

Sample Employee Campaign Meeting Agenda

Approximate Meeting Length – 30 Minutes

Welcome & Endorsement

- Thank employees for coming
- Stress importance of United Way to the Community
- Personally endorse the campaign
- Announce corporate gift & Leadership Giving program results

CEO

(2-3 minutes)

Company Campaign Overview

- Purpose of meeting
- Company's Campaign Goal(s)
- Company's Incentives

Campaign Coordinator

(2-3 minutes)

Testimonial by Employee

- Report on agency visit OR
- Help received from United Way agency OR
- Experience as a United Way agency volunteer

Employee Volunteer

(2-3 minutes)

Labor Endorsement (if applicable)

Labor Representative

(2-3 minutes)

United Way Overview

- LIVE UNITED Theme
- Discuss community needs and how United Way is addressing them

UW Representative

(2-3 minutes)

Partner Agency Presentation

Agency Representative

(5 minutes)

Local Campaign Video

Video

(6 minutes)

The Solicitation

- Explain how to fill out pledge form
- Ask employees to complete forms and turn them in as they leave

Campaign Coordinator

(2-3 minutes)

Closing

- Thank employees for coming
- Offer to answer questions after meeting

Campaign Coordinator/ Campaign Committee/ UW Representative

(2-3 minutes)