

# 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 are a quick and easy way 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



**BRIAN HANSON**  
Figi's, Inc.  
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.**

## Sample Group Meeting Agenda

### Opening Remarks

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

### Understanding United Way—Key messages

### Campaign Video

### United Way or 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 remaining forms

### Follow up

- Double check that anyone on vacation or not in attendance was asked to give
- Send e-mail or voice mail for pledge cards not turned in

## HOW TO: Handle Objections

- 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.