

## 2 Minutes

ECM, CEO, or Committee Members welcomes employees and explains the purpose of and how the company will support the Campaign.

## 3 Minutes

Company CEO provides statement of support. This establishes a corporate commitment to United Way and encourages company-wide participation.

## 4 Minutes

United Way Loaned Executive or Staff provides an overview of United Way and the impact of its services. This informs the audience of the needs in our community, and offers them the opportunity to participate in addressing those needs.

## 2 Minutes

Employee testimony or funded program speaker illustrates how employee contributions are making the difference in our community.

## 5 Minutes

Campaign video raises the audience's awareness and encourages them to actively support their community by giving through the United Way campaign.

## 4 Minutes

ECM

Describes Incentives

- Company Incentives

- DCS (Double Care Share) Program

Talks about the Leadership Giving Program

- 500 Club

YLS (Young Leaders Society)

Landmark Society for Community Caring

Answers Questions

Asks Employees to Complete Pledge Form

Collects Pledge Forms

Thanks Everyone

## Tips for Employee Presentations

Check your room: does it need a microphone?

Place pens, pledge forms, and campaign brochure at each place before the meeting starts.

If possible, provide refreshments.

Check the TV/VCR to make sure everything is working and ready to go.