

# LIVE UNITED™



## Sample Campaign Rallies

Although no two organizations are the same, one of these three rally formats should work well for your group:

- ***The 30-Minute Rally***

Welcome & Endorsement of United Way Campaign	Chief Executive	3 min.
Introduction of Campaign Coordinator	Chief Executive	1 min.
Endorsement by Labor	Union President	3 min.
Intro. Of Campaign Committee	Campaign Coordinator	3 min.
The Need & Challenge	UW or Agency Speaker	6 min.
Campaign Film	Account Executive	12 min.
Closing Remarks	Campaign Coordinator	2 min.

- ***The 20-Minute Rally***

Welcome	Campaign Coordinator	1 min.
Comments, Endorsement of United Way Campaign	Chief Executive	2 min.
The Need & Challenge	UW or Agency Speaker	4 min.
Campaign Film	Account Executive	12 min.
Closing Remarks	Campaign Coordinator	1 min.

- ***The 15-Minute Rally***

Welcome	Campaign Coordinator	1 min.
Comments, Endorsement of United Way Campaign	Chief Executive	1 min.
Campaign Film	Account Executive	12 min.
Closing Remarks	Campaign Coordinator	1 min.