

How to Plan a Great Kickoff Event

A campaign kickoff event is a way to get your employee giving campaign started by bringing your team together to discuss your company's values, learn about the most pressing issues in our community, inspire giving, and, of course, have fun!

What are the benefits of hosting a Campaign kickoff?

- Ensures your team knows about the campaign and how to donate and participate
- Builds workplace culture by bringing everyone together and uniting towards a common goal
- Educates employees about the work of United Way why it is important to the company

How can I host a Campaign kickoff at my workplace?

Schedule a Meeting

- Reserve at least 15 minutes at an existing meeting to kick off your United Way campaign. Or, you can plan a separate meeting (lunch or mornings work best) and invite your team.

Get the Word Out

- Send an initial invitation email to everyone at least 2 weeks before the meeting. Follow up with additional reminders the week before and the day before.
- Don't forget the power of personal invitations! Consider making your way around the office to invite each co-worker personally.

Set Your Agenda

- A kickoff typically lasts between 15 and 30 minutes, but we can adjust content to last anywhere from 5 minutes to an hour. See our Campaign Toolkit for a suggested agenda!

Successful Kickoffs Always Have

Leadership Support. Encourage a member of your leadership team to speak for a couple of minutes about why the company supports United Way.

A United Way Representative. Invite a United Way team member to share our inspirational message and video.

Food. Consider providing donuts, lunch, cookies, coffee, or other treats. People love a great snack! And this will boost event attendance.

Campaign Details. Share your campaign deadlines, dates for upcoming event(s), and remind them how to make their donation. You want to make sure people know how they can participate in your campaign.

Appreciation. Remember to thank your teammates for attending. If you've run a campaign before, share your gratitude with those that gave last year.

Ready to request a United Way speaker?

Reach out to Valerie Meis at vmeis@unitedwaycassclay.org or 701-532-4613.

