

RALLY CHECKLIST

Pre-Company Kickoff

- Attend Employee Campaign Manager Training.
- Meet with your Campaign Consultant.
- Become familiar with United Way campaign information.
- Check calendar for dates of events.
- Choose a time(s) when most people are available to hold rallies.
- Assist with preparation for events.
- Notify all participants well in advance.
- Use flyers, posters, email, balloons, etc as appropriate.

Pre-Rally

- Schedule rooms and visual equipment such as TV/DVD Player.
- Contact upper management and solicit attendance/support for the United Way rallies.
- Contact and schedule a speaker. Confirm that they have directions to your location.
- Determine agenda and follow it. Utilize your Campaign Consultant for ideas or reference the United Way website at www.seuw.org.
- Set agenda with definite start and stop times.
- Arrange for refreshments. Make sure they are delivered at least 15 minutes prior to start time.
- Order incentive(s) if having a drawing for door prizes.
- Prepare the room with theme decorations. Put up posters, flyers, and other fun items. Refer to the United Way website at www.seuw.org.
- Personalize pledge cards.
- Gather materials (pens, brochures, pledge cards) for distribution at the meeting.

Day of Rally

- Post flyers or send out email reminders for all employees to attend the rally.
- Make sure room and equipment are ready and working. Either u-shape or short rows facing front is best.
- Distribute pledge cards and other materials or have employees pick them up when they enter.
- Start meeting ON TIME!
- Introduce program/agenda.
- Acknowledge management/CEO support.
- Introduce speaker(s).
- Show United Way video.
- Highlight incentives.
- Ask for contribution.
- Collect pledge cards.
- Summarize any required follow-up action at the end of the meeting and deal with outstanding questions.
- Say Thank You and show gratitude!

Post Rally

- Follow-up and collect pledge forms that were not returned at the previous meeting.
- Distribute thank-you's.
- Announce results to employees utilizing flyers, thermometers, newsletters, and email.
- Announce incentive winners in the same fashion.
- Submit results to United Way.