

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.



Topic	Assigned to	20 Min. Meeting Time	15 Min. Meeting Time	Purpose
1. Welcome, Opening Remarks	Employee Campaign Coordinator/CEO	1 minute	1 minute	Welcome everyone and provide statement of company support
2. United Way Overview	UW representative	4 minutes	3 minutes	Explain how United Way works to advance the common good
3. Statement of Labor Support (If applicable)	Labor Representative	1 minute	1 minute	Demonstrate support
4. Testimonial of Agency Visit, Personal Experience or Agency Presentation	Company Employee or Agency Speaker	4 minutes	3 minutes	Provide an example of a United Way success story
5. Campaign Video	UW representative	4 minutes	4 minutes	Set the tone for campaign
6. Ask for support	Employee Campaign Coordinator	1 minute	1 minute	Solicit 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

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!”