

Group Meeting Format

The most important element of your campaign is asking employees to give to United Way. Even though you may have a well-planned campaign with many exciting events, if employees are never asked to give, the campaign will not be successful. Some key steps are:

Groups

- Welcome your audience. Share any personal experiences you have had with local United Way organizations.
- Give a brief presentation about the importance of supporting our local community through United Way.
- Introduce and show the campaign video.
- Pass out the pledge forms and emphasize deadlines for returning them.
- ASK those attending to give. Refer them to the guiding guidelines on the back of their pledge form.
- Be prepared to answer questions.
- THANK the audience for their attendance and for their donations.

Sample 20-30 Minute Group Solicitation Agenda

Welcome	Employee Campaign Coordinator (ECC) and/or Committee	(1 minute)
Welcome & Campaign Endorsement	CEO/Senior Executive	(3 minutes)
The Need	ECC or Speaker***	(5-10 minutes)
Campaign Video		(6 minutes)
Campaign Information	ECC	(7 minutes)
	<ul style="list-style-type: none">• Thank speaker• Campaign dates• Incentives• General Instructions – completing pledge forms/payroll deduction• Make the ask. Have employees complete and turn in pledge forms before leaving if possible.• Answer questions• Thank employees for their support	

*** Individuals representing United Way are available to speak on a wide variety of topics during your group meeting. Call United Way at 262-338-3821 to schedule.