



CAMPAIGN LEADER GUIDE



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This campaign is managed by the United Way of Saskatoon and Area (www.unitedwaysaskatoon.ca) on behalf of G.C.W.C.C. (www.gcwcc-ccmtgc.org)

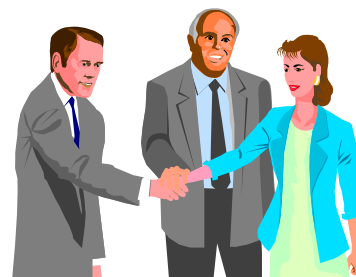


Be a **star** in someone's life. **Support the GCWCC.**
Soyez **l'étoile** dans une vie. **Appuyez la CCMTGC.**
www.gcwcc.org | www.ccmtgc.org



WELCOME TO THE GCWCC TEAM

Welcome and thank you for joining us at the Government of Canada Workplace Charitable Campaign (GCWCC)! Your role as a volunteer Campaign Leader is absolutely vital to the success of this campaign. As Campaign Leader, you have been selected by your Department to oversee the Government of Canada Workplace Charitable Campaign (GCWCC) within your department/agency. You will recruit a committee, organize a campaign, recruit canvassers, arrange special events, and report to your Department Head.



The GCWCC team thanks you for your leadership and your participation. Be assured that you have our solid backing every step of the way!

A Tradition of Helping Others

Federal Government employees have contributed to annual fundraising campaigns since 1945. From 1990 to 1996, United Way/Centraide and Healthpartners both participated in the federal campaign in some, but not all, communities in Canada. In 1997, Treasury Board expanded the campaign to enable donors to support any registered charity, under the new name “Government of Canada Workplace Charitable Campaign (GCWCC).” United Way/Centraide was given the mandate to manage and staff the campaign on behalf of Treasury Board across Canada. The GCWCC brings together the two recipient organizations, Healthpartners and United Way/Centraide, in a coordinated fundraising effort.

The GCWCC:

- is a single federal government campaign across Canada managed and facilitated by United Way/Centraide.
- replaces the Campaign Secretariat, thereby alleviating some costs previously borne by the federal government.
- has a broader focus, giving donors full charitable donation options

Building Team Spirit And Endorsing Participation

The United Way of Saskatoon and Area aims to give all Federal Government employees and retirees the support they need to participate fully in this year’s campaign. In partnership with volunteers, the United Way of Saskatoon will, where applicable:

- organize and manage the campaign;
- conduct a Strategic Planning Session with departments and agencies;
- develop campaign and communication strategies;
- conduct training and briefing sessions for committee members and volunteers; and
- work to build a strong GCWCC nationally.



THE PARTNERSHIP: Health Partners & United Way

While the two organizations work together as partners in the GCWCC, they do have significant differences in their missions in the community and their methods of investing donor dollars.

The United Way is a living link between donors who want to give to their community and recipients who need a helping hand. A Community Builder, United Way is working to ensure the community's overall capacity to care is secure & stable. Funds raised must be allocated and spent locally. The process for fund allocation is volunteer and community-based: panels of volunteers assess the most pressing needs in the community, matching them with community resources. Applying agencies must submit detailed reports and work with allocation volunteers through a vigorous accountability process.



As part of the United Way, the agencies receiving funds work together to provide a network of support, a community safety net, for people needing assistance in the community. Funding to these agencies is core funding, providing the necessary stability for these agencies to function and deliver more than 200 vital programs and services to 50,000+ people in our community every year.

United Way is the largest non-governmental funder of human care services in Saskatoon!

Healthpartners are also community-based organizations: they have local points of contact, operate programs in communities, and are sustained by the efforts of community volunteers. However, all Healthpartners' members also place a high priority on medical research, and consequently direct some of the funds raised in the community to centres of scientific excellence.



As part of Healthpartners, the member organizations have the freedom to determine the best way to invest the funds raised – within the limits established by the Healthpartners' membership criteria. On average, about 44¢ of every dollar raised by Healthpartners is directed to medical research. Another 43¢ is directed to various types of programs – most of which are delivered at the local level.

