

Kicking Off Your Campaign

Get your campaign off to a great start! Your kick-off is part pep rally, part information session about United Way. Decide what fits into your workplace—here is a sample format for kicking off a campaign in 30, 20, or 15 minutes.



United Way
of Monroe County

30-Minute Presentation

Minutes	Presenter	Presentation
3	CEO/Company Leader	Welcome, endorse campaign
3	Employee Campaign Coordinator (ECC)	Introduce Campaign Team and explain goal or challenge
2	Labor Leader	Labor Endorsement (if applicable)
6-8	UW Campaign Director	United Way overview, last year's results and impact
10-12	Agency Speaker(s)	Agency Presentation(s)
2	ECC or UW staff	Ask for contributions—deliver and explain pledge cards, explain incentives
2	UW Campaign team	Answer questions
1	ECC	Thank the group!
30 minutes		

20-Minute Presentation

Minutes	Presenter	Presentation
3	CEO/Company Leader ECC	Welcome, endorse campaign Explain goal or challenge
5	UW Campaign Director	United Way overview, last year's results and impact
5	Agency Speaker	Agency Presentation
5	ECC or UW staff	Ask for contributions—deliver and explain pledge cards, explain incentives
2	ECC	Answer questions, say thanks!
20 minutes		

15-Minute Presentation

Minutes	Presenter	Presentation
1	ECC	Welcome
2	CEO/Company Leader	Endorsement of campaign
8-10	UW Campaign team	Why Give to United Way?
2-4	ECC	Ask for contributions—explain pledge cards and incentives, answer questions, say thanks!
15 minutes		