

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



**Agenda**

Greeting/Introductions/Opening Dialogue	All (5 min.)
Why Run a United Way Campaign	[VOLUNTEER CALLER] (5 min.)
Community Impact Report & UWCI Updates	UWCI Staff (5 min.)
Review Campaign Profile & Discuss 2023 Goal/Strategies	[VOLUNTEER CALLER] (10 min.)
Any outstanding questions or follow up	All (5 min.)
Thank You/Adjourn	All

**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 previous community goals, demonstrating effective investment of previous donations
- Update on United to Thrive strategic framework
- Confirm participation and suggested goals for 2023 campaign
- Uncover anything that might influence 2023 campaign results