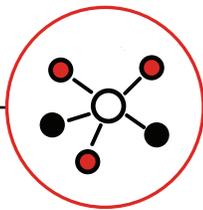


United Way Campaign in 4 easy steps

Your workplace guide for improving lives locally



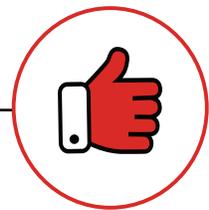
Inspire



Engage



Ask



Thank

Overview

Thank you for being a Champion and making a difference in your community with United Way Elgin Middlesex. The role of Campaign Champion takes planning, purposeful communication, and time. Each workplace is unique and, although we will provide best practices to follow, you will probably need to customize your Campaign to meet your workplace's needs.

This guide makes planning and executing a workplace Campaign simple. Equipped with your **Campaign Toolkit**, you will be ready to start this rewarding quest. Get ready to begin recruiting your team of comrades, planning your inspirational Campaign and ultimately celebrating your immense impact in our community. This quest will be no small feat, but we will be with you every step of the way.



Inspire. Engage. Ask. Thank.

Inspire

- Your journey starts as you connect with your United Way Staff partner. This person will inform you about United Way, help you to develop a customized plan of action for your Campaign and support you along the way.
- Recruit and train your Campaign Team:
 - strive to recruit a diverse team of colleagues from different organizational levels, departments and/or divisions, including union leaders if appropriate
 - register for [Champion Training](#)
- Plan your Campaign using proven strategies to ensure success.

Engage

- Kick off your United Way Campaign—reveal your campaign activities and the collective goal/impact you are striving for .
- Book a presentation for your colleagues to hear from one of our staff, volunteers or agency partners about the impact their donations are having in our community.
- Provide your colleagues with inspiring stories and statistics through email and social media
- Engage colleagues in your Campaign with events, activities and experiences .
- Utilize the [Campaign Toolkit](#) as well as your United Way Staff Partner to help you along the way.
- Engage your workplace union and its members.

Ask

- Once your donor has a better connection to your cause, it's time to ask for a donation. Provide information to the donor about the impact of their donation and support them in understanding how they can maximize that impact.
- The most common reason we hear for why people have never given is that they were never asked. Connecting personally with each employee in your workplace is one of the most important things your Campaign Team can do to ensure the success of your campaign.



Inspire. Engage. Ask. Thank.

Thank

- You've reached the culmination of your quest and it's time to celebrate and thank donors for supporting your Campaign.
- Use statistics and stories to explain how donors have impacted their community.
- Review, report and prepare for next year's Campaign.





Inspire

Connect

Connect with your United Way Staff Partner (and/or Sponsored Employee) — your most valuable resource to help you with your Campaign. Together, review campaign results from previous years, strategize and brainstorm, and begin to develop a plan for the upcoming Campaign.

Recruit and Train Your Campaign Team

Now it's time to recruit your mighty United Way Campaign team. Workplaces of different sizes and organizational structures will require different team compositions. Recruiting individuals from different departments, levels, and locations is key. Remember to include Labour United, GenNext and retirement group representatives in order to enhance your Campaign reach and appeal. With your team, take this time to learn more about your community needs and how United Way helps support community strategies to end unignorable issues like homelessness and poverty.

Don't forget to register for one of our [2020 Online Champion Training sessions](#)

Plan Your Campaign

Having a detailed plan is vital for a successful Campaign. An impactful Campaign timeline, a communication strategy aimed at inspiring and mobilizing employees, and a detailed work plan all make running a successful campaign much easier. Use the resources below to help you get started!

- [United Way Special Events Calendar](#)
- [Employee Engagement & Event Activities](#)





Inspire

Kick Off Your Campaign

Launch your campaign (consider a virtual kick-off) and inform your colleagues about activities, incentives, and goals. Invite workplace leaders (CEO, President, GM, Labour Leaders, etc.) to speak and endorse the campaign. Include informative presentations, impact speakers and awareness messaging to help colleagues understand the local need and the incredible impact they can have with their investment.

Here are some resources that can help you plan your kick-off:

- [A Guide to Campaign Kickoffs](#)
- [Impact Experiences and Speakers](#)
- [United Way impact videos and stories](#)





Engage

Engage your colleagues in a variety of ways including:

United Way Signature Events

United Way Elgin Middlesex engages our community through various events and activities. Having your workplace take part in one or more of our signature activities can enhance your Campaign and make planning a little bit easier.

[United Way Signature Events](#)

Workplace Special Events

From trivia to lip-sync contests, Workplace Special Events are a great way to create awareness, energize your workplace and highlight community issues. They can be used to raise money, but more importantly, they create momentum for your annual United Way Campaign. Remember that special events can also be done virtually.

Learn more about various [Employee Engagement & Event Activities](#)

Community Impact Experience and Speakers

There is no better way to understand the United Way programs at work in Elgin Middlesex than through an Impact Experience or Impact Speaker. Your team will be immersed in the work that United Way's partner agencies do to create long lasting social change and gain a better understanding of United Way. Learning how we collaborate with volunteers, donors, organizations and others to make a difference for thousands of people in our community. Donors will hear the personal stories of agency staff, volunteers, and program participants to truly understand the impact of their investment.

