

Campaign Toolkit



Tools to Help Make Your Employee Campaign a Success

Promotion and Fundraising Ideas

- **Kick-off** Hold a noon-hour kick-off BBQ or pizza lunch with locally donated goods.
- **Corporate Challenge** Hold a parking lot “mini” corporate challenge where teams compete in creative contests. Charge a team fee, with BBQ and trophies.
- **Golf Tournament** Organize a company golf tournament with proceeds to the United Way.
- **Heritage Cook Book & Lunch** Have employees bring in heritage recipes and type into a cook book. Sell them at a “Heritage Luncheon” where employees bring the dishes for a pot luck lunch.
- **Mini Putt** Place 18 numbered paper cups sideways throughout the office and have employees “pay to play”. Award small prizes to the winners.
- **Raffle** Purchase small items (dinner for 2, sports tickets, etc.) for an office raffle.
- **Car Wash** Hold a noon-hour employee car wash and BBQ.
- **Office Garage Sale** Have employees clean their basements out and bring items for an office garage sale.
- **Bake Sale** Have employees bring home baked goods and sell them during lunch
- **Silent Auction** Place donated items on a visible table with a container beside each. Give employees bid slips for items and after one week open the containers to see who wins the items.
- **Pie Throw** Always a fun way to include the boss. Charge \$2 a throw.
- **Pancake Breakfast** Have employees bring their griddles and fry pans and cook up some fun.
- **Elevator Toll** Have a one day toll to use the elevator of stairs
- **Paper Clip Sculptures** Charge employees to compete in a contest to build the best paper clip structure.

Eight Steps to a Successful Campaign

1. Recruit your team

Establish your in-house ECC (Employee Campaign Chair or Committee) and be sure to recruit enthusiastic and effective workers. If a union is in place have a joint union/management committee. Provide your members with United Way literature and organize one canvasser for every 25 employees.

2. Ask for your manager's support

It is extremely important to have management's endorsement. Ask for their support in providing time to canvass. Recruit a person from management to canvass his or her own group. Have them authorize a United Way Payroll Deduction Plan and ask them to speak at your Kick-Off or group meetings.

3. Develop a plan and timetable

Establish the type of canvass you will conduct: (One-on-one or group). Set a short time frame (usually two weeks) with the Kick-Off and Wrap-Up dates announced. Organize in-house special events (see Funding and promotional ideas). **NOTE: Pre-type employee's names on pledge cards**

4. Set your goal

Review last year's achievements and participation rate and establish your in-house goal. Your potential is based on: # of employees x \$1/week x 52 weeks = \$ goal\

5. Plan your promotions

Use ALL promotional material. The United Way can provide you with posters, pins, brochures, balloons, pendants and dress down stickers. Remember to utilize your own in-house newsletters, bulletin boards and display areas. Plan a kick-off activity and place your United Way thermometer in a high traffic area.

6. Final wrap-up and reporting

Final wrap-up: Set a final date and announce to employees their achievements

Report to United Way: Finalize all pledge cards and forward the perforated, signed bottom section to your payroll department. The top portion must be sent to the United Way office in the supplied recap envelope. Please forward all cash, cheques and credit card donations with the fully completed pledge card to the United Way office. A tax receipt will be sent to the donor directly.

7. Thank you

Personally thank the manager and ALL those who assisted you in this canvass.

Types of Canvass

Group canvass

- Ask management to allow employees to attend a group canvass meeting for a short video or agency presentation.
- Arrange a date, time and place for the canvass. Ask management to provide coffee / snacks.
- Appoint a speaker for the meeting and plan an agenda.
- The day of the meeting have management introduce the committee and give a brief welcome and endorsement.
- Arrange for a United Way speaker to attend this meeting and present the “United Way Story”.
- Pre-type employee pledge cards with their names.
- Organize the distribution and collection of pledge cards during this group canvass. Consider an “Early Bird Draw” for those attending and filling out their forms.
- Arrange a follow-up with those not present.
- Thank all donors. Post results on Bulletin Boards.
- Finalize and return Report Envelope with copies of pledge cards and cash/cheques.

