

2023 United Way Campaign
[COMPANY NAME] CEO Meeting
[DATE & TIME]



Agenda

Greeting/Introductions/Opening Dialogue

How is business, concerns, employee engagement needs.

All (5 min.)

Why Run a United Way Campaign

Inside of folder / stats on back if time allows.

Tee up how United Way has evolved – more responsive, using real-time data to inform decisions.

Jeff Rommel (5 min.)

Community Impact Report & UWCI Updates

Mary Sellers (10 min.)

Review Campaign Profile & Discuss 2023 Goal/Strategies

Campaign Profile Sheet – high level review, secure CEO's commitment that employee leads will work with staff to achieve campaign & engagement goals.

[VOLUNTEER CALLER] (10 min.)

Any outstanding questions or follow up

All (5 min.)

Thank You/Adjourn

Confirm key asks, including corporate gift/match, specific engagement activities, etc.

Jeff Rommel

Purpose of Meeting

- Thank company leadership for past support
- Discuss company's United Way relationship and campaign
- Peer-to-peer discussion of United Way's value to the community
- Emphasize benefits of running a United Way campaign
- Update on United to Thrive strategic framework, demonstrating effective investment of previous donations
- Confirm participation and suggested goals for 2023 campaign
- Uncover anything that might influence 2023 campaign results