

Sample Campaign Presentation

Estimated Time	
1 minute	<p>Campaign coordinator role: Relaxes audience and gets them to listen.</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 the 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 Monterey County (UWMC) • Discusses some of the varied services provided by UWMC 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 • Describes the partnership with the UWMC
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 the United Way.</p> <ul style="list-style-type: none"> • Asks employees to complete pledge form • Explains the option to designate • Collects pledge forms • Distribute pins to donors as employees leave the meeting