Learn more about [Community Impact Experiences & Speakers](#)

*Connect with your United Way Staff Partner to learn more about current 'In-Person' and 'Virtual' Impact Experiences. Opportunities are constantly changing.





Engage

Product Drives

The impact of product drives is profound. When families can worry less about meeting their basic needs, they have a better shot at living their best life. Collecting winter boots or school supplies for a United Way Product Drive is also a fun and rewarding team building opportunity for your workplace.

Connect with your United Way staff partner to learn more about current product drives.

Labour United and GenNext

There are many ways to get involved in United Way Elgin Middlesex. Learn more about some of our other opportunities like [Labour United](#) and [GenNext](#).





What's your why?

Before you make an ask, it is important to ensure you can explain why the United Way is important to you and your community. If you have a personal reason for volunteering to be a United Way Champion, sharing your 'why' will inspire others to reflect on their own reasons for giving. If you aren't comfortable sharing a personal 'why', you can use the stories of community members found [here](#) to help you prepare what you want to say.

Try phrases like:

"It is because of donations from people like you who helped ...my family member, my friend, etc... to find the help they needed when they needed it most."

"We can't predict the future, but we can make a difference in people's lives today."

Know your ASK

Be specific and be genuine! Work with your United Way Staff Partner and your committee to determine your ask. For different workplaces or different departments, the ask may need to come from a specific person or utilize specific language to have the most impact. It might take a bit of practice to get your ask just right. Remember that when asking for donations to United Way, you are helping those who need it most, connecting them to the resources and support they need to thrive.

Try phrases like:

"Join me in giving back to our community, to help everyone have a fair shot at their best life."

"Do you know what \$365 a year or a dollar a day can do in our community?"

"No matter the size of your donation, together we make a big difference in our community."

Leadership Giving

At United Way, Leaders are people who are driving change, willing to set a powerful example, and are able to inspire action. It begins with a personal annual gift of \$1,200 or more.

Leadership Giving is an important part of United Way Workplace Campaigns and it is important to assign a specific person on your committee to take the lead on Leadership Giving if possible.

United Way offers training, ongoing support and fundraising materials to help ensure the success of your Leadership Giving Program.





Ask

Leadership Giving

The impact of Leadership Giving can be even greater with matching programs like the [Leadership Challenge Grant and GenNextLevel Leadership Giving](#). Connect with your United Way Staff Partner to learn more about these great opportunities and to develop a Leadership Giving Event.

Payroll Giving

Many workplaces participate in the payroll deduction program, which allows employees to opt to deduct a regular amount from each paycheck to fulfill their annual pledge to United Way over the course of the year. The donation shows up automatically on the employees T4 at income tax time and payroll deductions begin the following January.

Different workplaces use different tools to collect these pledges—both online and paper pledge forms. Be sure to become familiar with the tool that your workplace uses.

Learn more about [ePledge](#)

Download the printable copy of our [Pledge Form](#)

Corporate Matches

A number of workplaces offer a Corporate Match for the gifts made by employees through the workplace Campaign. If your workplace offers a match, this can be an important part of your ask as it can increase and enhance the impact of each donor's gift.

Follow Up

Track your progress and follow up with your donors. Sending company-wide communications may be useful when providing updates on goals and milestones, but you may need to connect directly with your colleagues to support them in giving. They may be confused about how to give or have other questions they were too afraid to ask. Following up opens up the dialogue and allows you to better understand any barriers to giving. Work with your United Way Staff Partner to determine who has given and who may be outstanding.





Ask

Addressing Questions

Making a decision on charitable giving can be a challenge for some individuals. They may have questions and as the one who made the ask, it will be up to you to answer them. Please refer to our [Addressing Frequently Asked Questions](#) document for support. If you still require clarification, connect with your United Way Staff Partner.

You can also learn more about how donations are distributed and how they are used by visiting unitedwayem.ca/whatwedo/.





Thank

Celebrate Success

Your Campaign is complete and it's time to celebrate!

Show Impact

Throughout your Campaign, you have been updating your donors on your activities and progress. Now that you have reached the big finale, we recommend that you share the real impact that it will have in our community with your donors and your fundraising total. Work with your United Way Staff Partner to help put faces and stories next to the dollars raised. This allows donors to personally connect with the cause and reinforces that their investment is making a tangible difference.

You might consider including the following in your wrap-up event:

- Video/ Slide Show of your Campaign activities
- Cheque Presentation
- United Way Video

Learn more about [Workplace Campaign Celebrations/ Wrap-up Events](#)

Show Appreciation

It is important to say thank you to all those who have donated or were involved in your campaign. Different individuals, depending on the capacity in which they were engaged, might value different forms of appreciation. Personalized letters, emails, or in- person/video thank yous are all great ways to let them know they are appreciated.

Reflect

Before closing the book on this year's Campaign, gather your committee together for a debrief meeting. Engage in dialogue about your Campaign in order to prepare and inform next year's committee. Invite your United Way Staff Partner to this meeting so they can begin preparing to support your next Campaign.

What went well? What would you change? What's something new you want to try next year?

Thank you for being an amazing Champion!