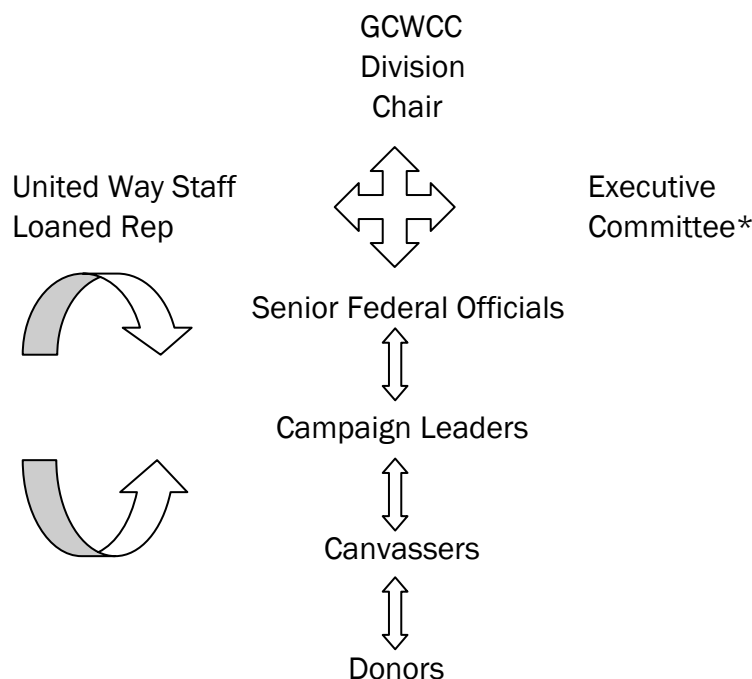


THE GCWCC IN SASKATOON - ORGANIZATION

GCWCC FEDERAL EXECUTIVE COMMITTEE

In partnership with the United Way of Saskatoon and Area, the Federal Executive Committee plans, implements, and monitors the GCWCC Campaign in Saskatoon. The Federal Executive Committee, led by the Federal Division Campaign Chairperson, represents the Federal Government in support of the annual community United Way Campaign.

PRIMARY ROLE: Oversee overall success of GCWCC Campaign in Saskatoon (& area) and within departments



* Current Department Chair & Executive Assistant, Outgoing Department Representatives, Incoming Department Representatives, Union Representatives

2001-2012 Rotation of GCWCC Executive Lead Departments

- 2001 Agriculture & AgriFood Canada SRC
- 2002 CSC, Regional Psychiatric Centre
- 2003 Environment Canada, National Water Research Institute
- 2004 Justice Canada
- 2005 Service Canada
- 2006 Canada Revenue Agency
- 2007 National Research Council
- 2008 National Parole Board
- 2009 Western Economic Diversification
- 2010 Western Economic Diversification
- 2011 CFIA, Saskatoon District Office
- 2012 CSC, Regional Headquarters



JOB DESCRIPTIONS

The Campaign Leader

The ideal Campaign Leader is enthusiastic, resourceful, creative and motivated. He or she is a leader – and is committed to the goals of the GCWCC. In addition to the responsibilities outlined below, GCWCC invites Campaign Leaders to attend events and to take every opportunity to learn about United Way/Centraide and Healthpartners and their agencies/organizations. In carrying out their responsibilities, Campaign Leaders receive solid backing from United Way staff.

