WHAT IS MY ROLE?

As the **Employee Campaign Director (ECD)**, you are the one who organizes the employee campaign at your workplace. You recruit, train, lead and motivate the members of your campaign committee and ambassadors to reach your campaign’s participation and financial goals.

As the **Leadership Campaign Director (LCD)**, you organize the Leadership campaign for donors who are part of the Leaders’ Circle (as they already give **$1,200 or more**) and for people with the potential of giving more and becoming Leadership Donors themselves.

As an ambassador, you are the **voice of Centraide’s message** with your coworkers to **raise their awareness** and **ask them to donate** to the campaign. You are a vital link in your organization’s campaign.

Whether your skills are in the areas of accounting, information technology or even baking, the campaign committee is counting on you to make the Centraide Campaign a **resounding success**.

As a campaign committee member, you ensure that the campaign’s orientations are followed and that each stage of the campaign runs as smoothly as possible.