

## WHAT IS A RELATIONSHIP MANAGER?

Relationship Managers are local professionals who work with United Way to help make a difference in our community.

Last year, more than \$2 million was raised in Ottawa County during the community campaign. The majority was pledged and donated by more than 200 companies and their employees during annual workplace campaigns that usually take place during the months of September through March.

Relationship Managers do the very important work of communicating with these companies, assisting with the details of their campaigns, and following up to bring in the results.



## WHAT ARE THEY SAYING?

“As a result of being a United Way Campaign Relationship Manager, I know more about my community and all that its people are doing to build a better life. It has led to business and personal relationships for me and my family that we will always value.”

**John Gork**  
*Northwestern Mutual Life Insurance*

“My favorite part of being a Relationship Manager is building relationships, and I have made so many great connections in our community. As a Relationship Manager it has been inspiring to see the employers and employees really putting in the effort to run successful workplace campaigns with my support. I like to encourage others to give their time and treasure as well. United Way is a one-stop shop for giving back to the community, and it’s easy to get involved at whatever level works for you.”

**Erin Zylman**  
*Financial Advisor, Edward Jones Investments*

**Are you ready to join us as a relationship manager?**

Contact VP of Annual Campaign  
Tracy Plummer at 616.610.9171  
or [tplummer@ottawaunitedway.org](mailto:tplummer@ottawaunitedway.org).



Greater Ottawa County  
United Way

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**CAMPAIGN RELATIONSHIP MANAGER**

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## WHY DOES THIS WORK MATTER?

The money raised by United Way is invested in the community to create the building blocks of a better life for everyone in Ottawa County.

United Way's Community Investment Fund supports more than 50 effective nonprofit health and human service programs that are improving education, financial stability, health and meeting the basic needs of tens of thousands of our neighbors. We also invest in programs and collaboratives that provide additional community benefit.

We could not run a successful campaign without the help of our volunteer Relationship Managers, who share their time and talents with us so that more of the dollars raised can be invested back into the community.

## WHAT'S IN IT FOR YOU?

In addition to the intangible benefits of making a positive difference in the community, there are potential benefits to your company and your career.

The Relationship Manager program provides an opportunity for career and personal advancement. Relationship Managers network with and get to know people at all levels of influence in other professions and organizations.

They develop new relationships and hone their leadership, presentation and business development skills. We provide regular training and support to help you in this important work.

## HOW MANY ACCOUNTS WILL I HAVE?

Only as many as you wish. We are respectful of the time you have available. Some campaigns "run themselves" and others require more active management.

We work with Relationship Managers to match them to the type and number of campaigns that work for them. In general, most relationship managers handle 5-7 companies. These are established relationships. We do not ask our Relationship Managers to work with companies that have not previously run a campaign.



## WHAT WILL I DO?

**You will work with your accounts to plan and facilitate a workplace campaign doing the following:**

- **Set up an appointment** to deliver campaign materials and get to know your account
- **Attend campaign kickoffs** with an agency speaker
- **Follow up** at intervals to determine how campaigns are going
- **Collect the envelope** containing pledges and donations at the conclusion of each campaign, and turn it in to Greater Ottawa County United Way

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