Responsibilities Of The Campaign Leader

Responsibility	Task
<ul style="list-style-type: none">• Analyze	<ul style="list-style-type: none">• With help from United Way, review and analyze your departments's/agency's past giving performance with your Department Head/ Agency Head.
<ul style="list-style-type: none">• Organize	<ul style="list-style-type: none">• Recruit committee that represents all areas of your department's/agency's work force.• Schedule and chair all meetings and provide a copy of the schedule to your Loaned Representative or United Way staff partner so that they will be in attendance.• Obtain and promote management's endorsement of the campaign.
<ul style="list-style-type: none">• Orientation and training	<ul style="list-style-type: none">• Attend the GCWCC orientation session for Campaign Leaders.• Recruit and train canvassers.
<ul style="list-style-type: none">• Plan your objectives and develop your strategy	<ul style="list-style-type: none">• After reviewing the previous year's campaign, develop this year's campaign (consider calling the United Way office for a Strategic Planning Session).• Establish your campaign's dates, dollar and participation goals, and method of canvassing.• Plan campaign launch and touchdown.• Obtain support materials from the United Way office.• Let your Loaned Representative assist you in your needs.
<ul style="list-style-type: none">• Monitor	<ul style="list-style-type: none">• Organize a reporting system with your committee members.• Monitor your campaign's results and identify areas of concern.• Develop contingency plans and solutions.• Promote employee involvement.• Invite feedback from employees.• Plan a mid-campaign review with help from your Loaned Representative or United Way staff partner.
<ul style="list-style-type: none">• Report	<ul style="list-style-type: none">• Report weekly results to your Loaned Representative or United Way staff partner• Communicate final campaign results to all employees.• Submit a final report to United Way at the conclusion of your campaign.
<ul style="list-style-type: none">• Evaluate	<ul style="list-style-type: none">• Ask for feedback from your committee and from canvassers on the strengths and weaknesses of the campaign.• Make recommendations for next year and submit an official report to the United Way office.
<ul style="list-style-type: none">• Recognize and thank volunteers	<ul style="list-style-type: none">• At campaign's end, recognize and thank committee members, canvassers and donors for their participation. United Way would be pleased to assist you with this!



The Team Captain

Team Captains are the link between the Campaign Leader and the Canvassers, co-ordinating the canvass and playing a vital role in motivating Canvassers.

Responsibilities Of The Team Captain

Responsibility	Task
<ul style="list-style-type: none">• Get informed	<ul style="list-style-type: none">• Carefully review GCWCC material and department/agency campaign plan.• Attend GCWCC training session.
<ul style="list-style-type: none">• Motivate	<ul style="list-style-type: none">• Motivate and encourage canvassers to succeed in their tasks.• Develop a plan to include recognition of achievements and milestones with sectors or branches.• Provide direct support in key areas.
<ul style="list-style-type: none">• Communicate	<ul style="list-style-type: none">• Obtain and distribute lists, such as list of canvassers, employees, supplies, etc.• Ensure that canvassers feel comfortable to canvass the employees on list.• With the help of other team members, address questions and concerns as quickly as possible.
<ul style="list-style-type: none">• Canvasser	<ul style="list-style-type: none">• Organize canvasser teams.
<ul style="list-style-type: none">• Support	<ul style="list-style-type: none">• Provide campaign supplies to canvassers.• Provide guidance when needed.• In cooperation with Campaign Leader and/or Loaned Representative, provide training to Canvassers.
<ul style="list-style-type: none">• Monitor canvassing & report to Treasurer	<ul style="list-style-type: none">• Administer collection process: obtain gift forms, reports and cash/cheque donations from canvassers.• Set up a tracking system (may not be applicable to all departments/agencies).• Provide periodic reports to Treasurer according to the predetermined reporting schedule (i.e. daily or every second day).
<ul style="list-style-type: none">• Evaluate	<ul style="list-style-type: none">• Obtain feedback from canvassers on strengths and weaknesses of canvassing campaign.• Provide Campaign Leader with recommendations.

As ambassadors for the GCWCC, Canvassers are critical to the campaign's success.

