



United Way
Elgin Middlesex

United Way Campaign Quick Start Guide

Your workplace guide for improving lives locally

Welcome! You are joining the ranks of Workplace Champions helping to run one of hundreds of United Way workplace campaigns. We are thrilled to have you as a part of the team! This guide is designed to be a quick introduction that will provide you with everything you need to run a successful campaign; including email and poster templates to get you started. **Remember - if you need more help or want to take your campaign further - we are only a phone call or email away!**

In this guide, we will cover:

- A United Way Overview
- 4 Components of a Successful Campaign
- Special Events Fundraising
- How your fundraising makes an impact

Other tools:

- UWEM website
 - Toolkit
- Pledge Forms
- Videos

Included in this guide:

- 5 email templates
 - Campaign Coming
 - Kick-Off
 - Event Reminder
 - Campaign Closing Soon
 - Thank you
- 4 event posters
 - Chili Cook-Off
 - Pancake Breakfast
 - Parking Spot Auction
 - Spirit Day



About United Way

United Way works so that every person in every community across our region has a fair shot at their best life. As the largest non-government funder of social services in Elgin and Middlesex counties, we tackle issues linked to poverty and social exclusion through strategic leadership, advocacy and investment in programs proven to get results. Donations stay 100% local, always.

Workplaces like yours are a huge part of why we were able to invest over **\$4 million** in local programs to change lives. Last year, we partnered with 35 community agencies who deliver programs and services to over **158,000 people** and families right here in our community.

Why run a campaign?

1. **Amplify your impact** and directly contribute to meaningful change in our community.
2. **Strengthen your brand reputation** by aligning with a trusted, respected community leader.
3. **Engage your team and boost morale** by working towards a common goal that connects your employees to each other and to the community.

TOGETHER WE CAN ADDRESS POVERTY.



Essential Needs



Housing Stability



Inclusion
& Belonging



Gender-Based
Violence



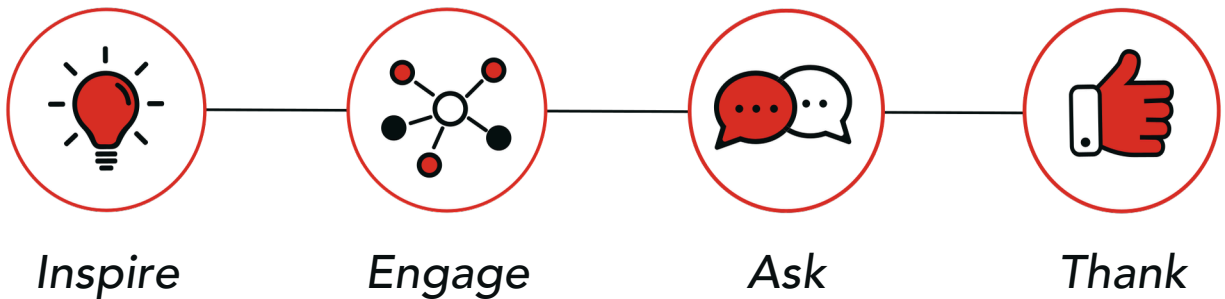
Mental Health
Supports

TALK TO US!

We will work with you to create customized programs or and volunteer opportunities that reflect your organization's values and goals – through sponsorship, volunteering, a workplace campaign or special event.



4 Components to a Successful Campaign



Step 1 - Inspire

This is your opportunity to learn about United Way Elgin Middlesex (UWEM) and plan what your campaign is going to look like. Visit UnitedWayEM.ca for videos and stories to share.

Now that you know **what** you are fundraising for, choose some events and ideas for **how** your team can have fun raising funds. A few ideas of workplace events would be: pancake breakfast, chili cook-off, parking spot auction or a spirit day. Included in this package are pre-made posters for these events.

Some things to consider when planning your campaign are type of workplace, time capacity and budget. There are a variety of options when it comes to planning your campaign: workplace events, signature events, presentation and impact speakers.

For more information on these events, or for any questions or support you may need, reach out to your campaign contact!

Step 2 - Engage

With your plan in place and confidence in your knowledge it is time to get things started. First things first, your kick-off! Depending on the size of your campaign and your team, this might be anything from an email to a party – that is completely up to you. If an email is more your speed, feel free to use the kick-off email template provided. If you're hoping to do something more, some options might be a coffee gathering, lunch and learn or something brand new! For a bigger kick-off event, we recommend having someone from United Way come and share their 'why'. They can help you and your team get excited for upcoming events and help to answer any questions your staff may have regarding UWEM.



4 Components to a Successful Campaign

Step 3 - Ask

Now that your plans are up and running, it's time to ask for donations. This can feel weird if it's not something you have done before, but when you are able to share your knowledge of UWEM and tell people how their donations support our community, it can feel pretty great! The best and easiest way to lead into asking for donations, is sharing your 'why' – why you support UWEM, why you give back to your community. Now we understand that not everyone is comfortable sharing something that can be very personal, so we have provided you with proof points to use, to show how donations help.

When asking for donations, it is important to let people know that they have options.

Payroll Giving

Many workplaces participate in the payroll deductions program, which allows employees to opt in to contribute a regular amount from each pay check to fulfil their annual pledge to United Way. 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.

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.

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.



