

➤ 20-MINUTE MEETING GUIDE

Group solicitation is the most effective and efficient technique for increasing employee contributions. Whenever possible, incorporate the United Way presentation into an existing staff meeting. As employees enter the meeting, present them with United Way pledge forms and brochures. Follow up with those who were unable to attend.

Group meetings are a quick and easy way to:

- Explain what it means to advance the common good
- Promote awareness of your United Way campaign
- Communicate campaign plans
- Distribute United Way materials
- Answer employee questions
- Ask for support

Topic	Assigned to	20 Min. Meeting Time	15 Min. Meeting Time	Purpose
1. Welcome, Opening Remarks and Statement of Company Support	Employee Campaign Coordinator/CEO	1 minute	1 minute	Welcome everyone and state purpose for the meeting
2. Statement of Labor Support (If applicable)	Labor Representative	1 minute	1 minute	Demonstrate support
3. Testimonial of Agency Visit, Personal Experience or Agency Presentation	Company Employee or Agency Speaker	4 minutes	3 minutes	Provides an example of United Way success stories
4. United Way Overview	Loaned Employee	4 minutes	3 minutes	Explain how United Way works to advance the common good
5. Campaign Video	Loaned Employee	4 minutes	4 minutes	Sets the tone for campaign
6. Ask for support	Employee Campaign Coordinator	1 minute	1 minute	Solicits the support of individual donors
7. Closing Remarks and Thanks, Pledge Card Procedures and Collection	Employee Campaign Coordinator	5 minutes	2 minutes	Express gratitude for their time and participation