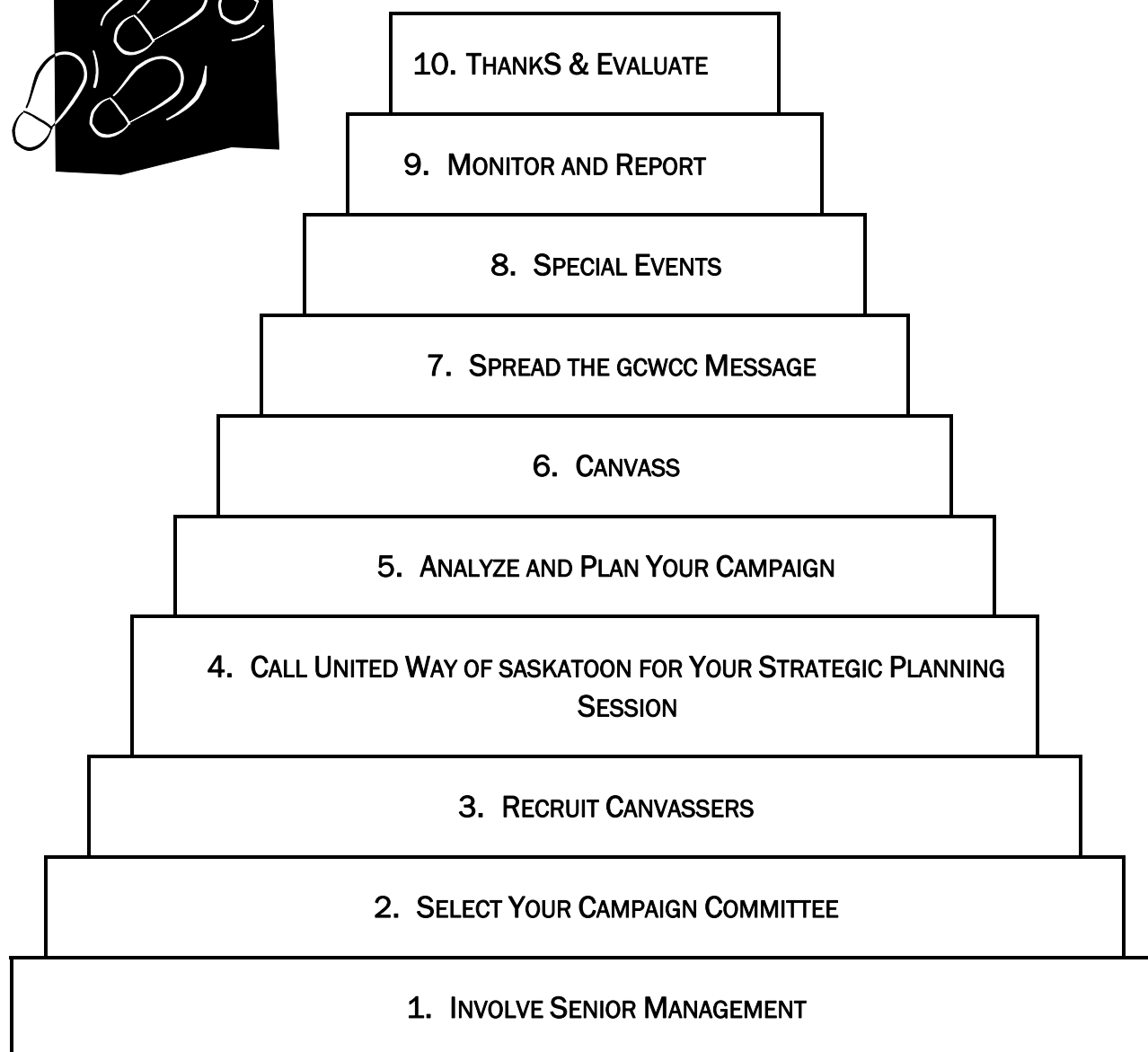
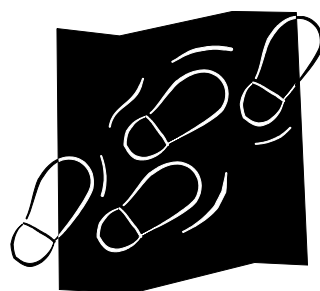
Responsibilities Of The Canvasser

Responsibility	Task
<ul style="list-style-type: none"> • Train 	<ul style="list-style-type: none"> • Attend training session for canvassers. • Acquire knowledge of United Way/ Centraide and Healthpartners and the programs it funds. • Familiarize yourself with the gift forms.
<ul style="list-style-type: none"> • Plan the canvass 	<ul style="list-style-type: none"> • Establish a plan and timetable to canvass 10 of your fellow employees (Optimal ratio 1 Canvasser:10 Employees)
<ul style="list-style-type: none"> • Canvass 	<ul style="list-style-type: none"> • Canvass 100 percent of the employees assigned to you: approach people one-on-one and review the gift form. • Complete canvasser reports and ensure that the gift forms have been completed properly. • Promote payroll deduction. • Complete your canvass within your timetable. • Thank everyone for his or her time. • Thank those who donated.
<ul style="list-style-type: none"> • Monitor 	<ul style="list-style-type: none"> • Monitor the results of your canvass weekly. • Report areas of concern to the Campaign Leader or Team Captain. • Follow up with absent employees.
<ul style="list-style-type: none"> • Report 	<ul style="list-style-type: none"> • Report canvassing results to the Campaign Leader or Team Captain. • Evaluate strengths and weaknesses of the campaign and report these to the Campaign Leader and Team Captain.





