

Employee Group Meeting

The **20 Minute Employee Group Meeting** can be one of the most effective ways to reach all employees in an organization and make the most efficient use of time.

Group meetings offer a quick and easy way for you to:

- Communicate the impact and the power of a gift
- Communicate campaign plans
- Distribute United Way materials
- Answer employee general questions
- Ask for support

Don't have 20 minutes for a United Way presentation? Don't worry!

We can modify the presentation to fit whatever time you have available. Even if it's just to say thank you to your employees for their past support and ask them to again consider giving.

Sample Group Meeting Agenda

Opening Remarks

- Explain purpose of meeting
- Discuss why you support United Way

Understanding United Way—Key messages

Campaign Video

Program Speaker

Pledge Card Review

The "Ask"

- Discuss why it's important to give
- Discuss incentives and special events

Closing Comments

- Q&A
- Thank everyone for attendance

Collect Pledge Cards

- Offer an incentive for forms turned in that day
- Set a time to collect forms not collected

Follow up

- Double check that anyone on vacation or not in attendance was asked to give



**Brian Hanson, Figi's, Inc. and
Right 2 Play 4 All**

I learned through Leadership Marshfield that there are so many ways to get involved in our community.

So, I started coaching with my son's team in Marshfield Area Youth Football. I see the benefits they receive from this time.

I want to provide all children in our community the chance to participate in sports and other activities.

I LIVE UNITED by doing what I can to provide youth healthy and safe opportunities.

**I don't just wear the shirt,
I LIVE IT.**

How to Handle Objections

Objections are a natural part of campaigning. Please remember:

- Don't take objections personally.
- Objections often indicate a need for more information.
- Don't argue. You may win the argument, but you'll lose the contribution. Try instead to be concerned and give them more information on how United Way works.