



WORKPLACE CAMPAIGN RESOURCES: KICKOFF AGENDA

Campaign Kickoffs

A strong campaign kickoff builds excitement, introduces employees to United Way's local impact, and inspires participation. We encourage organizations to include a brief presentation from a United Way representative so employees better understand how their support strengthens the Chattahoochee Valley.

A meaningful kickoff can happen in as little as 15–30 minutes and can easily be added to an existing staff meeting.

Pro Tip: Add your kickoff to a regularly scheduled all-staff meeting to maximize participation. Bonus points for coffee or snacks!

Sample 30-Minute Kickoff Agenda

Modify timing and content to fit your organization's needs.

1. Welcome & Leadership Endorsement (5–8 Minutes)

ECC: Welcome employees and introduce the campaign.

CEO/Leadership: Share why your organization supports United Way and encourage participation. Optional: Show a short United Way campaign or impact video.

2. Community Impact Story (5–8 Minutes)

Help employees connect personally to the mission through a local nonprofit or program speaker, a United Way representative sharing local impact, or an employee story about volunteering, giving, or benefiting from services.

Pro Tip: Personal stories are often the strongest motivator for giving.

3. United Way Overview & Campaign Information (5–7 Minutes)

United Way Representative / Account Manager: Share how United Way strengthens the local community, explain how funds stay local, and answer common questions about giving.

4. Campaign Launch & Call to Action (5–7 Minutes)

ECC: Share campaign goals, incentives, events, volunteer opportunities, giving options, deadlines, and distribute pledge forms or campaign links.

Pro Tip: Encourage employees to submit their pledge during or shortly after the kickoff to boost early participation.

5. Closing & Thank You (1–2 Minutes)

ECC + Leadership: Thank employees and reinforce the local impact their support can make.

Estimated Meeting Time: 15–30 minutes