

UNITED WAY RALLY MADE EASY!

Did you know that individual donations make up over 75% of the money Greater Mankato Area United Way raises every year? That is why holding an employee rally is so important! Here is an example of a rally agenda to show how quick and simple a rally can be all in 20 minutes for less!

2 Minutes

- Welcome everyone and explains the purpose of the campaign.
- CEO or owner affirms company support of United Way.

6 Minutes

- Show the local United Way video. It shows how people in the Greater Mankato Area benefit from United Way. (you can request a DVD from the United Way office or play the video online from United Way's website at www.mankatounitedway.org)

4 Minutes

- Give an overview of United Way's key message and impact areas.

6 Minutes

- A United Way representative or agency speaker describes how United Way helps real people. He or she tells real stories that show how employee contributions are touching lives right here in the greater Mankato area.
(and/or)
- A fellow employee shares a personal experience involving a United Way program. People are more willing to give when they meet someone who has been affected by United Way.

2 Minutes

- Wrap up the meeting:
Answers Questions
Tells people when and where to return pledge cards.
Announces Incentives

In 20 minutes you can hold an employee rally and make a difference in the Greater Mankato Area. For more information or for assistance in planning your rally, don't hesitate to contact the United Way office.