

UNITED WAY CAMPAIGN



SAMPLE AGENDAS*

Planning your United Way campaign is the key to success. By following these sample agendas, you can make sure it all gets done!

1. FOR CAMPAIGN KICK-OFF EVENT

1: OPENING REMARKS

Company Executive/Employee Campaign Coordinator

- Explain purpose of meeting
- Discuss results from previous year
- Discuss why YOU support United Way

2: UNDERSTANDING UNITED WAY

United Way Campaign Associate

- The value of giving to United Way
- Explain LIVE UNITED and United Way initiatives
- Q & A

3: GUEST SPEAKER

Community Impact Manager/Agency Representative

4: SHOW CAMPAIGN VIDEO

Provided by United Way

5: PLEDGE FORM REVIEW

Company Campaign Coordinator/United Way Campaign Associate

6: THE "ASK"

Company Campaign Coordinator/United Way Campaign Associate

- Discuss incentive program
- Encourage payroll deduction
- Ask for a pledge

7: COLLECT PLEDGE FORMS

Company Campaign Coordinator

- Collect pledge forms from all employees to aid in tracking
- If person chooses not to complete form at meeting, set time to collect it
- Thank and recognize participants

8: CLOSING COMMENTS

Company Executive/ Company Campaign Coordinator/United Way Campaign Associate

- Thank everyone for their attention and attendance

9: FOLLOW-UP IN PERSON WITH THOSE WHO MISSED THE KICK-OFF

Company Campaign Coordinator

- Double check that anyone on vacation or leave of absence was asked to give
- Send email or voicemail reminder to those that have not returned pledge form

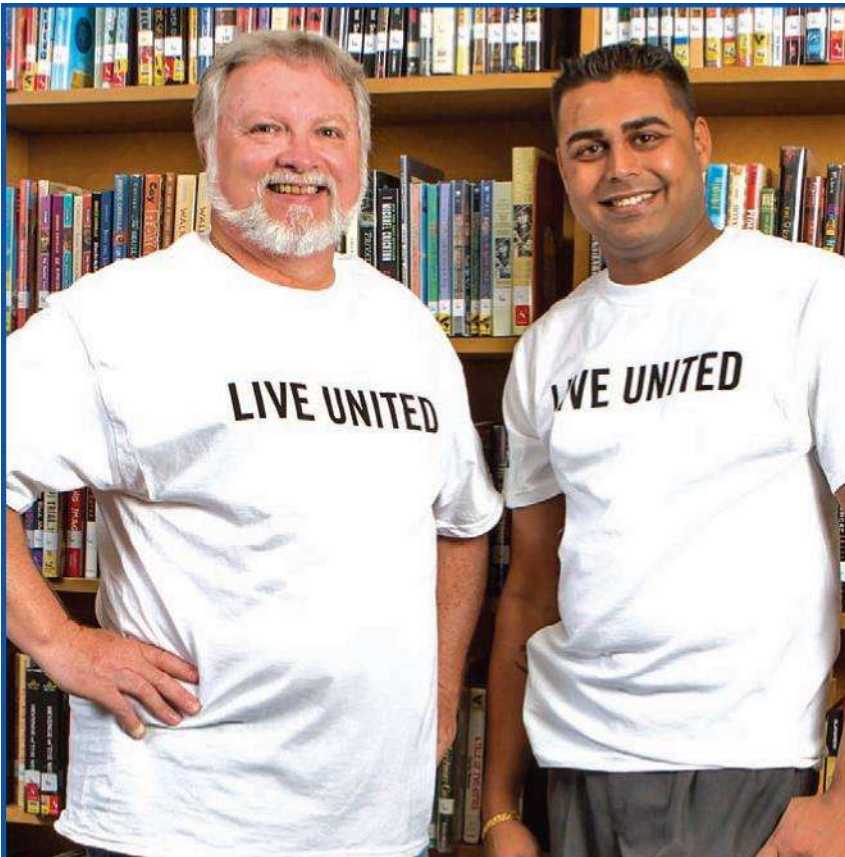
**Ideal meeting time is 30 minutes*

GIVE. ADVOCATE. VOLUNTEER.

United Way of
Wapello County

Wapellocouw.org





2. FOR CAMPAIGN CAPTAINS

1: OPENING REMARKS

Company Campaign Coordinator

2: UNDERSTANDING UNITED WAY

United Way Campaign Associate

- The value of giving to United Way
- Explain LIVE UNITED and United Way initiatives
- Q & A

3: SHOW CAMPAIGN VIDEO

Provided by United Way

4: REVIEW PLEDGE FORM OR TRUIST

United Way Campaign Associate

5: REVIEW THE “ASK”

Company Campaign Coordinator/United Way Campaign Associate

- Teach Captains how to make the “Ask”
- Discuss incentive program
- Encourage payroll deduction

6: OUTLINE CAMPAIGN

Company Campaign Coordinator

- Timeline
- Events and incentives

7: CLOSING COMMENTS

Company Campaign Coordinator

- Q & A
- Thank Captains

