

## Outline for a Simple Campaign Speech

The following points should be covered at all campaign meetings whether they are group presentations or one-on-one presentations:

1. Greet everyone
2. Brief overview of United Way
3. Personal story, if you have one, about help received from United Way partner
4. Walk through and explain the campaign brochure
5. Give step-by-step instructions for filling out the pledge form
6. Ask for contributions
7. **Say thank you!**

## Sample Group Presentation

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|----|---|------------|
| 1. | Opening Remarks by agency head or campaign coordinator <ul style="list-style-type: none"> <li>• Thank everyone for their continued support</li> <li>• Report on 2009 United Way results (if available for your company)</li> <li>• Let employees know that United Way is an effective way to help local agencies make a difference</li> </ul> | 2 minutes  |
| 2. | United Way Information presented by United Way staff or campaign coordinator <ul style="list-style-type: none"> <li>• Explain how the campaign works and what an employee's gift can do for the community</li> </ul>  | 5 minutes  |
| 3. | Agency Speaker <ul style="list-style-type: none"> <li>• A vivid illustration of the donor's dollars at work</li> </ul>  | 10 minutes |
| 4. | Making the Ask for the Pledge by the campaign coordinator or team member <ul style="list-style-type: none"> <li>• This is most effective coming from the campaign coordinator or team member, a fellow employee who has given. Take this time to review the pledge form and brochure.</li> </ul>  | 3 minutes  |
| 5. | Answer questions – campaign coordinator, team member or United Way staff  | 3 minutes  |
| 6. | <b>Say THANK YOU!!!</b>   |            |

## One-on-One Presentation

1. Opening comments
  - Thank them for their continued support, if they have given before
  - Report on 2009 United Way results (if available for your company)
  - Explain how the campaign works and what an employee's gift can do for the community
  - Explain that the United Way is an effective way to give to local agencies
2. Present your case for support
  - Provide a vivid illustration of the donor's dollars at work
3. Ask for the pledge
  - Take this time to review the pledge form and brochure.
4. Answer any questions and **say thank you**

## Sample Thank You Letter

Dear Donor:

Thank you for helping to make this year's United Way campaign a success. (Your company) contributed \$\_\_\_\_\_ to the many worthy agencies and initiatives supported by United Way of the Brazos Valley. Your concern for others helped to make this achievement possible.

Your generosity will help ensure that needed services are available throughout the year. You have contribution to making our community a better place to live.

Again, my sincerest thanks to you for your contribution.

Sincerely,

Campaign Coordinator