



EMPLOYEE CAMPAIGN CHAIR GUIDE



Thank you for helping ensure hope, stability and opportunity in our community by chairing a United Way fundraising campaign in your workplace.

The majority of funds raised each year is because of people just like you, running workplace campaigns and inspiring the generous support of unionized and non-unionized employees who participate.

As an Employee Campaign Chair, you play a very important role in improving the health and well-being of our community and we want to help you every step of the way.

Following is a guide to help you manage a winning workplace campaign from start to finish. It offers information and advice on your key concerns and objectives at every stage.

WELCOME TO THE TEAM!



WE'RE HERE FOR YOU

Support and encouragement is always just a click or call away. Get to know your Sponsored Executive – he or she is your best resource.

You can also visit www.UnitedWayWinnipeg.mb.ca for additional resources including:

- Copies of the ECC and Canvasser guides
- Employee brochure and pledge forms
- Frequently asked questions
- Ideas for special events
- Request forms for marketing and promotional materials
- Links to United Way's campaign video and testimonials

Click ECC Resources beneath the Campaign button on the toolbar.

HALF THE FUN IS GETTING THERE

Successful United Way workplace campaigns are measured just as much by the quality of your co-workers' experience as they are by the results. Community involvement through United Way should be a fun and meaningful experience for everyone, including you.

You have a very important responsibility to provide leadership, but don't forget to have fun too. The Build a Campaign worksheet and following steps will help you keep organized and on track to a successful campaign – whether it's your first or 31st.

01 BLUEPRINT

Plan in Advance

The key to success lies in careful preparation. Meet with your Sponsored Executive (SE) as soon as possible. Your SE can help map out strategies for a successful campaign and brainstorm ideas for themes, events and activities.

Ensure management understands and has approved the time and resources that will be spent conducting your campaign.

Recruit your team

The most successful campaigns are a team effort. Recruit co-workers who are passionate about our community and dedicated to making a difference through United Way.

Begin with your committee. Recruit as many people as you can to run events, reach out to special employee segments (unions, retirees), promote your campaign, track and communicate progress, and inspire participation from everyone in your workplace.

Some of the most important members of your team will be your canvassers – the people on the front lines of your campaign who are directly responsible for asking co-workers to donate and change lives.

Set your goals

Set ambitious yet realistic goals using the challenges and successes of previous campaigns as a benchmark. For example:

- Increase last year's achievement or participation by 10% or 15%
- Increase leadership gifts (\$1200 or more) by three
- Set your sights on a United Way Spirit Award

02 BUILD A FOUNDATION

Leadership matters

Start by targeting support from senior management and union leadership (if your workplace is unionized) – influential people who can help kick-start your campaign and stand as examples for others.

Inspire co-workers to become United Way Leadership donors (\$1200 or more each year) and create opportunities for even greater impact in our community. Start by recruiting a **Leadership Champion** – an existing Leader who can personally ask colleagues to make a similar commitment. Schedule a **Leadership presentation** that gives potential leaders more detailed information on the powerful impact this level of generosity can have.

Train your canvassers

Ensure your canvassers understand how important it is to **give everyone in your workplace a chance to contribute and make a difference in our community.** The number one reason people give for not donating is “I was never asked.” Arrange a canvasser training session with your Sponsored Executive.

03 CREATE A FRAMEWORK

There are three main elements to a successful campaign—Engagement, Awareness, and The Ask.

Use the Build a Campaign worksheet to create a custom campaign framework that’s suitable to your workplace and campaign goals. You don’t have to hit every point, but elements from each are vital.

Engagement

United Way has developed a number of engagement strategies that offer year-round opportunities for Winnipeggers to experience the impact of their donations firsthand. Your co-workers will be much more invested when they can actually see and feel the difference they are making. That means enhanced results: for both your workplace campaign and our entire community.

- Consider working with one of our agency partners to complete a meaningful community project as part of a **Day of Caring**.
- **GenNext** offers busy young professionals flexible opportunities to get involved in making a difference in our community.
- **Special Events** put the fun in fundraising. They also build workplace morale, promote team work and create positive, lasting change for our community. Ask your sponsored executive for the Putting the Fun in Fundraising supplement.

Awareness

- **Have a public kick off with an agency speaker.**
A formal kick-off gets employees revved up and ready to participate. Reveal your workplace goal with flare and fanfare to generate even more excitement.
- One of the most effective ways to show people how their gifts make a difference and inspire them to support the campaign is by having an **impact speaker** from **United Way’s Speakers’ Bureau** present at your kick-off. Take it one step further and organize an **Agency Visit** that offers employees a chance to see their generosity in action at one of nearly 100 United Way agency partners throughout Winnipeg.
- If there isn’t time for a speaker, request a United Way’s **campaign video** or distribute the link to your co-workers.
- **Every gift matters and every dollar counts.**
Promote the wide variety of giving levels and payment options for flexibility and convenience. The Canvasser Guide is a handy resource.
- Provide encouragement using a variety of channels. A regular **Did You Know?** email, for example:
Did you know every dollar donated to United Way’s annual campaign goes directly back into the community thanks to a grant from the Province of Manitoba that supports the cost of fundraising and administration?
- Give co-workers regular updates on campaign progress. **Track your goals** in a central location where everyone can see.

03 CREATE A FRAMEWORK (cont.)

The “Ask”

Asking people for their support is one of the most important, but often overlooked aspects of fundraising.

- **Face-to-Face Ask** – By committing to a 100% face to face ask, you give everyone the opportunity to support our community.
- **Peer-to-Peer Asks** – Donating is an individual choice and peer-to-peer asks ensure no one feels pressured to give.
- **Personalized Pledge Cards** – At your request, United Way can provide individualized pledge cards from your company’s personnel list. These cards include individual giving history, a useful resource when soliciting an increase.

THE
#1 REASON

PEOPLE DON'T GIVE
IS THAT THEY WEREN'T ASKED.

- Promote **UnitedWay@Work**, our online pledge system, as an easy, environmentally friendly way of donating.
- **Follow Up on Lapsed and Outstanding Donors** – Talk to individuals who may have given in the past, and follow up with donors whose pledge you haven’t received as your campaign nears conclusion.

04 SHOWCASE

Thank employees for their time and donations

Two of the most important words in fundraising are **THANK YOU**. Plan a celebration to announce your campaign achievement and thank each and every employee for their support and participation.

Publicize the impact

Share stories about the impact their investment has made in the lives of all Winnipeggers.

Recognize your team

Review your campaign’s eligibility for United Way Spirit Awards that recognize exceptional people and organizations. Organize an event for your campaign committee and canvassers to say “thank you” for all their hard work.



United Way
Winnipeg

**Thank you for creating opportunities
for a better life for everyone.**

