# 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 |