

Group Solicitation

Agenda and suggested remarks

(Hand out brochures, pledge cards and pens/pencils, or distribute on tables or chairs prior to meeting)

- I. *Call to order by Campaign chairperson*** ***1 minute***
"Hi, I'm _____, and this year's campaign coordinator for our company's United Way of Johnson County employee campaign. I would like to thank you for coming, because I'm personally very excited about this year's campaign. I personally believe and support the United Way of Johnson County and their funded agencies. And, I hope that by the close of this presentation, you will be as excited about United Way as I am and in return you will make a gift to the United Way. Now I would like to introduce, (CEO), to make a few remarks."
- II. *Remarks by the CEO*** ***1 minute***
"I also want to personally thank you for coming. This company and I believe in the United Way of Johnson County and the important role it plays here in our community. That is why you are being given an opportunity to hear the United Way of Johnson County story so that you also may have the chance to help the people of our community with the problems they are facing. I would also like to let you know that the company will be making a corporate contribution to United Way of Johnson County in the amount of \$_____. And, I have already made my personal contribution to United Way."
- III. *Introduction to the United Way film*** ***1 minute***
"The film I'm about to show will provide you with a brief overview of United Way of Johnson County and the people that have been helped by United Way and the agencies. You will actually see Johnson County residents who have been helped by the United Way agencies. After the film, I will talk to you more about United Way of Johnson County and tell about Johnson County people who are helped everyday by your donations."
- IV. *Showing of United Way film*** ***6 minutes***

- V. *Closing remarks about the film* *1 minute***
"I would like to introduce (agency recipient or agency representative) who is going to tell you about an agency that she/he has a particular interest in."
- VI. *Agency recipient or agency representative gives testimonial* *4 minutes***
- VII. *Request by campaign coordinator for an increased gift* *1 minute***
"I hope you now can see why I'm so excited and support the United Way. I know that when I make a contribution, that I will be touching people's lives right here in Johnson County all year long. Please look over the brochure. It gives some additional information about the agencies and the needs of the community. The goal of this company is _____. I'm asking each of you to consider giving one hour's pay per month (this can be a tailor-made ask such as "the cost of a coke a week", etc.) And with payroll deduction you won't even miss it. You have some time now to look over your brochure and when you are done please return your pledge card to the box in the back of the room. Are there any questions? If there are no more questions, I just want to thank you again for coming."