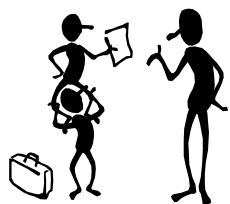
Ten Steps To A Successful Campaign



Throughout your campaign, a United Way Loaned Representative will be available to assist you. Please arrange a meeting with your Loaned Representative as soon as you are ready to plan the campaign. For any additional assistance, please call the United Way office at 975-3481.



STEP 1 • INVOLVE SENIOR MANAGEMENT



Every successful workplace campaign needs strong endorsement from the top. By agreeing to a campaign, your Department Head/Agency Head has already indicated an interest in supporting the GCWCC and our community. It is important that you encourage your Department Head to demonstrate his or her support to employees by taking an active and visible role in the campaign.

Ask your Department Head/Agency Head to:

- have close contact with the Campaign Committee and approve its employee campaign goals;
- authorize adequate time and money for the Campaign Committee's operations;
- approve time for training canvassers and for special employee events;
- endorse the campaign by appearing at the department/agency launch, the first Campaign Committee meeting and other campaign meetings of employees;
- be the first person canvassed;
- send a letter to all employees asking for their support;
- conduct a special solicitation meeting with senior management and participate in a Leadership Giving presentation early in the campaign;
- host or arrange a congratulatory achievement event for all volunteers (for example, a coffee-and-donut or wine-and-cheese reception); and
- with the Campaign Leader, thank all volunteers.

Ideas For Fun

Here are a couple of ideas used by organizations to involve their senior management:

- At a campaign event, several senior management were dressed in chefs' hats and aprons and prepared a "feast of all feasts" for employees.
- Two Department Heads participated in a "Loonie Challenge" in the main lobby of their building to create campaign momentum and fun amongst employees.



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STEP 2 • SELECT YOUR CAMPAIGN COMMITTEE

Because your committee will plan and implement your entire campaign, the single most important element for its success is to have the right people on your committee. The size of your workplace will determine how many members your committee needs and what their functions will be.

Here is an idea of how your Campaign Committee might share its responsibilities:

Campaign Leader: He or she leads the entire campaign, acquires the resources needed and skillfully manages them toward a successful result.

Last Year's Campaign Leader: He or she can have a number of responsibilities, depending on the committee's needs, can offer valuable advice based on his or her experience from last year's campaign, and can provide documentation on last year's efforts.

Deputy Campaign Leader: It is important to appoint a Deputy Campaign Leader, who will act as Campaign Leader in the following year. For this year's campaign, he or she acts in the absence of the Campaign Leader, attends committee meetings, takes on key assignments as a regular committee member, and gathers information that will be helpful when he or she leads next year's campaign.

Union Representative(s): Visible support from unions contributes enormously to your campaign's success. The Union Representative can fill a number of roles. He or she can:

- obtain the endorsement of local unions;
- help with fundraising strategies that appeal to labour;
- select union canvassers; and
- speak to groups in which there are union members.

It is important that union employees are recognized early in your campaign as full partners in the committee's efforts.



CAMPAIGN TIP – Succession planning is critical to future campaigns. Be sure to include a mix of “seasoned” as well as “new” team members.

Communications Officer: He or she has expertise in communications and public relations, and is responsible for advertising public events and for raising the campaign's visibility with posters, flags and banners. It is value added to your campaign, if this person is from the department's/agency's communication sector.

Treasurer: The Treasurer sets up your financial tracking system. He or she will collect all donations from your canvassers, deposit cash donations, remit gift forms and canvasser reports to the GCWCC office and ensure that an appropriate financial system is in place.

Special Events Officer: To allow the rest of the committee to focus on the employee campaign, the Special Events Officer is responsible for coordinating the special events that *supplement* your fundraising efforts. This person will need the help of a group of volunteers to achieve successful special events. Note: **Hold Special Events after campaign for best results.**

Team Captains: Team Captains are key players in the success of a campaign. They are the link between canvassers and the Campaign Leader and are essential in obtaining and submitting information promptly (i.e., lists of canvassers, employees, supplies, etc.). He or she will provide direct



support to canvassers, ensuring that information and supplies are available and that concerns are addressed as quickly as possible.

