

United Way of Kenosha County Sample Meeting Agenda

Ideal meeting time is 25-30 minutes

Topic	Potential Presenter	Time
Opening Remarks ✓ Explain the purpose of the meeting ✓ Discuss results from previous years ✓ Discuss why YOU support United Way	✓ Company Executive or Employee ✓ Campaign Manager/Team Leader	3-5 Minutes
Understanding your United Way ✓ The value of giving to the United Way of the Wine Country ✓ Explain "Advancing the Common Good" and the focus on education, income and health.	✓ United Way Representative ✓ Campaign Ambassador	5-7 Minutes
Agency Speaker ✓ Share key mission of organization, success story and answer questions	✓ Provided by United Way	3-5 Minutes
Campaign Video ✓ 3-4 minute video	✓ Provided by United Way	3-4 Minutes
Pledge Process Review ✓ Explain how employees can pledge either online or how forms will be distributed	✓ Employee Campaign Leader	3-5 Minutes
The "ask" ✓ Discuss incentive program ✓ Encourage payroll deduction ✓ Highlight corporate match/company commitment ✓ Ask for a pledge	✓ Employee Campaign Leader	5-7 Minutes
Closing Comments ✓ Thank everyone for their attention and attendance. Highlight GIVE. ADVOCATE. VOLUNTEER and tell them that they can make a difference by LIVING UNITED.	✓ Company Executive ✓ Employee Campaign Leader ✓ Team Leader	3 Minutes
Follow-up ✓ Double-check that anyone on vacation or leave of absence was asked to give ✓ Send e-mail or voice mail reminder to those who have not turned in Pledge Forms	✓ Employee Campaign Leader ✓ Team Leader	

For more information contact Tracy Nielsen at tnielsen@kenoshauntiedway.org or 262-658-4104.

**United Way
of Kenosha County**

