

PRESENTATION TO EMPLOYEES

We strongly recommend that you schedule a presentation to employees

Employee Presentation: One of the quick and simple things you can do that will have a big impact on campaign success - utilize an already scheduled staff meeting. United Way representatives will present to any size of group at any time of day (or night!).

- Promote attendance through flyers, intranet, e-mail, broadcast voice mail, company newsletters, posters, etc.
- Pledge forms can be distributed at the beginning of the presentation and collected at the end or Coordinators can give them out in their meetings with employees following the presentation.
- Some large companies use the "prize patrol" and go to each division to collect pledge forms and do a drawing on the spot for a small door prize.

Employee Presentation

Sample Agenda

Welcome & Endorsement by CEO or Campaign Co-Chair

2 min.

- Endorsement of United Way
- Personal Contribution statement
- Announce corporate pledge or matching gift, if any

Thank CEO and Brief Overview of Campaign by Campaign Coordinator

2 min.

- How campaign will work
- Dates

Presentation by United Way Representative United Way Funded Program Speaker

3 min.

5 min.

- How contributions make a difference

Closing by Campaign Coordinator

3 min.

- Giving through payroll deduction
- Encourage increased individual giving
- Discuss the incentives program (if applicable)
- Ask for the pledge [set a deadline]
- Thank you

Total **15 minutes** (maximum)

