

Rallying with your Team



United Way
of Greater Portland

Hold Rallies and Make the Ask

Employee meetings, or “rallies,” are critical to the success of your campaign. The number one reason why employees do not give is that they were never asked.

Group meetings are the most effective and efficient way to reach all employees in an organization. It can take as little as 10 minutes to educate employees about the community’s needs, make the ask and show the United Way video.

HERE IS YOUR STEP BY STEP GUIDE:

1. Consider holding a Campaign kick-off or smaller meeting to educate employees (This can be an added agenda item on an already scheduled meeting)
2. Offer incentives to attend the rally such as food or a special drawing
3. Make sure employees know the purpose of the meeting in advance
4. Distribute pledge cards and brochures as employees arrive
5. Invite a United Way staff member or Loaned Executive to speak to your employees during staff meetings
6. Ask your CEO to attend and publicly endorse the campaign
7. Showcase videos and client success stories
8. Keep the meeting lively, informative and fun
9. Make the Ask!
10. Thank employees for their participation
11. Follow-up with those employees who did not attend

Sample Rally Agenda

Opening Remarks	Employee Campaign Manager	1 minute
CEO/Management Endorsement	CEO / Manager	1 minute
Overview of Campaign	Employee Campaign Manager	3 minutes
United Way Overview	United Way staff / Loaned Executive	7 minutes
Campaign Video	Employee Campaign Manager to intro	5 minutes
Ask for the Donation	Employee Campaign Manager	2 minutes
Closing Comments (collect pledge cards)	Employee Campaign Manager	1 minute
Say Thank You!	Employee Campaign Manager	
TOTAL TIME		20 minutes

Agenda items and times can be adjusted to fit meeting time frames.