



United Way
Winnipeg

CANVASSER GUIDE

On behalf of Winnipeggers everywhere, thank you for helping create opportunities for better lives as a United Way Campaign Canvasser.

This year, we're counting on participation from more Winnipeggers with the means and spirit of generosity to give. You have a very important role in making this possible and we want to help you every step of the way. Following is a guide to help make the most of your canvassing efforts.

3 Steps to Successful Campaigning

1. Prepare

Read this guide and other United Way materials so you understand the impact and can respond to co-workers' questions with confidence.

Visit www.UnitedWayWinnipeg.mb.ca for examples of the difference Winnipeggers' gifts to United Way are making. (select *Stories* beneath the *Impact* button)

Read FAQ's to prepare yourself for questions that may come up.

Find your motivation: Highlight important goals for the campaign and consider how your involvement can support those goals.

Be the first to make a pledge: It will be easier asking others to do the same. Consider increasing your annual gift if you're able.

Distribute pledge forms or send the UnitedWay@work email link if your workplace is set up for online donations.

Set up meetings: Start with people who already support United Way and co-workers with whom you have a good relationship in order to build your confidence.


2. Meet

Set the tone: Be relaxed and positive and begin by thanking your colleague for meeting with you.

Conversation starter: *"Did you receive your pledge form (or your link for online donations through UnitedWay@work)?"*

State your case: Describe how United Way is helping people, changing lives and making every donation count.

Conversation starter: *"Recently, I had a chance to see my donation at work while on tour at a United Way agency partner..."*



REMEMBER

People give to people. *“I was never asked”* is the number one reason given by people who have never donated. Meet all co-workers in person – even those using **UnitedWay@work**. Ensure everyone has a chance to make a difference through United Way.

Ask for questions: If you don't know the answer, refer to the *Frequently Asked Questions* section of this guide or contact your Employee Campaign Chair.

Conversation starter: *“Do you have any questions or need help logging on or completing your donation?”*

Ask for their investment: Be clear that no matter the amount, every donation to United Way adds up to powerful change in our community. Explain the various levels of giving. Suggest existing donors increase their gift this year for even greater impact.

Conversation starter: *“Did you know a donation at the Friend level (\$2 per week or \$100 per year) creates opportunities for two volunteer mentors to become role models and a positive influence for youth in our community? And if you increase your donation to the Partner level (\$1 per day or \$365 per year), you create opportunities for 10 people with vision loss to receive white canes that will enhance mobility and independence.”*

Encourage payroll deduction, if available.

Take the completed pledge or arrange a time to come back for it. Encourage online donors using UnitedWay@work to make their gift today and ask whether they need help to do so.

Thank your co-worker for their time and consideration.

3. Follow Up

Respond to any questions you took away from your initial meetings.

Ensure everyone has a chance to donate: Connect with people who were away or who you missed during your initial canvass. Ask your Sponsored Executive to help develop an effective follow-up strategy.

Arrange a time to pick up all outstanding pledge cards or send an email reminder to online donors using UnitedWay@work.

Turn in all pledge forms to your Employee Campaign Chair, even if no contribution was made.



**EVERY DOLLAR
MAKES A DIFFERENCE**

Every contribution to United Way's annual campaign adds up to powerful change

Frequently Asked Questions

Most people are already familiar with United Way's work and are generally very happy to meet with Canvassers. In the event your co-workers do have questions, the following will help you explain United Way's impact and give potential donors a better understanding of why their participation is so important.

Following are answers to some of the most common questions about United Way:

There are so many organizations asking me for money. What makes United Way special?

Every day in Winnipeg, one-third of our community directly benefits from United Way's essential network of programs and services delivered through nearly 100 agency partners. And in fact, all our lives are made better when we work together through United Way to achieve hope, stability and opportunity by: providing kids with alternatives to crime, drugs and life on the streets; reducing poverty; and building safer, healthier neighbourhoods where people care and support one another.

How much of my donation to United Way goes toward administration?

None. Every dollar you donate to United Way's annual campaign goes directly back into the community where it adds up to powerful change thanks to an annual grant from the Province of Manitoba that supports the cost of fundraising and administration.

Will any of my donations go toward the cost of United Way's new building?

No. United Way is extremely proud that absolutely no donations to the annual campaign have or will ever be used to fund construction or land costs. Construction has been funded entirely through grants from the Province of Manitoba, Government of Canada, and City of Winnipeg, with generous support from a small group of long-time United Way friends and committed Winnipeggers. CentreVenture assembled and financially contributed to the acquisition of the land.

I'm concerned about protecting my privacy. What does United Way do with my personal information?

