

SAMPLE CAMPAIGN MEETING AGEND



United Way
of the Blue Mountains

Ideal meeting time is 20-30 minutes

Opening Remarks

CEO/ECC

- Explain the purpose of the meeting
- Discuss results from previous year
- Discuss why **YOU** support United Way

Understanding United Way

UW Representative

- Explain through this year's United Way giving campaign, you can give to United Way impact areas: Health, Education, and Financial Stability or donate to your favorite nonprofit.

Agency Speaker (*Your United Way Campaign Manager or UW funded partner*)

- Q&A

The Ask

ECC /United Way

- Discuss company incentive program (if applicable)
- Encourage payroll deduction--through payroll deduction employees can do even more to help address important issues in our regional community
- Ask for a pledge

Pledge form review

ECC

Collect pledge forms (if applicable)

- Collect ALL pledge forms to ensure 100% contact and aid in tracking
- Encourage employees to join the LIVE UNITED movement as a volunteer, donor or both
- Thank and recognize participants

Closing Comments

ECC/CEO

- Ask for any final questions
- Thank everyone for their attention and attendance

Follow-up with those who missed the meeting

ECC

- Ensure that anyone on vacation or leave of absence was asked to give