

# CAMPAIGN PRESENTATION

## 15-MINUTE SAMPLE

ESTIMATED TIME	AGENDA ITEMS
1 minute	<p>Campaign coordinator role: Relaxes audience and gets them to listen.</p> <ul style="list-style-type: none"><li>• Welcomes employees</li><li>• Explains the purpose of the meeting</li><li>• Explains how the company will participate in the United Way campaign</li></ul>
2 minutes	<p>CEO or other senior executive role: Establishes corporate commitment to United Way and encourages organization-wide participation.</p> <ul style="list-style-type: none"><li>• Provides a few words regarding corporate support</li></ul>
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"><li>• Provides overview of United Way of the Clinton County, Iowa</li><li>• Discusses some of the varied services provided by UWCCI local partners</li><li>• Explains reasons to give</li></ul>
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"><li>• Explains services provided to the community, and/or</li><li>• Shares a success story or “How I LIVE UNITED” story</li><li>• Describes the partnership with the UWCCI</li></ul>
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 United Way.</p> <ul style="list-style-type: none"><li>• Asks employees to complete pledge form</li><li>• Explains the option to designate</li><li>• Collects pledge forms</li></ul>