

## HOW TO PLAN A RALLY

Rallies are an excellent way to get your employees together to rally around a common goal – helping the community. Your employees will walk away with a greater understanding of our region and United Way's impact.

### ANATOMY OF A RALLY

#### SPEAKERS

Include a company representative, an agency speaker, a United Way representative, or an employee willing to share a personal testimonial about United Way.

#### UNITED WAY VIDEO

The video is a powerful way to educate and inspire your employees. The video is less than eight minutes long but makes a lasting impression. Everyone who watches the video is eligible to enter our Watch. Enter. Win. contest. The video and the Watch. Enter. Win. drawing will be posted on this site this summer.

#### PLEDGE CARDS

Depending on the size of your rally, it may be a great time to pass out personalized pledge cards to your employees. If the size of your 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 are other good ways to spice things up.

### SAMPLE RALLY SCHEDULE

- Set up food and drinks for employees as they arrive. Have personalized pledge cards in alphabetical order and ready for distribution.
- Welcome (5 minutes) - Company CEO
  - Thank you
  - Announce company goal
  - Why we support United Way
  - Introduce speaker
- United Way agency speaker (10 minutes)
- United Way video (8 minutes)
- Closing and ask (5 minutes) - Company CEO

Sample rally speech, United Way presentation and all other United Way campaign materials are available for download at [HelpingPeople.org/campaign-hq](http://HelpingPeople.org/campaign-hq).

Helping people.



Greater St. Louis