

Key Elements of a Model Presentation

- **Length:** Please limit your speech to 5-7 minutes. Keeping it short and sweet will keep the attention of your audience and will capture your message well. Planning your presentation out beforehand will help you keep within that timeframe and feel confident in what you're saying.
- **Grab their Attention:** Why is United Way important to your organization and the work you do for our community? This is where the donor's dollars go; help them understand how it's used first-hand.
- **Key United Way Messaging:** This should be woven into your presentation and reinforced by whatever agency information you use in your speech.
- "How I know when to stop talking" (memorize the last thing you want to say)
- **The Ask:** This is sometimes the hardest part so practice how you ask so it will be natural and sincere. Don't complicate it. Use simple language like "I ask that you consider making a gift to the United Way campaign this year."
- Finally, thank people for giving to the United Way campaign. We can never thank them enough!