<table>
<thead>
<tr>
<th>ESTIMATED TIME</th>
<th>AGENDA ITEMS</th>
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</thead>
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| 1 minute       | Campaign coordinator role: Relaxes audience and gets them to listen.  
• Welcomes employees  
• Explains the purpose of the meeting  
• Explains how the company will participate in the United Way campaign |
| 2 minutes      | CEO or other senior executive role: Establishes corporate commitment to United Way and encourages organization-wide participation.  
• Provides a few words regarding corporate support |
| 5-10 minutes (depending on time allowed) | United Way representative role: Educates audience on the needs in the community and offers them a way to participate.  
• Provides overview of United Way of the Clinton County, Iowa  
• Discusses some of the varied services provided by UWCCI local partners  
• Explains reasons to give |
| 5-10 minutes (depending on time allowed) | Agency representative role: Raises audience awareness firsthand and encourages them to support their community by giving through their workplace campaign.  
• Explains services provided to the community, and/or  
• Shares a success story or “How I LIVE UNITED” story  
• Describes the partnership with the UWCCI |
| 2 minutes)     | 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.  
• Asks employees to complete pledge form  
• Explains the option to designate  
• Collects pledge forms |