



Lead Coordinator Role Description

The Colorado Combined Campaign (CCC) is the workplace giving campaign of State of Colorado government employees. In addition to strengthening Colorado communities through fundraising, we engage employees, develop leadership and provide positive individual action.

Donating through the CCC is easy, efficient and empowering. It provides state agency, college and university employees with the ability to donate to hundreds of qualified nonprofits directly from their paycheck, at little bit at a time. This type of incremental giving is a popular and enduring way to give. Through the CCC (which runs from September to December each year), state employees give, care and share. Since the first official campaign in 1988, state employees have donated \$36.2 million to their favorite causes and Colorado charities.

It's important to ensure that all state employees have the opportunity to learn about and (if they wish) participate in this beneficial program. Enter Lead Coordinators, the heart of the CCC, who are key volunteers within individual agencies, colleges and universities. They organize their internal campaign by providing leadership, logistics management, creativity and inspiration to their colleagues.

Serving as a Lead Coordinator is a great way for employees to network, develop professionally and own an important department endeavor. Some departments have a team of volunteers rather than one Lead Coordinator, which can prove to be very effective for larger institutions. Successful Lead Coordinators will:

- Have the ability to implement the campaign for their entire institution and make it accessible for everyone, in part by understanding organizational structure and existing communication channels, and knowing who to ask for help.
- Be creative in developing fun opportunities that motivate their colleagues to participate through nonprofit fairs, chili cook-offs, presentations, lunches, contests and even regular staff meetings.
- Have strong organizational skills that enable distributing CCC information digitally and in person, tracking donations online and in paper form, and turning in materials on set deadlines to CCC staff.
- Be a leader (either formal or informal) of their institution and comfortable talking to a room of colleagues about fundraising goals and needs, the campaign timeline and the importance of giving.
- Have a passion for strengthening Colorado and an appreciation for the many nonprofit organizations and missions that accomplish this.
- Key dates 2021-2022 campaign: August 2021 (date TBA) – Lead Coordinator Training & Kickoff; January 5, 2022 – Turn in any paper pledge forms to CCC staff.

On a schedule they set, Lead Coordinators work with CCC staff, fellow state of Colorado employees and institutional leadership to distribute and collect pledge materials, create agency fundraising activities, set fundraising goals, and send and receive regular communications. They are invited to

special CCC events including a pre-campaign kickoff and a post-campaign celebration. To learn more, contact the CCC at 720-420-3210 or giving@coloradocombinedcampaign.org.