

# The Basics of a Kick Off

## Why hold a rally or kickoff?

Rallies are excellent ways to educate and excite employees about United Way. One of our most successful marketing pieces is the campaign video. Rallies and kickoffs are excellent places to show the video.

## Who speaks at a rally?

Some speakers used at rallies include:

- A company representative such as the CEO or ECC (or both)
- An agency speaker
- A United Way representative
- An employee willing to share a personal testimonial about United Way

## United Way Video

The video is a powerful way to educate and inspire potential donors. The video is less than eight minutes long but makes a lasting impression.

## Pledge Cards

Depending on the size of your rally, it may be a great time to pass out personalized pledge cards to employees. If the size of the rally is too large for this, ensure that everyone is reminded and encouraged to fill out their pledge cards by a specific date and time.

## Prizes and Incentives

Immediate and tangible incentives are a great way to add excitement and collect pledge cards at the rally. Simply have everyone turn in their filled out pledge card for a chance to win.

## Food and Decorations

Many companies find that food and themed decorations add special ingredients to their rallies. Although certainly not a requirement, food and decorations tend to spice things up!

## Suggested Agenda

- Food and drinks available as employees arrive. Have personalized pledge cards in alphabetical order and ready for distribution.
- Welcome (5 minutes) – Company CEO
  - Thank you
  - Company goal
  - Why our company supports United Way
  - Introduce speaker
- Agency speaker (6 minutes) – United Way agency
- United Way video (6 minutes)
- United Way representative (5 minutes)- Campaign Representative
- Closing and ask (5 minutes)- Company CEO and ECC
- Incentive Drawing (5 minutes)- ECC