



United Way
Winnipeg



Employee **C**ampaign **C**hair

Plan to Succeed

Prepare to Succeed

PLAN IN ADVANCE

Meet your Sponsored Executive (SE) and ensure management has approved the time and resources it will take to run your campaign

RECRUIT YOUR CANVASSERS

These are the people who will be making the face-to-face ask in your workplace; enlist the help of people who are passionate about United Way and dedicated to the campaign's success

SET YOUR GOALS

Take into consideration the previous year's campaign results and be ambitious, yet realistic

INSPIRE CO-WORKERS TO STEP UP TO LEADERSHIP AND INCREASE YOUR CAMPAIGN REVENUE

Schedule a Leadership presentation to encourage people in your workplace to commit to a donation of \$1200 or more (\$100 each month)



Begin With a Bang!

GET EMPLOYEES FIRED UP WITH A KICK-OFF EVENT

This is the perfect time to announce your workplace goal

BUILD AWARENESS OF UNITED WAY'S IMPACT IN THE COMMUNITY

Schedule a speaker or Seeing is Believing tour with one of our agency partners



Maximize Your Results

TRAIN YOUR CANVASSERS

Arrange a training session with your SE

EDUCATE YOUR CO-WORKERS

Stress flexibility when communicating the many options and levels available for making gifts to United Way

MAKE THE ASK

This is when your passion pays off for the entire community!

Track Your Progress

MONITOR YOUR SUCCESS

Track your goals in a central location where your progress will be seen by the entire organization

TAKE ACTION TO ENSURE YOUR CAMPAIGN STAYS ON TRACK

Ask your SE to conduct a mid-campaign review and make adjustments where necessary in order to reach your goals

Be creative when tracking your goals. Thermometers can take many forms. One CEO even trimmed the bottom of his pants as a measurement of the campaign's progress!



Celebrate and Share Your Success

THANK EMPLOYEES FOR THEIR TIME AND DONATIONS

Plan a touchdown event to announce the campaign achievement

PUBLICIZE THE IMPACT

Share stories about the impact these investments make on the lives of people throughout Winnipeg

RECOGNIZE YOUR TEAM

Organize an event for your campaign committee and canvassers to thank them for all their hard work

Resources

www.UnitedWayWinnipeg.mb.ca

Sponsored Executives - a key resource for materials and information during your campaign

United Way staff

Other ECCs

NOTE:

If you plan to hold a special event, please be aware that Canada Revenue Agency guidelines state that if an individual receives anything in return for a monetary contribution or buys the chance to win something, an income tax receipt cannot be issued. This applies regardless of whether the individual is receiving goods, service, or any other tangible or intangible benefit.