Memorandum

MIAMI-DADE COUNTY

Date: June 14, 2013

To: Department Directors

From: Carlos A. Gimenez
Mayor

Subject: 2013 United Way Loaned Executive Program

The United Way of Miami-Dade County has historically provided services throughout this community and is a catalyst in bringing hearts, minds and resources together. As in previous years, Miami-Dade County will continue our partnership with the United Way by participating in the Loaned Executive Program. Loaned Executives (LE's) get the unique opportunity to develop and implement fundraising campaigns by working with top management and employee campaign coordinators at workplaces throughout Miami-Dade.

I encourage you to identify employees that would benefit from this important effort. Participation in this program supports employee potential as they will develop presentation, management, negotiation and team building skills. As we help the United Way increase contributions to make a lasting difference in people's lives throughout this community, we provide emerging leaders within our workforce an opportunity to participate in meaningful professional learning.

Please submit the name of one employee from your department as a candidate to be considered for the Loaned Executive Program to Lisa M. Martinez, Senior Advisor at lisamm@miamidade.gov by Friday, **July 26, 2013** as training will begin Monday, **August 12, 2013.** We will review all candidate recommendations and final appointments will be shared with their respective directors.

Again, thank you for recognizing the important role our employees play in creating a positive impact that benefits our most needed citizens. Let's continue our tradition of giving. With your continued support, I am sure we will make a difference!

Attachments

c: Office of the Mayor Senior Staff

United Way of Miami-Dade

2013-2014 LOANED EXECUTIVE PROGRAM

WHAT IS THE LOANED EXECUTIVE PROGRAM?

Loaned executive's (LE's) are your employees, borrowed by United Way during peak campaign season. United Way calls on its corporate partners to lend their best and brightest employees to assist United Way staff in the development and implementation of workplace campaigns. Specifically, Loaned Executives lend their expertise and energy to help United Way expand solicitation efforts, reach new markets and broaden the base of community giving. Without your LE's, United Way would not be able to take care of what matters to our community.

WHY IS THE LOANED EXECUTIVE PROGRAM IMPORTANT?

Loaned Executives keep fundraising costs low by maximizing staff and volunteer efforts. In return, United Way provides a unique management program that develops sales and executive leadership skills in addition to an understanding of community organization. The Loaned Executive Program is an excellent investment for your company, the loaned executive and our community.

COMPANY COMMITMENT

Loaned Executive Term:
Aug. 12, 2013 – Dec. 6, 2013

- Relieve employee of all current work duties during duration of the assignment
- Continue to pay the employee's salary, benefits and mileage expenses

QUALIFICATIONS

Ideal Candidates:

- rising employees
- employees in transition
- sales managers
- management trainees

DESIRED ATTRIBUTES

- comfortable with public speaking
- leadership potential
- self-motivated
- results-oriented
- organized
- sales-oriented

BENEFITS TO YOUR COMPANY

- Increase number of employees with executive leadership potential and advances professional skills
- Enhances corporate image
- Boosts company visibility and strengthens external relations with other organizations through Loaned Executives' contacts and working relationships
- Reduces internal training expenses through comprehensive management training program
- Offers opportunity to impact the quality of life in the community where your company conducts business

BENEFITS TO THE EMPLOYEE

- Teaches comprehensive sales, management and presentation skills
- Offers valuable contacts throughout the business community
- Increases confidence and leadership ability
- Enhances communication, creative thinking, problem solving, negotiation, project management and team building skills
- Deepens insight into community needs and resources

BENEFITS TO UNITED WAY

- Maximizes volunteer efforts while minimizing fundraising expenses
- Heightens awareness of the variety of critical community needs
- Generates civic leaders for United Way and its community partners

FOR QUESTIONS AND ADDITIONAL INFORMATION, PLEASE CONTACT FRANCESCA BORBON:
borbonfr@unitedwaymiami.org | phone: 305.646.7023 | fax: 305.646.7022

United Way of Miami-Dade

LOANED EXECUTIVE JOB DESCRIPTION

Job description:

As a United Way of Miami-Dade loaned executive (LE), you have the opportunity to learn firsthand how important and exciting a United Way campaign is – for the companies and organizations that participate and for our community as a whole. Your efforts are key to United Way's success in bringing us together as a community to do what none of us can do alone - create sustainable changes that improve lives.

Every day, in every part of our community, United Way is impacting the issues that matter most to us. Loaned executives serve as an extension of United Way campaign staff, and by helping us during the most crucial campaign months, you help to keep United Way's administrative costs down. That means more dollars for more people in need, right here in Miami-Dade.

Each LE is assigned to a development team at United Way. Most LE's will work with local accounts (companies and organizations with offices in Miami-Dade) to help them run their employee United Way campaigns. However, responsibilities can vary from those listed below; based on the timing of your assignment, your United Way staff person will explain additional responsibilities on an individual basis.

Job responsibilities:

Office Hours: Monday – Friday, 8:30 am – 5:30 pm

- Report to United Way for a period of four (4) months on a full-time basis to assist with campaign efforts Aug. 12, 2013 – Dec. 6, 2013
- Attend a mandatory five day training that begins on Aug. 12, 2013, to obtain the knowledge & skills to carry out the duties of a Loaned Executive
- Manage a specific group of accounts – your primary responsibility as an LE is to work with accounts and their employee campaign managers (ECM's) to make their employee campaigns as successful as possible
- Review account histories, identify account needs, and develop strategies to meet those needs
- Develop campaign plans to maximize giving and collecting pledges
- Deliver campaign materials and conduct on-site presentations
- Assist/motivate ECM's in planning and completing their campaigns
- Organize/execute agency tours and speakers
- Communicate to employee groups how contributions through United Way benefit our community
- Cultivate new accounts
- Manage account profiles and execute final evaluations at the end of the campaign

Specialized LE job functions:

- Public Speaking (convey the United Way of Miami-Dade message through presentations)
- Administrative (data entry, filing, faxing, supplies, CEO packet preparation, mailings, research, supply delivery, etc.)
- Marketing (secure company sponsorship & auction items for events, company follow-up phone calls, coordinate marketing efforts, etc.)
- Labor (participate in presentations where labor is involved, support AFL-CIO Community Services Liaisons on individual and organizational outreach, etc.)

Performance Review

We will review each LE's performance at the end of his/her time at United Way. There may also be periodic performance/program interviews with assigned staff to ensure a good experience for all involved. You will also have a chance to review the program and critique our performance.