

HOW TO PLAN A RALLY

Rallies are an excellent way to get your employees together to rally around a common goal – improving lives in their communities. Your employees will walk away with a greater understanding of how their donation dollars to Franklin County Area United Way make a positive impact right here where they live and work.

COMPONENTS 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 seven minutes long, but makes a lasting impression. Everyone who watches the video is eligible to enter our Watch Enter Win contest.

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 fill out and turn in their pledge card for a chance to win.

Food and decorations can 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 representative (10 minutes)
- United Way agency speaker (10 minutes)
- United Way video (7 minutes)
- Closing and ask (5 minutes) – Company CEO

