**Volunteer Caller Solicitation: Option 1**

Dear (NAME OF RECIPIENT),

I have recently joined the Workplace Cabinet for United Way of Central Iowa’s 2017 Campaign as the (SEGMENT NAME) segment co-chair. In this role, I am charged with recruiting volunteer callers and I believe your dedication and belief in the work of United Way makes you a perfect fit. Below, you will find some details about the role of a volunteer caller.

Volunteer Caller Job Responsibilities:

* Each caller will attend one of two kick off meetings on 5/31 (4:00PM-5:30PM) or 6/13 (7:30AM-9:00AM) with the Co-Chairs, Campaign Vice-Chair Paul Schickler and United Way representatives to learn more about their role communicate the value of UWCI in the community.
* Each caller will be assigned 3-4 companies with which to schedule meetings with.
* The volunteer caller will personally **lead** the meeting.
* Schedule **30 minute in-person meeting** with CEO/senior leadership of the companies that the volunteer has been assigned to discuss their support of UWCI and gain their commitment to hold a 2017 campaign.
* Send calendar invitation to assigned UWCI staff – There will ALWAYS be a UWCI staff person with you on these calls.
* Review your company notes and account profiles prior to scheduled visit.
* Complete CEO call (Schedule all calls between July 5th and August 25th.
* Send follow-up communication to CEO/senior leadership and UWCI staff.

A successful United Way campaign helps UWCI achieve its goals for 2020. I hope you will join me in reaching out to businesses to secure their support of a UWCI campaign gain this year. I will follow up soon on this e-mail, in the meantime; please feel free to contact me at (E-MAIL) or (PHONE NUMBER).Thanks for your consideration.

Warm Regards,

(NAME)