United Way respects your privacy. Adhering to Canadian legislation, personal information gathered by United Way is kept in strict confidence and used only to administer transactions, conform to procedures required by law, understand donor interests and demographics, build strong relationships and meet service expectations. United Way does not sell or trade personal information and does not rent out mailing lists. For a complete description of United Way's privacy policy, go to:

www.UnitedWayWinnipeg.mb.ca/privacy.html

Why should United Way decide where my money goes?

In fact, decisions surrounding United Way's community investments are guided by Winnipeggers' priorities and determined by senior volunteers through a unique and rigorous review process. With support from professional staff, these volunteers meet regularly with United Way program and agency partners to ensure your donations are invested where they will have the greatest impact. United Way's ongoing commitment to

accountability, transparency and effective stewardship means you can be confident your investment holds tremendous value.

I feel pressured to give to United Way

No one should feel pressured to give, but everyone should be given the opportunity. United Way works because so many people contribute voluntarily. The choice to give is entirely your own. The more Winnipeggers who get involved – regardless of their level of participation – the more lives we can change. Together, we can do so much more than we ever could alone.

Why should I give? I never use these services.

One in every three Winnipeggers is directly impacted by United Way's innovative programs and partnerships. It might be a friend, family member, neighbour, or co-worker. And with each life we touch, we set in motion a chain of events that will ultimately transform all our lives.

I want to support United Way but I want to support other registered charities as well.

We appreciate your support for United Way. With United Way's donor directed giving service, you can easily make donations to United Way and other registered Canadian charities in a single pledge. United Way offers this service as a convenience to help donors take care of all their charitable giving at once. Refer to the Donor Directed Giving section of this guide for more details.

Why is United Way asking me to increase my gift?

As with all things, the non-profit sector is not immune to rising costs. United Way asks donors to consider increasing their gifts in order to maintain our commitment to stable,

sustained funding for the programs and services that mean so much to so many.

For many agency partners, United Way is the only source of core, multi-year funding - vital for stable operating budgets and the ability to plan ahead. Sustained funding also means these organizations don't have to worry about keeping their doors open and can instead focus on finding long term solutions to our city's most challenging social issues.

In addition, an increase can mean expanding innovative programs to reach more people.

Tips for Responding to Questions


Listen and show you understand your co-workers

concerns: Begin your response with: *"I understand how you might feel that way. Have you considered...?"*

Encourage discussion: Invite the opportunity to dispel misconceptions and provide a better understanding of United Way's impact.

Relax and be yourself: You have a very important message and job. Make it your own. You should never feel you have to argue or match wits.

Don't worry if you don't know the answer: No one expects you to know everything. If you're stumped by a co-worker's question, simply tell them you'll get back to them after speaking with your Sponsored Executive or another member of the United Way team.



United Way Giving Levels

Each year, generous Winnipeggers everywhere support United Way at a variety of levels. No matter the amount, every dollar counts. Over and above corporate gifts, United Way is especially proud to recognize donors at the following giving levels for their outstanding commitment to lasting change and better lives:

		<i>Annual Gift</i>	<i>Net Cost After Tax Savings</i>
Friend		\$ 100	\$ 73
Partner	Bronze	\$ 365	\$ 235
	Silver	\$ 550	\$ 334
	Gold	\$ 730	\$ 430
Leader of the Way	Pathfinder	\$ 1200	\$ 682
	Builder	\$ 2400	\$ 1325
	Pacesetter	\$ 3600	\$ 1969
Major Donor		\$ 5000+	\$ 2719+

This table represents approximate numbers.

Tax Benefits

Charitable donations to United Way fully qualify for non-refundable federal and provincial tax credits, potentially saving donors money and bringing down the real cost of giving.

Donor Directed Giving

United Way's donor directed giving service is provided as a convenience for donors who want to consolidate all their charitable giving – both to United Way and to other registered Canadian charities – in a single pledge, often by way of payroll deduction.

To offset administration costs and maintain the resources necessary to fulfill United Way's own mission and business focus, each gift directed to another charitable organization is subject to a \$12 cost recovery fee. The fee is a flat amount because the administrative costs are the same regardless of the donation.

Since gifts directed to specific charities are not available for United Way's community strategies, they will not be included in United Way's total campaign achievement nor recognized through United Way's recognition program. Upon consent, the donors' names are offered to recipient charities for their own recognition program.

One-time donor directed gifts will be paid in full to recipient charities at the beginning of each year, following the completion of United Way's annual campaign. Donor directed gifts made in instalments (i.e. through payroll deduction) will be paid to recipient charities as they are collected each quarter beginning in April to ensure United Way does not pay out more than it collects.



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