

CAMPAIGN MEETINGS IN 30 MINUTES OR LESS

For Loaned Executives and Campaign Coordinators

LIVE UNITED



Wiregrass United Way

30 MINUTE PROGRAM

Agenda	Presenter	Minutes
Welcome/Endorsement of UW Campaign	Company CEO	3
Comments/Company Incentives	Campaign Coordinator	3
United Way Message	Loaned Executive	5
Agency Presentation	Agency Rep	5-7
Campaign Video	N/A	5
Instructions to complete pledge form/Fair Share	Loaned Executive	2
Closing remarks	CEO/Campaign Coordinator	3
Collect Pledge Forms	Coordinator/LE	2

20 MINUTE PROGRAM

Welcome/Endorsement of UW Campaign	Company CEO	3
Comments/Company Incentives	Campaign Coordinator	1
United Way Message	Loaned Executive	5
Agency Presentation	Agency Rep	5
Instructions to complete pledge form/Fair Share	Loaned Executive	2
Closing Remarks	CEO/Campaign Coordinator	2
Collect Pledge Forms	Coordinator/LE	2

15 MINUTE PROGRAM

Welcome/Endorsement of UW Campaign	Company CEO	2
Comments/Company Incentives	Campaign Coordinator	1
United Way Message	Loaned Executive	5
Campaign Video	N/A	5
Instructions to complete pledge form/Fair Share	Loaned Executive	1
Collect Pledge Forms	Coordinator/LE	1

IMPORTANT TIPS FOR CAMPAIGN COORDINATORS

- Build energy and fun into your meeting.
- Emphasize company's support of campaign – include incentives and company match (if any)
- Encourage employees to give fair share and promote the fair share card.
- Collect all pledge forms at the end of each meeting.
- Ask employee to sign pledge form even if they choose not to give. This will help you track who you have/have not contacted.
- Thank employees for their participation.