

# Choose the Right Campaign Model for your Company

## Group Solicitation

Gather your staff for a one-time group presentation of the United Way message and invite them to give. Your CEO / President should kick off this meeting! Enhance your event with a guest speaker, handouts, the United Way video and refreshments. Answer questions and distribute the pledge cards and brochures. Remember, your Loaned Employee is your assistant. Invite him/her to attend and help with the details...

## One-on-One Solicitation

This is just what it says – meeting one-on-one with each employee to ask him/her to give. Train a team of solicitors to help carry out this effort. It's direct, personal and effective. Choose helpers who believe in United Way and train them well. This method has also been used effectively in small workforces where the campaign was announced during a group meeting and then follow-up was conducted one-on-one.

## Our Most Popular Kick-off Schedule/Event – The 20-Minute Model

- 3 min. Welcome, CEO endorsement, Company Goal
- 2 min. Introduction of this year's campaign team
- 12 min. Campaign Video and/or LE/Agency Speaker message
- 3 min. Closing Remarks: the need, challenges, etc...

## How to Ask Others to Give

**First:** Ask yourself **why you give – and make your gift first!** List your personal reasons for giving. What is your United Way “story”?

**Second:** Ask yourself **why others should give.** Research United Way materials. Plot your strategy from start to finish.

**Third:** Look them in the eye and **ask them to give.** Tell them how their gift will change lives.

**Fourth:**.....**Thank them for giving.**