One-on-one canvass

- Organize a committee to assist in canvassing and distribution of pledge cards. Involve as many volunteers as possible – usually one for every 25 employees.
- Set your kick-off date and arrange a timeframe for your canvass.
- Pre-type names on pledge cards and organize publicity.
- Contact each person individually. Give them their pledge card and let them know you are canvassing for the United Way and would appreciate their support. Include a brochure and arrange to pick-up their pledge card.
- Smile! Relax! Be friendly, courteous and polite. Read the information on the United Way and know the agencies the United Way funds (brochure).
- If the person expresses concern, acknowledge it and answer any questions with the brochure or contact the United Way.
- Return to pick up the pledge card. Ask for their support and stress the ease of donating through payroll deductions.
- Ensure the pledge card is properly filled out and have the donor sign. Give them a copy.
- Remember to express your thanks.
- Follow-up and make sure all absent employees are contacted and given a pledge card.
- Finalize all pledge cards and forward the perforated, signed bottom section to your payroll department. The top portion must be sent to the United Way office in the supplied recap envelope. Please forward all cash, cheques and credit card donations with the fully completed pledge card to the United Way office. A tax receipt will be sent to the donor directly.
- Remember to thank everyone involved in your canvass.

Campaign Awards Program

Central to the United Way philosophy is the expression of appreciation for a job well done. The United Way is pleased to acknowledge our appreciation for support through:

- ❖ **Employee Gold Award** **Contributes \$50 / per employee**
- ❖ **Employee Silver Award** **Contributes \$40 / per employee**
- ❖ **Employee Bronze Award** **Contributes \$30 / per employee**
- ❖ **Employee Merit Award** **Contributes \$20 / per employee**
- ❖ **Gold Award of Distinction**
- ❖ **Gold Community Partnership Award**
- ❖ **Media Partnership Award**

To qualify for the United Way Campaign Awards Program, all cash/cheques and pledges must be received no later than March 31st. All awards will be presented in June at our special Campaign Awards Presentation.

How Your Donation Helps

\$25 Provides: A family of four with milk for a month; a white cane for a visually impaired child or adult; one hour of counselling for a Little Brother or Sister.

\$50 Provides: A hot meal for two weeks through Meals on Wheels; a low vision assessment to help enhance vision; camp for a Little Brother or Sister.

\$104 (\$2/week) Provides: A child with group treatment to help them cope with separation or divorce; Volunteers to attend a suicide intervention workshop.

\$260 (\$5/week) Provides: Emergency service to a family ravaged by fire; food for a family of four for one month; five Braille lessons for someone visually impaired.

F.A.Q.

Who runs the United Way?

Each United Way is autonomous and run by a local Board of Directors. Hundreds of other volunteers also work on various committees from campaign, to allocation of the donations, to finance review.

How much should I give?

Giving is a personal matter. The United Way appreciated each gift, whether it's monetary or volunteer time. A standard requested gift is for \$1 per week (\$52/year) on payroll deduction.

Why do some agencies charge a fee for service?

Agencies are encouraged to establish a "fee for service" based on an individual's ability to pay. The United Way provides funds so that no one is denied agency service based on financial circumstance.

Who decides how donations are allocated?

Each member agency submits a budget and application to be reviewed by the Allocation Agency Relations Committee, which then makes final recommendations to be approved by the Board.

Why do some agencies conduct separate fundraising drives?

United Way funding is not always enough to meet all agency needs, but the United Way Board must approve all additional agency fundraising.

Why not let the government do it?

Because of volunteers, the United Way Agencies can provide services more effectively and at reduced costs, while allowing citizens direct input into the development and control of their services.

Will I ever benefit from the United Way?

Yes. Statistics prove 1 in 3 persons benefit from one or more of the services offered by United Way sponsored agencies.

Contact Us

Feel free to contact the United Way at anytime if you have questions or require assistance. We're more than happy to help and can provide you with marketing materials to make your campaign as successful as possible.

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