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.**

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| **Agenda Items** | **Presenters**  | **Allotted Time** |
| Welcome* UW endorsement/ announce leadership goal
* Ask for campaign participation at the Leadership level”
* 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/Campaign Specialist | 5 minutes  |
| UW Impact Speaker * How partnership fights poverty
* Outcomes: What we achieve because of your support
 | United Way Impact Speaker/Employee Volunteer/Agency Representative | 3-5 minutes  |
| Questions and Answers  | United Way Representative | 3-5 minutes  |
| Closing Comments * Reiterate the goals and ask for campaign support
* Thank you
* Offer to stay afterward to take additional questions
 | ECC | 5-10 minutes  |