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 |