

# 20 Minute Agenda

One to two weeks before the meeting send an invitation from the CEO to all employees stating the purpose of the meeting.

Distribute pledge forms and brochures at the beginning of the meeting.

- 2 Min.** Company Coordinator's opening remarks
- 4 Min.** CEO or executive provides statement of corporate support and encourages participation.
- 5 Min.** A United Way representative communicates United Way's community impact message.
- 4 Min.** Show the United Way video.
- 5 Min.** Company Coordinator should make the "ask". Invite the audience to join you in making a difference in people's lives by giving to United Way.
  - Describe incentives
  - Encourage payroll deductions
  - Thank audience
  - Pick up pledge forms

**United Way meetings will be tailored to your time frames and space availability.**

# Helpful Hints

- Keep in mind that 90 percent of your time is spent planning and organizing your fundraiser and only 10 percent is spent running it.
- Try to include the informal leaders of your company. These people already have the respect and trust of their co-workers and will be influential when it counts.
- Implement some fun incentives to help reach your goal. Some companies encourage friendly competitions between departments. Others give days off with pay to reward certain levels of United Way investments. Make sure that you have FUN!
- The number one reason that people do not give to charitable organizations is because they are not personally asked to do so. Who knows how many of the people you will ask to give this year will do so just because you made the extra effort?
- If your company is running an all electronic fundraiser, we suggest that you still conduct your activities and an employee rally/kickoff with a United Way representative and/or a United Way video presentation.

*Keep a notebook or file of your plans for next year. You or your successor will be glad you did!*

## **Techniques to Avoid**

- Assuming that people already know about United Way.
- Asking people to speak to employees without providing them with talking points.
- Dropping off investment forms without explanation.
- Mailing investment forms to employees (Historically, this has been the least effective option).
- Arguing with people who have concerns or questions (your United Way representative can provide answers to questions, if needed).
- Making a gift mandatory, United Way is opposed to any type of coercion – it is contradictory to our operating standards.

***Remember, when people are asked why they did not give, the response heard most often is . . . “I was never asked!”***

# Six Day Fundraiser

## **FRIDAY**

Employee Campaign Coordinator distributes a United Way brochure and pledge forms.

**Card:** “Company name and United Way of El Paso are hoping you will ‘chew-z’ to give next Friday.”

**Gift:** A stick of chewing gum.

## **MONDAY**

**Card:** “Please ‘chip’ in on Friday, to show how we Live United.”

**Gift:** Two chocolate chip cookies

## **TUESDAY**

**Card:** “Mark your calendar, Friday is the day to say ‘yes’ to helping someone improve their life.”

**Gift:** A pocket calendar, or a United Way NFL pocket schedule.

## **WEDNESDAY**

**Card:** “Help sweeten someone’s future by giving to the United Way on Friday.”

**Gift:** A piece of candy

## **THURSDAY**

**Card:** “The good fortune of others in our community is in your hands. You can ensure a brighter future by giving to the United Way Community Impact Fund.”

**Gift:** Fortune cookie

## **FRIDAY**

**Card:** “Thank you for saying yes to helping others.”

**Gift:** A United Way lapel pin or sticker.

## **Additional Tips**

- On the first day, employees should receive a letter explaining this is the beginning of our United Way fundraising effort. The letter should come from your CEO, Manager or Employee Campaign Coordinator.
- Explain that the pledge form should be completed and returned by Friday. Those who do not wish to contribute must place an X on their pledge form, sign it, and turn it in. Turning in all forms helps insure that no employee has been missed.
- Hang up United Way posters.
- Explain any incentives, drawings, or special events.
- Assure donors they can contact you with questions and be ready to provide them with appropriate information.
- Say *THANKS!*

# Steps to an Effective Group Presentation

Without question, a presentation of some sort, whether it is one-on-one or to a group, is essential to the success of your fundraising efforts. Talk with your United Way representative to determine which type of presentation is best suited for your organization.

## 1. Plan

- Make your own pledge before asking others to give.
- Promote your fundraiser before you meet with employees and announce the time frame for your presentation.
- Choose a time and place that is convenient to the most people possible.
- Invite your United Way representative and/or an agency speaker to attend.
- Personally invite employees to attend. The ideal size is 25-50 per presentation.
- If possible, use incentives to encourage people to attend (food, door prizes, etc.).

## 2. Organize

- Games and decorations can make your presentation fun. Personalize the pledge forms and don't forget to bring pens.
- Have supplies and materials including brochures and United Way video prepared. Test the VCR/DVD and TV prior to the meeting to assure smooth operation.
- Prepare your presentation, but keep notes to a minimum. Do not read to the employees, unless sharing a story. Refer to notes only to keep you on track; speak conversationally and use a lot of eye contact.
- Plan for no more than 20 minutes.

## 3. Meet

- Distribute pledge forms to all employees personally (don't leave them on a table or chair for employees to pick up). Encourage employees to fill out the pledge forms during the meeting.
- Opening remarks (2 minutes) – your department head should open the meeting with a few words about the company's history of employee giving and his or her commitment to this year's campaign.
- Overview (10 minutes) – your United Way representative will explain investments that United Way makes in our community.
- Show the United Way video (5 minutes)
- Ask for commitments (1 minute) – the ask should come from the CEO, team leader, a fellow employee or a campaign team member who has already given.
- Questions (2 minutes) – answer only a few questions in front of the group. End the meeting on time by thanking the employees for coming and telling them that the United Way representative will be available to answer additional questions after the meeting.

## 4. Follow Up

- Collect all pledge forms and distribute incentives (or draw for prizes). Follow up with those who missed the meeting. Another reason to have all employees complete the pledge form.