

Employee Campaign Chair Guide



WELCOME TO THE UNITED WAY TEAM!

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

An Employee Campaign Chair (ECC) is appointed by the organization to lead and organize an effective workplace campaign through solicitation of employee support for United Way. There are many benefits that come with the ECC role. You will receive recognition as a leader in your organization, develop project management and team building skills, represent your organization at United Way functions, and know that you are making a personal investment in your community

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.

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.

WE'RE HERE FOR YOU

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

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

- Copies of the ECC and Canvasser guides
- Employee brochure and pledge forms
- Frequently asked questions
- Ideas for special events

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 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 Loaned Representative (LR) as soon as possible. Your LR 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.

One 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 (\$1,000 or more) by three

02 BUILD A FOUNDATION

Leadership matters

The support of senior management in your organization is critical to the success of your campaign. Ask your CEO/ senior manager to assist and support the campaign by:

- Sending a personalized message to each employee endorsing your United Way campaign.
- Approving the employee time necessary to plan and implement your campaign (this will include time to attend meetings, training, and other campaign activities).
- Authorizing a budget to operate your campaign if it's required.
- Supporting campaign goals, strategies and plans.
- Attending and/or speaking at campaign events.
- Encouraging and supporting the leadership giving program

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 LR.

03 CREATE A FRAMEWORK

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

Engagement

United Way has developed other ways for community members to give, not only money, but time, energy and ideas. Run before or during a workplace campaign, these engagement activities can pay dividends in terms of teambuilding, workplace morale, and direct benefits to our community, and in terms of your campaign achievement. Special Events are a great way to put the fun in fundraising. They also build workplace morale, promote team work and create positive, lasting change for our community.

Awareness

- **Start with a bang.** 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.
- If there isn’t time for a speaker, request a United Way’s **campaign video** or distribute the link to your coworkers.
- **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 that close to one in four children in Saskatoon lives in poverty? Your United Way provides funding to agencies like CHEP, who supports community groups to operate food programs for children at their neighborhood schools and community centers. Last year more than 325,000 nutritious meals were served. Youth and children are healthier, happier and better able to learn each school day as a result of CHEP’s children’s nutrition programs.

- Give co-workers regular updates on campaign progress. **Track your goals** in a central location where everyone can see.

The “Ask”

Asking people for their support is one of the most important, but often overlooked aspects of fundraising. The number one reason people don't give is that they weren't asked.

- **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.
- **Follow Up** – Talk to individuals who may have given in the past, and follow up with donors whose pledge you haven't received as you 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 everyone in our community.

Recognize your team

Organize an event for your campaign committee and canvassers to say “thank you” for all their hard work.

More Resources

Talk to your Loaned Representative about these items

Available at No Cost

- posters
- thermometer posters
- “logo by the mile”
- stickers
- balloons

Loan-Out Items

- aprons
- table skirts
- banners
- campaign videos

GOT QUESTIONS?

Need someone to bounce ideas off? Give us a call.

Your LR is a great resource to help ensure your campaign is a huge success!

United Way of Saskatoon & Area
Suite 100, 506 25th Street E
Saskatoon, SK S7K 4A7
Main 975-7700
F ax 244-0583
www.unitedwaysaskatoon.ca

