

Workplace Campaign Kickoff Agenda - Example 1

This sample agenda covers a 15-20 minute kickoff and can easily be done virtually. Adjust in any way that best fits your timeframe and campaign goals.

Welcome & Thank You (2 minutes)

Welcome everyone and thank you for taking a few minutes to learn about this year's United Way of the Black Hills Workplace Campaign.

Our workplace has chosen to support UW because we believe in building a stronger community together. Every gift, large or small helps create opportunities for our friends, neighbors, and even coworkers who may need support.

Share Your "Why" (2-3 minutes)

Take a moment to share why United Way matters to you. Your story doesn't have to be dramatic. It might be:

- Why you volunteer
- Why you choose to give
- A personal experience or one of a friend/family member
- Why you believe in helping our community
- What inspires you to serve as this year's ECC

People connect with people more than statistics.

United Way in Our Community (3 minutes)

United Way of the Black Hills brings people together to strengthen our community by investing in programs that create lasting change. Together, we support local nonprofit partners focused on:

- **Youth Opportunity** - helping children & families succeed
- **Healthy Communities** - improving health & well-being
- **Financial Security** - helping families build stability
- **Community Resiliency** - responding to our community's greatest needs

UWBH works alongside local partners to address challenges, strengthen our communities, and create lasting solutions.

The Impact of Giving (2-3 minutes)

Every contribution stays local and helps provide services across the Black Hills.

Share one or two current impact stories or local statistics. (from UWBH brochure or website)

- Families receiving food assistance, ie the Back Pack Program
- Children receiving books through Dolly Parton's Imagination Library
- Individuals accessing mental health services
- Seniors, veterans, or families finding housing or transportation support

Small gifts combine to create a tremendous impact.

Guest Speaker (Optional 5 minutes)

If available, invite:

- A United Way representative
- A partner agency
- Someone whose life has been positively impacted

Personal stories often inspire participation more than numbers alone.

Campaign Goal & The Ask (3 minutes)

Share your workplace campaign goal. Examples:

- Increase participation
- Increase average gift
- Reach a fundraising goal
- Encourage first-time donors

Then simply ask:

“If you’re able, please consider making a gift this year. Every donation matters, and together we can make an even greater impact in our community.”

Remind them that every gift, regardless of size, makes a difference.

Quick Team Activity (Optional - 2 minutes)

Why We Give: Ask everyone to answer one question: **“What makes our community a better place to live?”**

Invite a few volunteers to share their answers. Connect their responses back to United Way’s work supporting the things people value most.

Next Steps (1 minute)

Let everyone know:

- How to give
- Campaign Dates
- Upcoming events or activities
- Prize drawings or incentives (if applicable)
- Where to ask questions

Thank You (1 minutes)

Thank everyone for their time & consideration.

Whether someone gives financially, volunteers, advocates, or simply learns more about United Way, every action helps strengthen our community. Together, **United is the Way.**

Meeting Tips

- Keep it conversational
- Smile & have fun
- Don’t apologize for asking, you’re offering people an opportunity to make a difference
- Stay on time
- End with a clear next step

Final thought - “none of us can do everything, but together we can do incredible things.”

Workplace Campaign Kickoff Agenda Example 2

15–20 Minutes

Welcome (2 minutes)

- Thank everyone for attending
- Share why your workplace supports United Way
- Explain the purpose of today's meeting

Share Your Why (2–3 minutes)

Tell your personal story:

- Why you give
- Why you volunteer
- Why United Way matters to you

United Way Impact (3 minutes)

Briefly share:

- United Way's role in the Black Hills
- The four impact areas:
 - Youth Opportunity
 - Healthy Community
 - Financial Security
 - Community Resiliency
- One local impact story or statistic

Special Guest (Optional – 5 minutes)

Invite a United Way representative or partner agency to share their story.

The Ask (3 minutes)

- Share your campaign goal
- Explain how employees can give
- Remind everyone that every gift makes a difference

Next Steps (1 minute)

- Campaign dates
- Events and activities
- Giving deadline
- Where to find more information

Thank You (1 minute)

Thank everyone for their time, generosity, and commitment to making our community stronger.

Remember: People don't give to organizations—they give because they care about helping people.

Workplace Campaign Kickoff Meeting Planner

Agenda	Notes
☐ Welcome	
☐ My Why	
☐ United Way Overview	
☐ Impact Story	
☐ Guest Speaker	
☐ Campaign Goal	
☐ The Ask	
☐ Next Steps	
☐ Thank You	