Campaign Leadership Kick-off Sample Agenda

Your Leadership campaign kick-off event should be limited to 25-30 minutes long. The following is a sample agenda for your event.

Agenda Items	Presenters	Allotted Time
Welcome • UW endorsement/ announce corporate gift • Introduction of other speakers	CEO	1-3 minutes
ECC Remarks • UW endorsement • Impact Fund Message • Campaign Goals • Thank Leadership • Intro to video	ECC/Campaign Committee Members	3-4 minutes
Campaign Video		3 minutes
United Way Overview • What is United Way? • Local needs • How Leadership contributions help • Becoming a Leadership Donor/opportunities • Step-up programs • Intro United Way staff member/employee volunteer	United Way Representative/Loaned Executive	5 minutes
UW Impact Dept. Staff Member • UW Impact Program Manager/Volunteer • What we achieve because of your support	United Way Impact Department Staff Member/ Employee Volunteer	3-5 minutes
Questions and Answers	United Way Representative	3-5 minutes
Closing Comments • Make the ask • Thank you • Offer to stay afterward for refreshments and additional questions	ECC	5-10 minutes