

LEADERSHIP CIRCLE PROGRAM PRESENTATION

Sample Agenda for a Leadership Circle Presentation

The most successful Leadership Circle Campaigns take place prior to the kickoff of your general campaign and set the pace for your entire United Way campaign.

A formal Leadership Circle presentation is most effective when part of an invitation-only event such as a breakfast, luncheon or reception for current and potential Leadership Circle members. Hosted by the CEO, the purpose of the Leadership Circle presentation is to provide information about the work of United Way and to ask employees to consider contributing at Leadership Circle levels. Current Leadership Circle members are asked to consider increasing their current contributions.

United Way staff is available to help you plan all parts of your Leadership Circle Campaign.

Part I

CEO

(Approx. 5-7 minutes)

- Welcome.
- Explain why attendees were invited to the meeting.
- Explain benefits to the company of a strong and healthy community.
- Personally endorse United Way of Hall County.
- State importance of management's leadership in your United Way campaign.
- Make direct ask for Leadership Circle contribution.

Part II

United Way Staff/Volunteer

(Approx. 5-7 minutes)

- Provide an update on United Way of Hall County.
- Explain levels and payment options for Leadership Circle contributions.
- Make a specific request that attendees consider a Leadership Circle level contribution.

Part III

United Way Staff or Community Impact Speaker

(Approx. 5-7 minutes)

- Story/Testimonial

Part IV

Leadership Circle Chair

(Approx. 2-3 minutes)

- Announce that the corporate gift and the CEO's gift have been made.
- Review campaign timeline, company match (if applicable) and outline incentives (if offered).
- Offer to address questions, comments, etc.
- Thank colleagues for their attention and consideration of a Leadership Circle level contribution.