



MAKING THE ASK & REPORTING

GROUP MEETINGS AND/OR THE ONE-ON-ONE ASK

Everyone has his/her own special style of speaking to a group. The most important thing to remember is to be yourself. If you've been involved in United Way, share your experience. Potential speakers include: an employee who has been helped, United Way staff, and volunteers.

SAMPLE MEETING AGENDA

Don't forget the pens for signing the pledge forms!

	Minutes
• Coordinator and/or CEO welcomes and endorses the campaign	1
• Coordinator explains how the pledge cards will be distributed and collected and then introduces speaker	2
• Coordinator shares a personal story or one of the following speaks: United Way staff, Community Partner representative, or client	7
• Show United Way video	6
• United Way representative and Coordinator extend invitation to give and ask for employees' support	2
• Coordinator collects pledge cards and thanks employees	2
	Total 20

PLEDGE CARD MANAGEMENT

Getting the pledge card back is the key to any successful campaign. All your efforts up until now have pointed to "the ask." Your co-workers are at their highest level of educational awareness regarding United Way during this meeting. That means they are most likely to give right then. Ask your fellow employees to complete their cards and return them to you before the end of the meeting. This process will save you time and improve your results.