

## Municipal Cup Challenge ECC Toolkit

Thank you for supporting United Way Niagara as we continue to help the most vulnerable people in our community, when and where they need it. United Way Niagara invests in life-changing programs that strengthen the social safety net and build capacity in Niagara. United Way sincerely appreciates your support by running a workplace campaign. As a local area municipality, you also have the chance to win the Municipal Challenge!

Each year, local municipalities who support United Way Niagara may opt to participate in the “Municipal Challenge”. The initiative rewards the local municipality with the most employee participation in the annual campaign. We hope this year’s challenge will create some light-hearted competition while helping each municipality offer their employees an opportunity to strengthen the community in which they live, work and play. Together, we can be the key to open doors and turn barriers into opportunities.

Our community is facing new challenges as a result of costs continuing to rise across the board. Too many people in Niagara are struggling to make ends meet. We need your help. Starting this year, the winner will be decided by determining the total funds raised by the municipality divided by the total number of employees. For example, if \$1,000 total was raised for 100 employees, that municipality would be credited with \$10 per employee.

Here are some key messages you can share with staff and leadership during the campaign to encourage participation:

- The Municipal Cup Challenge encourages local municipal employees to give a gift that is meaningful to them and asks that we all work together towards helping those in need locally.
- With the rising cost of living, more and more people are encountering barriers in their life. If everyone makes a gift that is meaningful to them, United Way can better support individuals and families and create opportunities for those in need.
- The deadline for the challenge is November 30<sup>th</sup> and all funds raised in 2023 up to that date are included in the total. This year, the winner will be decided by calculating the municipality who has **raised the highest funds per employee**, regardless of the number of staff who have participated.

### Municipal Cup Marketing Material

Municipal Cup 11x17 Poster template:

[https://www.canva.com/design/DAFn4pyribc/BtNWwTjm8DU2G7aRDFApaw/view?utm\\_content=DAFn4pyribc&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink&mode=preview](https://www.canva.com/design/DAFn4pyribc/BtNWwTjm8DU2G7aRDFApaw/view?utm_content=DAFn4pyribc&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

Municipal Cup Social Media/Small graphic template:

[https://www.canva.com/design/DAFnDHCut2A/fxq7cPjs5leXtygGpxrTPQ/view?utm\\_content=DAFnDHCut2A&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink&mode=preview](https://www.canva.com/design/DAFnDHCut2A/fxq7cPjs5leXtygGpxrTPQ/view?utm_content=DAFnDHCut2A&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

Download High-resolution images for social media from our Google Drive:

[https://drive.google.com/drive/folders/1xH6JV9NrOoOV\\_XZ\\_ZVJT8z1JqJfUbhV](https://drive.google.com/drive/folders/1xH6JV9NrOoOV_XZ_ZVJT8z1JqJfUbhV)

Sample intranet posts for your municipality:

- 1) Thank you to everyone at <Municipality Name> for supporting the United Way Niagara fundraising campaign for 2023! Together we can #MakeADifference!
- 2) Thank you to everyone at <Municipality Name> for supporting the United Way Niagara fundraising campaign for 2023! Last year, local municipalities did their part to support the campaign and United Way Niagara invested in 143 programs for 175,398 people in Niagara to get the help they needed. Together we can prove that #MakeADifference!
- 3) Each year, local municipalities who support United Way Niagara may opt to participate in the Municipal Challenge. This initiative rewards the local municipality with the most employee participation in the annual campaign. Last year The Town of Fort Erie won the cup and we can't wait to see who takes it home this time! #UnitedWayNiagara

If you have any questions, concerns or need our team to help you reach your fundraising goals, please don't hesitate to contact [alyson@unitedwayniagara.org](mailto:alyson@unitedwayniagara.org).