



### **Education for a Group Ask:**

Group education and solicitation is the most efficient and effective method of reaching your goal of contacting every employee that has been assigned to you. At a group meeting employees come together to hear a presentation and afterwards each is asked to make a pledge. Such a solicitation method has been proven to improve results. It also will considerably cut down on one-on-one follow-up.

### **Pre-planning:**

1. Check with the group's manager to set up the time, place and meeting agenda
2. Make arrangements for a United Way Speaker
3. Publicize the meeting well in advance
4. Ensure that all pledge forms and campaign brochures are available for distribution
5. Have food. Have fun!
6. Follow-up with those who did not attend the meeting

### **Agenda:**

Below is a sample agenda for a United Way group solicitation meeting that you should review with the group's manager before the meeting. An effective meeting requires no more than 15 to 20 minutes.

1. Welcome and campaign endorsement by group manager. (1 minute)
2. Campaign volunteer thanks employees for attending, distributes pledge forms and campaign brochure and reminds employees to sign and turn in forms when they leave (3 minutes)
3. United Way presentation (5 minutes)
4. Campaign volunteer makes the ask (2 minutes)
  - Sample scripted ask:  
"If you have participated in the campaign last year, I want to thank you for your support and ask that you consider increasing your contribution for this year's campaign  
  
If you have chosen not to participate in the past, I encourage you to please join me and other (name of company/organization) employees in working together to make our community a better place by making a contribution to United Way today"
5. Campaign volunteer reviews incentives, discusses payroll deduction option, and explains fair share (one hour's pay per month) and pledge form. (3 minutes)
6. Group manager and campaign volunteer closing. Summarize importance and concludes meeting with "PLEASE JOIN WITH ME ...." (1 minute)

Questions? Contact the United Way office at 252-758-1604 or via email [uway@uwpcnc.org](mailto:uway@uwpcnc.org).

