

## Campaign Presentation Tips



Be punctual.

- Arrive at least 10 minutes prior to the presentation start time.
- If you are going to be late, please call the United Way campaigner on their cell phone. If you are unable to reach your campaigner, call the call the United Way front desk at 916-368-3000.

Be prepared and flexible.

- Know what you are going to say. If you are unsure, contact the United Way campaigner prior to the presentation.
- Know that time limits may change. Stay within the time limit given.
- Know your audience. Dress professionally and appropriately for the audience and work environment.

Do not promote your own designation code in your presentation or ask for designations directly to your organization. Designation codes can be included in printed materials.

Expect to stay for the entire presentation. Provide your brochures, if available, at the end of the presentation.

### Top 10 Presentation Tips from Steve Jobs

1. **Plan your presentation with pen and paper.** Storyboard the presentation first. Jobs initially prepares by brainstorming and white boarding ideas.
2. **Create a single sentence description for every service/idea.** As an example, for the introduction of the MacBook Air computer, Jobs said that it is simply, "The world's thinnest notebook."
3. **Create a villain that allows the audience to rally around the hero—you and your product/service.** A "villain" doesn't necessarily have to be a direct competitor. It can be a problem in need of a solution.
4. **Focus on benefits.** Your audience only cares about how your product or service enhances their lives. Make that connection.
5. **Stick to the rule of three.** Almost every Jobs presentation is divided into three major parts. You might have 20 points to make in your presentation, but your audience will only remember three or four.
6. **Sell dreams, not your products or services.** Jobs doesn't sell computers, he sells the promise of a better world. When he introduced the iPod, he said, "In our own small way we're going to make the world a better place."
7. **Create visual slides.** Jobs doesn't use bullet points. Instead, he relies on photographs and images. When he unveiled the MacBook Air, he showed an image of the computer fitting inside a manila inter-office envelope.
8. **Make numbers meaningful.** Jobs always puts large numbers into a context to make them relevant to his audience. The bigger the number, the more important to find an analogy or comparison that adds clarity.
9. **Use plain English.** Jobs' language is exceptionally simple. He rarely uses jargon that complicates most presentations.
10. **Practice, practice, practice.** Jobs spends hours rehearsing each part of his presentation. Every slide is written like a piece of poetry, every presentation staged like a theatrical experience.

## Agency Fair Tips

### Take initiative to engage the employees

- If employees are walking by your table but not coming over, make eye contact and grab their attention with a question.  
Example: Have you heard of “Agency X”? Are you interested in volunteering? Come on over and let me tell you about my agency!
- Have a one sentence description of your agency prepared  
Example: Our agency provides food, clothing, shelter and counseling services to homeless teens and adults.

### Be as inviting as possible

- Stand up during high traffic times to make it easier for the employees to approach you
- Don't have your nose buried in a book
- If you are talking to other agency representatives, remember to acknowledge the employees as they pass so they don't feel like they are interrupting your conversation

### Be prepared for anything

- Fairs can take place in a variety of work environments
  - Inside or outside
  - Noisy cafeterias, crowded conference rooms, hallways, etc.
- You never know what the attendance will be. You could have 10 or 100 people stop by your table. The confirmation form will give you an estimate, but we can never guarantee how many employees will attend.

### Remember you are there to educate the employees about your agency

- Please do not seek out the company's campaign coordinator or management to try to get them to specifically support your agency. If you would like to further your involvement with the company, please talk to the United Way Campaign Manager and they will connect you with the appropriate person.
- When employees stop by your table it is the perfect opportunity to let them know about any special events or volunteer opportunities that you have coming up.

### Communicate with United Way

- If you are going to be late, please call the United Way campaigner on their cell phone. If you are unable to reach your campaigner, call the United Way front desk at 916-368-3000
- If you have suggestions or feedback on the event, please share them with the United Way Campaign Manager and NOT the company representative.

Agency fairs can be time consuming and unpredictable. We understand that sitting at a table for several hours may sometimes not seem worth it. Just remember you never know if the one person you talk to at the fair may become a great volunteer, a major donor or your next board member!