UW of Saskatoon & Area Loaned Rep OR Staff Person: Having this person attend your committee meetings will provide you with professional fundraising expertise. He or she can provide history and continuity to your campaign — a reference person. He or she can facilitate a strategic planning session (facilitator), bring outside perspective (mediator), be a consultant and conduct team & canvasser training.

TEAM Training

The United Way can provide various training and orientation sessions this year for your committee members. Sessions include: Campaign Leader, Canvasser, Team Captain and Treasurer.

It is essential that all members of your committee attend training. It is the role of the Campaign Leader to motivate your committee members to attend. Training manuals will be provided and it is important to use current information.



CAMPAIGN TIP - It is important that each person is assigned a specific responsibility and that he or she clearly understands his or her role.

STEP 3 • RECRUIT CANVASSERS

As ambassadors for the GCWCC campaign, canvassers are key to its success. Building enthusiasm and commitment in your canvassers is one of your most important jobs. A few canvassers who are truly committed can do a much better job than several who simply go through the motions. The following are points to remember when recruiting and training your canvassers:

Your **Loaned Representative** or United Way staff partner offers a training module specifically for canvassers that can be delivered and they will even help in delivering the training session.

Keys To Recruiting And Training Canvassers

- **Peers recruit peers — union members recruit union canvassers, and management members recruit management canvassers.**
- **Select co-workers who are well-respected.**
- **Consider co-workers who are volunteers in their community.**
- **Ensure that canvassers are given sufficient time to do their job.**
- **Assign no more than 10 employees to each canvasser.**
- **Arrange for a training session with your Loaned Rep or UW Staff Partner.**
- **Ask canvassers to make their own donations before canvassing.**



Sample Agenda For A One-Hour Canvasser Training Session

1. Welcome & Introductions (5 minutes)	<i>Campaign Leader</i>
2. GCWCC Overview (5-10 minutes)	<i>United Way</i>
3. Agency Speaker (5-10 minutes)	<i>Agency Speaker / United Way</i>
4. Role of the canvasser (5 minutes)	<i>United Way</i>
5. Role of the Team Captain (5 minutes)	<i>United Way</i>
6. Three Steps to successful canvassing (20 minutes)	<i>United Way</i>
7. Campaign Administration (canvasser kit, gift form, canvasser report, monitoring,...) (10 minutes)	<i>United Way</i>

STEP 4 • CALL UNITED WAY FOR YOUR STRATEGIC PLANNING SESSION (Optional for small departments/agencies)

One way to guarantee a successful workplace campaign is to schedule a United Way Strategic Planning Session. This is a tool that is available to our larger workplace campaigns. The analysis is a one hour session with the Campaign Leader, key committee members and United Way staff partner.



The session will:

- Provide a “snapshot” of the employee campaign
- Assist your team in developing a thorough understanding of your campaign’s history and trends;
- focus on your campaign’s areas of greatest potential;
- identify campaign strengths
- develop a work plan to increase the number and level of employee contributions; and

STEP 5 • ANALYZE AND PLAN YOUR CAMPAIGN

A successful campaign is 80 percent planning, 15 percent implementation and 5 percent evaluation. Start by reviewing your department’s/agency’s previous campaigns, especially last year’s, with the help of last year’s Campaign Leader. Then identify your strengths and



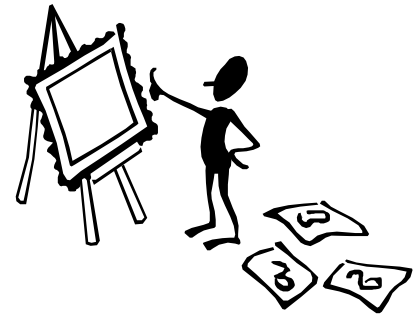
opportunities for improvement, taking into account any changes within the department/agency, such as a change in the number of staff or new locations.



Campaign Tip - A short (2 week), goal oriented campaign produces the best results.

Common **objectives** in all GCWCC campaigns are to:

- solicit 100 percent of employees;
- increase employee participation;
- increase the average gift of employees; and
- increase the number and amount of payroll deductions.



