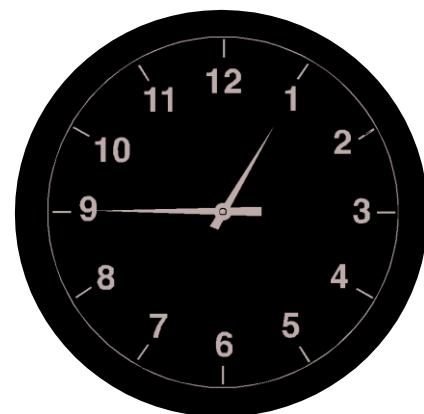


## 20 Minute Meeting Guide

Group solicitation is the most effective and efficient technique for increasing employee contributions. 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.



<b>Topic</b>	<b>Assigned To</b>	<b>20 Minute Meeting</b>	<b>15 Minute Meeting</b>	<b>Purpose</b>
Welcome, Opening Remarks	Employee Campaign Coordinator/CEO	2 minutes	2 minutes	Welcome everyone and provide statement of company support
United Way Overview	UW Representative	4 minutes	3 minutes	Explain how United Way works to advance the common good
Testimonial of Agency Visit, Personal Experience or Agency Presentation	Company Employee or Agency Speaker	4 minutes	3 minutes	Provide an example of United Way Success Story
Campaign Video	UW Representative	4 minutes	4 minutes	Set tone for campaign
Ask for support	Employee Campaign Coordinator/CEO	1 minute	1 minute	Solicit support of individual donors
Closing Remarks and Thanks; Pledge card procedures and collection	Employee Campaign Coordinator/CEO	5 minutes	2 minutes	Express gratitude for their time and participation

Whenever possible, incorporate your United Way presentation into an existing staff meeting. As employees enter the meeting, distribute United Way pledge forms and brochures. Employees should turn in completed forms before the end of the meeting or at your set deadline date. Follow up with those who were unable to attend. Discuss with your United Way representative the ways to adapt group meetings to any environment.

After your meeting, contact employees individually with personal letters or emails to explain the campaign, United Way activities and how they can participate. If your organization provides a matching gift, be sure to include a reminder in your communications to employees: “Remember, (Company) will match your contribution dollar-for-dollar!”