



The 20-Minute Campaign Kick-Off United Way of Olmsted County

A campaign kick-off can provide a great opportunity to start your campaign with enthusiasm and create the awareness needed for your success. Inviting your colleagues to give and giving them information on why and how to give is the heart of a successful campaign.

A kick-off can be as short or long as needed, but should have a specific agenda to follow. Here is an example of a 20-minute kick-off that has been a proven success. Feel free to make changes to better fit your available time.

Campaign Kick-Off – Sample Timeline

- | | |
|--|-----------|
| 1. Organization CEO | 2 minutes |
| • Welcome and endorse United Way campaign | |
| 2. Campaign ECC | 2 minutes |
| • Thank employees for attending | |
| • Introduce campaign committee | |
| • Announce goal & incentives | |
| • Remind employees to turn in pledge cards | |
| 3. ECC or United Way staff | 3 minutes |
| • Discuss United Way and who it benefits | |
| 4. Show United Way campaign DVD | 3 minutes |
| 5. United Way Speaker's Bureau presentation or employee testimonial | 7 minutes |
| 6. ECC or CEO – Wrap Up | 2 minutes |
| • Summarize importance of the campaign to the organization and community | |
| • Ask everyone, "Please join with me in supporting United Way!" | |
| 7. ECC or CEO | 1 minute |
| • Say thank you | |
| • Draw for prizes or incentives | |