/motivate Employee Campaign Coordinators in planning and completing their campaigns.
• Run an internal contest for interested employees to apply or compete to be a Loaned Executive for the second five weeks.
• Set financial and non-financial goals and monitor progress.
• Run an internal contest for interested employees to apply or compete to be a Loaned Executive for the second five weeks.
• Communicate to employee groups about how United Way can help them multiply their impact in our local community.
• Your most recent management/supervisor hire.
• A recent retiree.

To get started as a Loaned Executive, contact Campaign Director David Holtgraewe at 573-443-4523 or at DHoltgraewe@uwheartmo.org.