

CAMPAIGN PRESENTATION

15-MINUTE SAMPLE

ESTIMATED TIME	AGENDA ITEMS
1 minute	<p>Campaign coordinator role: Relaxes and engages</p> <ul style="list-style-type: none">• Welcomes employees• Explains the purpose of the meeting• Explains how the company will participate in the United Way campaign
2 minutes	<p>CEO or other senior executive role: Establishes corporate commitment to United Way and encourages organization-wide participation</p> <ul style="list-style-type: none">• Provides a few words regarding corporate support
5 - 10 minutes (depending on time allowed)	<p>United Way representative role: Educates audience on the needs in the community and offers them a way to participate</p> <ul style="list-style-type: none">• Provides overview of United Way of Greater Topeka• Discusses some of the varied services provided by UWGT local agencies• Plays campaign video or power point• Explains reasons to give
5 - 10 minutes (depending on time allowed)	<p>Agency representative role: Raises audience awareness firsthand and encourages them to support their community by giving through their workplace campaign.</p> <ul style="list-style-type: none">• Explains services provided to the community, and or• Shares a success story or “How I LIVE UNITED” story• Describes the partnership with the UWGT
2 minutes	<p>Campaign coordinator/United Way representative role: Encourages audience to take an active role in making our community a better place to live and work by supporting United Way.</p> <ul style="list-style-type: none">• Asks employees to complete pledge form• Explains the option to designate• Collects pledge forms• Distribute stickers to donors as employees leave the meeting