

## HEART OF MISSOURI UNITED WAY

### LOANED EXECUTIVE PROGRAM

3M  
ABC 17  
Job Point  
Adventur.es  
Bank of America  
Boone Health  
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  
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  
Simmons Bank  
State Farm Insurance  
The Bank of Missouri  
University of Missouri  
UM Health System  
UMB Bank  
U.S. Bank  
Veterans United Home Loans  
Woodruff

**Making an impact in the  
community since 1977**



### 2023 TIMETABLE

LEs are selected & names submitted to United Way ..... July 7  
Training dates ..... August 11, 18, & 25

#### Option 1:

Starter LE immersion experience  
at Heart of Missouri United Way ..... August 28-September 29

#### Option 2:

Closer LE immersion experience  
at Heart of Missouri United Way ..... September 27-October 31

### TRAINING #1: AUGUST 11

- Welcome to Heart of Missouri United Way
- What is United Way?
- About Community Impact
- Impact Area: Financial Stability
- Volunteer project
- Presenting with Impact
- Your work with CEOs
- Your work with Employee Campaign Coordinators

### TRAINING #2: AUGUST 18

- Basic sales skills
- Making calls
- Relationship building
- Presenting with Impact
- Public speaking
- Impact Area: Education
- Volunteer project

### TRAINING #3: AUGUST 25

- Crafting your message
- Account management system
- Campaign & personal goals/your account list
- Impact Area: Health
- Volunteer project
- Speakers Bureau

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Instagram: @uwheartmo



LinkedIn: Heart of Missouri United Way

**GIVE. ADVOCATE. VOLUNTEER.**



## LOANED EXECUTIVE PROGRAM

**TO IMPROVE LIVES IN  
OUR COMMUNITY**



Heart of Missouri United Way



# 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.
- Increased network of business contacts.
- Demonstrated 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 accepted. Celebrate the chosen individual.
- Recognize that person once their five-week session is completed. Invite them to speak to the staff about what they learned about our community from their experience.

To get started as a Loaned Executive, contact Chief Operations Officer David Holtgraewe at 573-443-4523 or at [DHoltgraewe@uwheartmo.org](mailto:DHoltgraewe@uwheartmo.org).



– Jason Sickmeier  
Simmons Bank  
2019 Loaned Executive



– Brian Myers,  
First Mid Bank & Trust  
2018 Loaned Executive



“Being a loaned executive was an extremely eye-opening experience. I always knew our community had needs, but before becoming a part of United Way, I didn’t know exactly what those needs were. It was truly humbling to see first-hand how the donations were making a difference. I felt like I was finally impacting my community and I grew as an individual; both professionally and personally.

I know that by participating in United Way, Central Bank of Boone County has deepened its relationship with multiple non-for-profits in surrounding counties as well as assist in support.”

Marissa Bacon  
Central Bank of Boone County  
2018 Loaned Executive

