

UNITED WAY CAMPAIGN KICKOFF PRESENTATION

SAMPLE ITINERARY & TALKING POINTS

Campaign Manager – Welcome

- Thank attendees for being there to officially kick off the [insert company name] United Way Campaign!
- Welcome employees and explain the purpose/importance of the meeting.

CEO and/or Labor Leader

As we mentioned in Lay the Groundwork, the United Way Campaign works best when people know it is supported from the top. Giving your CEO and/or labor leader an opportunity to speak to the importance of the United Way campaign will demonstrate strong support.

- Communicate support of United Way and why the work is important.
- Encourage organization-wide participation.
- Announce incentive(s) for participation (if applicable).

United Way Staff Person

Be sure to introduce your United Way staff person since your employees likely won't be familiar with them. Explain to employees that this person is going to talk about how United Way's work is advancing the entire community.

- Explain how contributing to United Way advances the common good of the entire community.
- Describe the focus on the building blocks of a good life: education, income, and health.

Employee Testimonial or United Way Program Speaker

One of the most powerful ways to connect your employees to United Way's work is to have a fellow employee share a story of how a United Way program or service has impacted their life. If this isn't an option, touch base with your United Way staff person to discuss an alternative presentation option or focus.

Campaign Manager

- Describe incentives.
- Share the goal.
- Answer questions
- Ask employees to give.
- Collect pledge cards.
- Say thank you!

