

LIVE UNITED



Monadnock United Way

SAMPLE VIRTUAL CAMPAIGN KICKOFF AGENDA

10-15 MINUTES

PROGRAM

PRESENTER

TIME REQUIRED (Min.)

Welcome

ECC

1-2

Comments and Endorsement of MUW Campaign

Chief Executive

1-2

Explanation of Campaign theme, incentives, raffles, timeline

ECC

1-2

LE Message, intro of Impact Video

Loaned Employee

3-5

Personal Impact Video/Slideshow

MUW Guest Speaker

1

Closing Remarks: Conclusion of importance of programs, their impact, and the need for support. Thank You.

ECC

1-2