

United Way Easy Presentation Steps



1. Thank everyone for their time.
2. Tell what United Way does in your own words.
3. Tell about the three focus areas: Education, Financial Stability, Health
4. Introduce an agency speaker or show video as appropriate.
5. Tell them how United Way works - 25 partner agencies, 7 county coverage, etc.
6. Ask how many people they think United Way helps in a year (130,000+)
7. Tell them 99% of the money stays local.
8. Tell them that the only people who decide how the money is spent are volunteers who live here.
9. Tell a success story.
10. Let them know that we are not asking people to give more; we are asking more people to give.
11. Ask specifically and directly for their help.
12. Thank them again.

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