# Campaign Kick-off Sample Agenda

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|  **Agenda Items** | **Presenters**  | **Allotted Time** |
| Welcome* UW endorsement
* Introduction of other speakers
 | CEO/Executive Sponsor | 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 contributions help
* How you can give/advocate/ volunteer
* Pledge Form/Giving process overview
* Intro United Way staff member/employee volunteer
 | United Way Representative/Campaign Specialist  | 5 minutes  |
| UW Impact Speakers * How partnership fights poverty
* What we achieve because of your support
 | United Way Impact Speaker/ Employee Volunteer/Agency Representative  | 3-5 minutes  |
| Questions and Answers  | United Way Representative/Campaign Specialist | 3-5 minutes  |
| Closing Comments * Ask for the gift
* Thank you
* Offer to stay afterward for refreshments and additional questions
 | ECC | 5-10 minutes  |