



**United Way
of the Piedmont**

How to Run a 30 Minute Campaign

Activity	Responsibility	Time
Welcome employees and give United Way endorsement	CEO	5 min.
Introduce and show the United Way video	CC	5 min.
Have a guest speaker and /or testimonial	Community Agency	5 min.
United Way Representative Presentation	United Way Staff	5 min.
Distribute personalized pledge cards and other information (this could be done as employees enter the room)	CC or other committee member	5 min.
Questions & Answers		3 min.
Ask employees to fill out pledge cards and turn them in	CC or other committee	2 min.

30 minutes