



UNITED WAY GREATER TORONTO

CAMPAIGN KICK-OFF GUIDE



United Way
Greater Toronto

RUNNING A CAMPAIGN KICK-OFF

Hosting a kick-off event in your organization is the opportunity to share with your colleagues the details of your campaign, such as:

- Your fundraising goal, campaign dates, and other important information.
- Your Campaign team members.
- The incentives and activities your Campaign will host to support fundraising efforts.
- The link to the donation site and how to use it.

In addition, your colleagues can learn more about United Way by inviting a United Way staff member or a United Way Volunteer Speaker, to share about the impact of their donations on our community.

KEY CONSIDERATIONS AND PLANNING

What to do?

Event Format: decide if your event will be in-person, virtual, or a hybrid combination of both.

Build your agenda: choose key points you want to share with your audience, such as:

- Share about the impact: Ask your United Way staff partner to share some materials, or speak at the event.
- Speakers: Invite your CEO and/or other executive(s) to take part and speak.
- Share information about your Campaign (i.e. Campaign team, fundraising goal, timeline, key activities).
- Set clear action steps, such as how to give and how to join Campaign activities.

TIP

Choose a theme or an activity and make it fun! Some examples of successful kick-off events have included activities such as guessing the song, United Way trivia, team-building activities, etc.

When: decide on the day and time. For best results, we recommend a kick-off event is scheduled for no longer than 1 hour.

KICK-OFF SAMPLE AGENDA

<p>SPEAKERS (6-8 MINUTES): Speakers can join virtually or in-person, as part of a larger meeting agenda</p>		
<p>Agency Speaker A representative of a United Way partner agency—either a service recipient or agency staff member—will share their story and/or the ground experience to inspire the hearts and minds of your colleagues.</p>	<p>United Way Staff Speaker United Way staff speakers can provide a deeper dive into the work of United Way or a specific issue (e.g. food security, homelessness, etc.) to help educate your colleagues about the need in our communities.</p>	<p>Speaker Videos Pre-recorded videos of a United Way service recipient sharing their personal story. A great option for when you don't have the lead time to request a live speaker. Contact your United Way staff partner for video links. Campaign videos are also available. Contact your staff partner for more details.</p>

<p>KICK-OFF LOCATION DETAILS: [include in-person event address/room number and/or web conference details here]</p>	
<p>Pre-event (XX:XX – XX:XX)</p>	<ul style="list-style-type: none"> • Arrival of event host/speakers (10-15 minutes in advance) • Arrival of attendees
<p>Opening (5 minutes) (XX:XX – XX:XX)</p> <p>CEO/ECC/Sr. Leaders</p>	<ul style="list-style-type: none"> • Welcome and housekeeping • Value of partnership between United Way and Company • Importance of United Way now • Encourage all to get involved with campaign activities • Interactive poll or quiz to get people engaged • Introduction of United Way contact/awareness activity
<p>United Way awareness activity (7-12 minutes) (XX:XX – XX:XX)</p> <p>Facilitated by United Way</p> <p>United Way contact: (enter contact name)</p>	<p>Activity examples:</p> <ul style="list-style-type: none"> • Guest speaker from United Way • United Way interactive activity (e.g. poverty simulation, etc.) • United Way and Company trivia • Group whiteboard sharing (e.g. "Why I care about community.", "Which issue resonates with me?", "Why I give.") • United Way video(s)
<p>Closing remarks (5 minutes) (XX:XX – XX:XX)</p> <p>CEO/ECC/Sr. Leaders</p>	<p>Thank participants, reiterate the importance of United Way, and invite them to take action:</p> <ul style="list-style-type: none"> • Call to action/donate now • Share company fundraising/participation goals and past successes • How to give • Instructions on next steps—donation link to come, upcoming events, who to contact with questions, etc.

LOGISTICS

Banners

We can provide United Way logo banners for your event. You must contact your United Way staff partner 10 business days in advance, and they will confirm availability with you.

Interactive activities

United Way can facilitate interactive activities with your colleague group, to educate and inspire their support. Connect with your staff partner to discuss options.

Videos and stories

Visit United Way Greater Toronto's online [Campaign Toolkit](#) to find a suite of videos, stories, and photography.

Final thoughts

When planning your kick-off event, do not forget:

- Confirm CEO/Executive attendance
- Request other key speakers (United Way speaker, etc.)
- Send an invitation to your colleagues (consider including your agenda, and please copy your United Way staff partner!)
- Send a reminder before the event! Make it exciting!
- Test your web conference system and/or any other technology in advance of your event



TIP Send the donation link immediately after the event!

To capitalize on the enthusiasm and momentum you have created, ensure your attendees have a donation link waiting for them to make their gift when your event has concluded.

**A N Y
W A Y
W E
C A N**



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