KEY STRATEGY – PROMOTE PAYROLL DEDUCTION

Your campaign will benefit from substantially increased donations if you promote payroll deductions. The difference can be truly astounding.

Advantages Of Payroll Deductions

- Employees can spread their donation payments over a year, making budgeting easier.
- T-4 receipting is expedient and ensures that employees will not forget their charitable deduction at tax time.
- Instituting payroll deduction costs the donor nothing!
- Normally, deductions do not start until the new year

It takes minimal effort to promote payroll deductions,
yet doing so gives maximum benefits
to our communities!



Campaign Tip - Donors who contribute through Payroll Deduction give twice as much as an individual that gives a cash donation!

SOME EXAMPLES OF CAMPAIGNS:

A One-Day Campaign

Believe it or not, you can mount an effective campaign that runs for just one day! Here are important first steps:

choose the day of your campaign and establish your goal; and

develop your plan: choose your canvassing method (one-on-one solicitation, group meetings or a combination of both) and plan a special event.





Prior to your campaign, communicate your campaign plans to employees. Distribute flyers, send e-mails and make announcements at staff meetings. Be sure to advise everyone of the date of your campaign, any special activities that you are planning and your financial goal.

Next, organize a group meeting that features a GCWCC speaker and/or video. Offer coffee, donuts and juice to encourage staff participation. Distribute gift forms to all staff and offer an incentive for the return of the forms before the end of the day. Follow up personally on all outstanding gift forms.

At the end of the day, announce the results of your campaign. You can do this at a pre-planned special event such as a barbecue, silent auction or some other fun event. Also take the time to recognize all your volunteers.

It is amazing how your effort in mounting a one-day campaign will pay off. If your time and resources are truly limited, don't hesitate to consider this kind of mini-campaign. It really makes a surprising difference to our communities!

A Two-Week Campaign

Mid-sized and larger departments/agencies can usually entertain a campaign that lasts two weeks. To prepare for a campaign of this length, the Campaign Leader should attend a United Way training session and review the past giving patterns of his or her organization.

WEEK 1 - post a flyer or poster in a prominent location. Then arrange a group presentation. Consider holding this presentation at one of your department's/agency's regular meetings. If possible, arrange for a GCWCC speaker to attend.

You can distribute gift forms at the meeting or to employees individually beforehand. After gift forms are distributed, post a "progress to date" flyer or thermometer. Include details on employee participation and the amount of money raised to date. Report your first week's results to your loaned representative.

WEEK 2 - post a flyer explaining "What Your Donation Can Buy". Now is the time for your first follow-up on gift forms. Canvassers should visit each employee personally and leave reminder notes in mailboxes (an example is given later in the text).

After your follow-up, update your "progress to date" flyer. Hold a special event to increase momentum and encourage late donors. Report your interim results to your loaned representative.

Last is your wrap-up. Make your second and final follow-up on unreturned gift forms (perhaps suggest that "it's never too late to donate!"). Remit your collected donations to United Way and post your final results. Attach a "Thank You" sticker to your poster and highlight the amounts raised through employee donations and through special events.

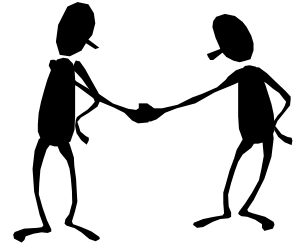


Campaign Tip - Consider holding an achievement event to announce your results and to publicly thank your volunteers



STEP 6 • CANVASS

The philosophy of the GCWCC is to give everyone the opportunity to make an informed decision on whether or not to donate to United Way, Healthpartners or any registered charity. Our research shows that the most common reason that individuals don't give is, quite simply, that they were never asked.



The first step in successful canvassing is to begin by asking your canvassers to make their own donation first. This way the canvasser feels comfortable in asking peers for their gifts.

One-On-One Solicitation

Over the years, our experience has shown that one-on-one solicitation works best. This is particularly effective if “peer canvassing” is used: canvassers should approach only those with whom they normally interact. For example, senior management should canvass only senior management employees, and unionized employees should canvass only other unionized employees. It is only natural for a non-management worker to feel awkward about approaching someone in management; similarly, it can be inappropriate for a manager to canvass non-management employees.



