

WORKPLACE CAMPAIGN PRESENTATION TOOLKIT

Presenter Guide

2025



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Purpose

This guide is designed to help United Way Cabinet members confidently deliver engaging workplace presentations that inspire people to connect with their affinity group and opt in for updates, events, and volunteer opportunities.

Before Your Presentation: Preparation is Key

1. Know your content

Review the PowerPoint slides and speaking notes in advance. The presentation is adaptable so we encourage you to go through it and personalize it with your own stories, examples, and energy. Download a copy of the presentation to your computer before making changes to ensure the master file stays intact for other presenters. Practice your version out loud at least twice.

2. Understand your audience

Learn a bit about the workplace you're visiting (industry, size, prior involvement with United Way).

3. Bring your materials

Printed Sign-Up Tracking Sheet, pens, and any relevant promotional materials.

4. Arrive early

Aim to be set up at least 15 minutes before your start time.

During Your Presentation

Opening Strong

- Introduce yourself and your role with United Way.
- Share a quick, personal anecdote about what motivated you to get involved.

Telling the Story

- Keep it authentic, enthusiastic, and purposeful.
- Highlight how easy it is to get involved with United Way (events, one-time and ongoing volunteer opportunities).
- Emphasize the collective impact: every person who supports United Way helps to amplify change in our community.





Inviting Participation

- Clearly state how to join: "If you want to connect with other changemakers and hear about upcoming opportunities, sign up today — right here."
- Physically hold up the Sign-Up Tracking Sheet to make it visible.

Best Practices for Engaging Your Audience

- **Make it interactive:** Ask questions ("How many of you have volunteered in the last year?"), invite quick show-of-hands.
- **Use positive body language:** Smile, make eye contact, avoid standing behind a podium for too long.
- **Tell stories, not stats:** A short, vivid story will be remembered far more than a number or statistic.
- **Read the room:** If energy is low, shorten your talk; if people are leaning in, expand on your stories.
- **Leave time for Q&A!**

Using the Sign-Up Tracking Sheet

The tracking sheet is your **bridge to action** — this is how people opt in to United Way's affinity groups where they can build connections with like-minded people who share their interest and passion for the cause.

- Print a fresh copy of the tracking sheet for each presentation (provided in toolkit).
- Pass it around after your presentation or place it somewhere visible as people exit.
- Make sure each person includes their personal email address.
- Collect the sheet before you leave.

After the Presentation

1. Review the sheet

Check for any illegible handwriting or missing email addresses while you're still at the workplace if possible.

2. Submit promptly

Take a photo/scan and email it to the UWACR relationship lead within 24 hours.

3. Shred original sign-up sheet

