



**United Way**  
Greater Toronto

# PRESENTATION TIPS

Your presentation is an opportunity to educate, build awareness and help your audience make an informed decision about supporting United Way through your workplace campaign. This outline is a guide. Customize your message based on whether you are speaking at Ambassador training, your campaign kick-off, your wrap-up or other presentation. Feel free to use your own themes and anecdotes to make your point. Telling a personal story of how you learned about United Way and became involved with your workplace campaign can be very effective.

## Tips for public speaking

- Prepare and practice.
- Check out the venue in advance. If you are using audio-visual equipment, such as a TV/DVD (for the campaign video) or microphone—test it beforehand.
- Have a back-up plan in place. If you are showing the campaign video, bring two copies.
- Don't forget to breathe. Don't rush.
- Smile and be yourself.

## Presentation outline

### Welcome and Introductions

- Thank the audience for attending and introduce yourself.
- Explain your role in the campaign (ECC, Ambassador Chair, etc.).

### Share information about United Way

- The more your audience learns about United Way, the more passionate and inspired they will be in supporting your campaign. Here are some ways you can accomplish this:
- Read the Simple Strategies for Successful Campaigns or Ambassador Guide for information you can include in your speech. Try not to include too many statistics—examples are much better.
- Talk about how you personally learned about United Way and how you came to be involved.
- Visit United Way's website [unitedwaygt.com/what-we-do](http://unitedwaygt.com/what-we-do) to read and watch stories of real people who have been positively impacted because of donors and volunteers like you.

## Illustrate how your colleagues can make a difference

- Use the examples of the Impact Donor Dollars make, available in the toolkit—[unitedwaygt.org](http://unitedwaygt.org) to help your audience understand the difference their gifts can make.
- Encourage your colleagues to give directly to United Way. Money from United Way is invested in a strong network of over 200 social service agencies in neighbourhoods across the region. United Way utilizes its research and expertise in social issues and puts our donor dollars to work to help the people who need it most in both the short-term by meeting immediate needs and long-term by addressing the root causes of social problems.
- Think about your audience and organization's culture. What are their concerns? What is your organization's Corporate Social Responsibility policy? Do your colleagues care about services for seniors or are they more interested in the welfare of young children? Go to [unitedwaygt.org](http://unitedwaygt.org) to download a fact sheet on the service area that has the broadest appeal. Include some of these facts in your speech and share relevant stories and impact statements.

## Demonstrate United Way's accountability

- United Way runs on volunteer power and effectively leverages donated goods and services.
- Does your organization provide a Sponsored Employee to United Way? If so, introduce them and explain how they are helping United Way.
- United Way Greater Toronto (UWGT) strives to ensure that, of every dollar raised, as much as possible goes to the community. Last year, United Way Toronto's fundraising and administration costs were just 16.9%—well below the 35% threshold recognized by the Canada Revenue Agency (CRA).

## Talk about your campaign

- Share your campaign goals (financial goal and/or participation rate).
- Tell your audience what you have planned (key campaign dates, prizes and special events).
- Introduce your committee members (stand and wave).

## Ask for support

- Ask your audience to support United Way by making a donation.
- Encourage them to attend campaign events.
- Ask them to get involved by volunteering to help with the campaign.

## Wrap up

- Thank the audience for attending and for their past support.
- Address any questions.

## Next steps

- Canvassing—an Ambassador will visit you.
- Next event—title, date, time.