

# 2011-2012 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. 15, 2011 – Dec. 9, 2011**

- 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

# LOANED EXECUTIVE PROGRAM SPONSORSHIPS

*An alternative to providing an employee...*

We understand that it's sometimes easier to sponsor a loaned executive than to lend one of your employees to United Way for four months. With that in mind, United Way of Miami-Dade has developed a sponsorship package for the loaned executive program. The idea is to help you. We know that you care about this community and understand the importance of the loaned executive program.

## **\$10,000 – Full Sponsorship**

- Introduced as a sponsor during employee presentations for four months
- Thank you ad in *The Miami Herald*
- Name listed on United Way web site
- Recognition of your commitment at United Way board meeting
- Recognition of your commitment at United Way campaign cabinet meetings

## **\$5,000 – Half Sponsorship**

- Introduced as a sponsor during employee presentations for two months
- Thank you ad in *The Miami Herald*
- Recognition of your commitment at United Way board meeting
- Recognition of your commitment at United Way campaign cabinet meetings

As with other contributions made to United Way of Miami-Dade, these contributions are tax deductible.

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