4 Components to a Successful Campaign

Step 4 - Thank

We have learned, planned, executed, and asked. Now we get to thank. This is your chance to say thank you to everyone who participated and donated to your workplace campaign. To show your (and our) appreciation! Much like the kick-off, the wrap-up can be geared to your workplace. IF it is possible to have a party or event, that's amazing. If an email and a spot in the newsletter or on the intranet makes more sense, then that is great too! The wrap-up is a great opportunity to share how much your workplace raised and explore the kind of impact that will have on our community.

**Thank you for being an amazing
United Way Champion!**





Special Events & Non-Traditional Fundraising

Special Events

Generating excitement and bringing employees together is an important part of a campaign. Even when employees are working virtually, this is a great time for fun interactions between colleagues. Now is the time to flex your creative fundraising muscle!

Challenge-Style Events

Create some excitement in your workplace and draw up challenges or a competition with your peers. Challenges should have a certain level of difficulty - people are more likely to sponsor you to run a 5km vs. walk around the block. Talk to United Way about an online tool that can be used to collect donations from colleagues, family and friends.

Health & Wellness Events

Keeping healthy is an important priority for all of us. Team up with your health and wellness committee to run an event together. They might have some budget to use for prize incentives, or to make a gift directly to your fundraising event.

Contests

*Please contact the Alcohol and Gaming Commission of Ontario (AGCO) for contest rules & regulations, raffle permits, etc.

Promoting your Fundraising Event

A simple way to promote your peer-to-peer fundraising events is by utilizing your organization's social media!

Non-Traditional Fundraising

Now is also an exciting time to think outside the campaign box!

Are there opportunities for funds outside of the Employee Giving campaign at your workplace?

Event Ideas

- one-week food bank challenge
- "A-thon" type of event
- run/walk/roll
- obstacle course
- create/sell a collaborative cookbook
- trivia
- escape rooms
- open mic/talent show
- galas
- raffles*
- 50/50*
- auctions*
- bingo tournament*



How your fundraising makes an impact



\$52

provides a healthy snack for 60 children/youth



\$150

offers one family groceries for their family for one week



\$390

provides a month of supportive housing to an individual at risk of homelessness



\$1,223

provides a year of breakfast bags for school kids



Email Templates

The below email templates are designed to be a guide for you use when sending emails out to keep your team updated on your campaign.

Subject: COMING SOON: United Way Campaign

Hello **[place of work]** staff!

We will be kicking off our 2026 United Way campaign on **[insert date]**. All funds raised from our campaign will go directly to United Way Elgin Middlesex.

United Way funds dozens of programs in our community. More than 158,000 children, seniors, families and friends have a chance at a better life every day because of United Way and its supporters. We look forward to improving our community together and having some fun along the way! More details coming soon.

Subject: Campaign Kick-Off!

Hello **[place of work]** staff!

We are thrilled to launch this year's campaign for United Way Elgin Middlesex!

Over the next **[insert campaign length]**, staff will have to opportunity to give and participate in events like **[insert list of events]**. All funds raised throughout our campaign will support local programs to reduce and prevent poverty and homelessness, provide basic needs and emergency support, and improve the well-being of our community. Join us in **[insert location]** for our kick-off event!

[insert event details]



Email Templates

Subject: [Event] Reminder!

Hello **[place of work]** staff!

Don't forget to bring your money [insert date], for the **[insert event]!** We will be running from **[insert events times]**. Bring your co-worker with you to get everyone in on the fun!
[insert event details]

Subject: Campaign Closing Soon!

Hello **[place of work]** staff!

Sadly, this year's United Way Campaign is coming to an end. But don't panic,
THERE'S STILL TIME TO GIVE!

- **[insert payroll giving details]**
- **[insert events/sales still available]**

Subject: THANK YOU!

Hello **[place of work]** staff!

We would like to take this opportunity to thank everyone who participated and donated to this year's United Way Campaign. Together we raised **[insert dollar amount]!** This will help make great things happen in our community.

[If having a wrap-up event:]

Please join us **[location]** at **[insert time]** for **[insert event details]** to celebrate all your hard work and generosity during our campaign.

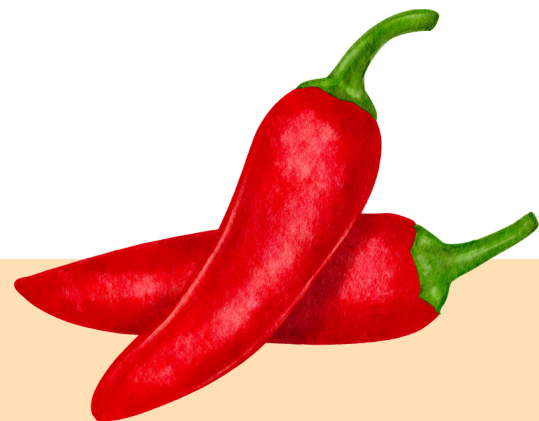
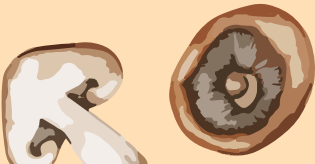
If you want to learn more about United Way Elgin Middlesex, feel free to visit their website, www.unitedwayem.ca.





United Way
Elgin Middlesex

Chili Cook-Off





United Way
Elgin Middlesex

PANCAKE BREAKFAST



**START YOUR DAY OFF RIGHT AND
GIVE BACK TO YOUR COMMUNITY**



PARKING SPOT AUCTION

**BID TO SECURE A PRIME LOCATION
PARKING SPOT JUST FOR YOU!**



United Way
Elgin Middlesex

Spirit Day

for



United Way
Elgin Middlesex

Bring in your donations and
wear your United Way colours!