Campaign Tip - Remember to maintain a canvasser ratio of no more than 1:10 if possible because canvassers need the ability to follow-up on their assigned and potential donors. Plus, they see it as a manageable task and are more likely to sign up next year!

Group Solicitation

United Way also offers resources for group presentations. With this method, the follow-up time processing employees' donations can be greatly reduced. Group meetings take from 10 to 15 minutes of employees' time. A department/ agency with 500 employees can conduct up to eight meetings a day, with approximately 30 employees per session. The solicitation process can thus be completed in three days.

Combined Canvassing

A third way to canvass employees is to hold an information meeting and canvass employees afterward, one-on-one. This is often more effective than group solicitation. Canvassers should approach employees immediately after the meeting and have gift forms ready.

It is important to canvass management first. Your Department Head/Agency Head should appoint a top-level executive as your management coordinator and canvass all executive, management and professional employees. In small departments/agencies, it is ideal if the Department Head/Agency Head can canvass senior management who report directly to him or her.



Whichever solicitation approach you choose, ensure that every gift form is returned, even by employees who choose not to donate.

STEP 7 • SPREAD THE GCWCC MESSAGE

Publicizing your campaign and emphasizing the GCWCC message will heighten employee awareness – and promoting awareness of our community’s needs can have an enormous effect on the outcome of your campaign. Promotions, incentives, prizes and special events should be part of your overall plan. Talk to your Loaned Representative or United Way Staff Partner about ideas and possible items available through the United Way office.

Incentives

Another good way to stimulate participation is to offer employee incentives. Incentives can be awarded to employees who respond within a certain time frame, to canvassers who achieve the highest dollar amount or employee participation, or to anyone who achieves some other outstanding fundraising result. A few ideas of excellent incentives:

- one day off with pay, or “work at home day”;
- one day off for Christmas shopping;
- use of the Department Head’s/Agency Head’s parking spot for a period of time;
- department/agency products (donated by the department/ agency); or
- dinner for two donated by a local restaurant.



CAMPAIGN TIP – Under Canada Revenue Agency guidelines, opportunities to win these incentives must be available to all employees – whether they donate or not. One approach is to offer incentives to anyone who returns a gift form early, whether or not a donation is indicated.

Create Awareness for Your Campaign

"It's Show Time"



Publicity and promotion put people in a campaign spirit by gaining their attention, creating an enthusiastic atmosphere, and letting them know what is happening. Increased awareness can have a tremendous effect on the overall excitement, growth, and outcome of your campaign.

STEP 8 • SPECIAL EVENTS

When properly implemented, a great Special Event can increase excitement and energy, bring awareness and attention, and create an enthusiastic atmosphere to let people know what is happening. Increased awareness through special events can have a tremendous effect on the overall outcome of your campaign.

- * Is it to **increase awareness** e.g. kick-off, **inform** employees about United Way agencies, or how Health Partner dollars fund vital research, **add fun, build team spirit, and raise money**



Campaign Tip – Special events and competitions are an excellent way to create enthusiasm and build momentum, but to ensure they don't take away from the employee's pledge, schedule them after your money during the pledge drive will have a detrimental effect on payroll and cash donations.



Golf anyone?

STEP 9 • MONITOR AND REPORT

Keeping track of results during all phases of your campaign is vitally important to its success. It is extremely helpful to track your progress so that you always know where you are if there are any problems to be fixed or highlights to report.

STEP 10 • SAY THANK YOU AND EVALUATE

Key to the success of GCWCC is the work of the thousands of volunteers who give their time and talent to the campaign. It is critically important that your volunteers are recognized.



Say Thanks!

- letter thanking them for their willingness to serve in the campaign.
- Host a kick-off lunch for your committee. You may want to include your canvassers.
- Purchase token gifts of thanks
- Publish a special "thank you" article in your department's/agency's newsletter –
- Ask your Department Head/Agency Head to send a letter of thanks to committee members and canvassers at the end of your campaign.

Evaluate Your Campaign

It is important to evaluate your campaign to determine whether it met your objectives, achieved your goals, and responded to your strategies. Identify aspects of your campaign that worked well and those that did not. Document your findings for next year's committee and make recommendations for future campaigns.