

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



**Agenda**

**Greeting/Introductions/Opening Dialogue**

**All (5 min.)**

*How is business, concerns, employee engagement needs.*

**Why Run a United Way Campaign**

**Jeff Rommel (5 min.)**

*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.*

**Community Impact Report & UWCI Updates**

**Mary Sellers (10 min.)**

**Review Campaign Profile & Discuss 2023 Goal/Strategies**

**[VOLUNTEER CALLER] (10 min.)**

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

**Any outstanding questions or follow up**

**All (5 min.)**

**Thank You/Adjourn**

**Jeff Rommel**

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

**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