

HOW TO PLAN A RALLY

Rallies are an excellent way to increase understanding of our region and United Way's impact while rallying around a common goal.

Even better? Studies found that **56% of donors are more likely to give after attending an event.**

RALLY BASICS

- **Speakers:** Include a company representative, an agency speaker, a United Way representative, or an employee willing to share a personal testimonial about United Way. **Pro tip:** Studies show that people are more likely to give when they hear, or see, how their friends give.
- **United Way video:** Show this year's United Way campaign video – a quick and powerful way to educate and inspire your employees. **Bonus:** Everyone who watches the video is eligible to enter our Watch.Enter.Win. contest.
- **Pledge cards:** Pass out personalized pledge cards to your employees. **Rally too large?** Remind everyone to fill out their pledge cards by a specific date and time.
- **Prizes and incentives:** Add excitement with immediate and tangible incentives. Simply have employees turn in their completed pledge card for a chance to win. **Pro tip:** Several million-dollar companies found that the most successful incentives were days off and networking opportunities.

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
- Company or United Way representative, United Way agency speaker, employee (10 minutes)
- United Way video (8-10 minutes)
- Closing and ask (5 minutes) – Company CEO

SAMPLE RALLY SPEECH

"Thank you for taking the time to join me to learn more about United Way. I hope you found our speakers and the United Way video as moving as I did.

I want to share a story with you. **[insert personal story or use one from the website]**

When you realize United Way helps one in three people annually, you start to understand the incredible reach our dollars have when we give to United Way.



Our company goal this year is **[insert dollar amount]**. For us to meet or even break through this goal means we are helping create a stronger, healthier community where we live and work.

I believe that we are all impacted by United Way in some way. With more than 170 local agencies United Way supports, I'm sure many of you have been helped, in some way, through United Way.

One in three people. Just look around this room. That's one-third of the people in this room who have somehow benefited from United Way.

You may not even know you've been helped, so I encourage you to take a look at the brochure and read the list of agencies supported by United Way.

Please join me and your fellow employees, today, by supporting the entire community through United Way. Your gift matters. Thank you."

All United Way campaign materials are available for download at HelpingPeople.org/campaign-hq.

