



CANVASSER GUIDE

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***Federal Employees:
Creating Hope ... Changing Lives!***

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OVERVIEW OF THE GOVERNMENT OF CANADA WORKPLACE CHARITABLE CAMPAIGN

Federal Employees: Creating Hope, Changing Lives

It's this simple.

You are the reason the Government of Canada Workplace Charitable Campaign is a success.

You - and the thousands of volunteers like you - are the campaign's lifeblood. Every fall, you bring the dedication, the effort and the enthusiasm needed to mount a winning campaign.

Of the many and varied tasks taken on by volunteers, the role of canvasser is perhaps the most challenging - and certainly the most critical to our success.

You are the front line. You are the person who must convey the needs of the community and the role of United Way/Centraide and Healthpartners to the people who ultimately will determine the campaign's success - the donors.

We are asking you to make a difference.

Over the course of the campaign, you will face challenging situations in which employees will need your encouragement to make a prompt decision about their gift. You will sometimes be asked to come back at another time, and you will need to be courteous and flexible in order to accommodate the schedules of the people on your list.

You will be asked to describe community needs and how the many agencies and organizations supported by the campaign address those needs. And you will be challenged to explain your own commitment and concerns.

But you will also be welcomed and thanked. You will be pleasantly surprised by the size of some donations and by the source of many others. And perhaps most importantly, at the end of the day, you will know you helped make a difference for your community.



GCWCC - SUMMARY

Because of you:

- children led fuller, more rounded lives through their participation in after school programs;
- youths received crisis and life skills counseling;
- people with disabilities were supported by peers and other caring individuals;
- seniors received counseling, job placement, home support services and social activities;
- trips were made to transport cancer patients to and from their treatments; and
- home visits were made to people who have arthritis.

Once again, departments/agencies have the opportunity to improve life in our communities. And even the most modest of donations can make a huge difference.

On Behalf of All Who Benefit, Thanks!

You will never meet all of the people you help in your role as a canvasser for the Government of Canada Workplace Charitable Campaign. But if you could, you can be sure each would thank you for the very vital role you've played in making their lives better.

In their absence, but on their behalf, the GCWCC team says thanks.

Happy Canvassing!



THE ROLE YOU PLAY

If dropping off a gift form and picking it up again a few days later were the only things canvassers had to do, then running the Government of Canada Workplace Charitable Campaign would be very easy. It would also be very unsuccessful.

Your role is considerably more complicated - and a great deal more important - than simply dropping off and collecting gift forms.

As a canvasser, you will need to be encouraging even when you're discouraged, and show confidence when you may not feel confident. You will need to plan, persuade, impress, inform, explain, excite, schedule, cancel and reschedule meetings.

You will need to learn all about the campaign, and the services and programs of United Way/Centraide and Healthpartners so you can provide accurate and useful information when asked. When misconceptions arise, you will have to be sufficiently informed to clear them up quickly. And that's only the beginning.

When confronted with a negative response, you will have to be tactful; when asked about payroll deduction, you will have to explain and encourage. On occasion, you may be asked to help an employee determine how much he or she should give. At all times, you will be expected to promote the advantages of the campaign.

These advantages are:

- **One gift benefits many agencies and organizations.**
- **Payroll deduction makes it easy for the donor to contribute and easy to budget.**
- **The donors must specify where they want their donations to go - to the region where they live or to the agency or organization of their choice.**

Finally, you will need to "dot the i's and cross the t's." During the course of the campaign, you will have to:

- **make sure all employees on your list are personally (face-to-face) canvassed during the campaign blitz;**
- **express your appreciation to every employee you canvass; and**
- **complete the Canvasser Report and submit it to your team captain or United Way loaned representative.**

And what do you get in return for all this work? Well, quite a lot really.

First of all, you get the fulfillment that comes from meeting a challenge and achieving your goals. You get the satisfaction of knowing that your hard work has made a real difference. And above all, you get the knowledge that your efforts are giving hope to people with nowhere else to turn.

So go ahead and feel good about yourself. You've earned the right!



RECIPIENTS



Benefiting all Canadians

Healthpartners' focus on research means that dollars raised are not necessarily spent locally. A large portion of the funds raised by Healthpartners is spent where the most promising research is being carried out. However, this does not mean that the local community does not benefit — in fact, the possible results of new medical research have the potential to benefit every Canadian, in all communities across the country.

As well as contributing to research, Healthpartners' member organizations provide much-needed services in all regions of Canada. A gift to Healthpartners or one of its member organizations will ultimately benefit donors and their communities by working to help better the lives of all Canadians affected by disease.

How contributions are invested

When a donation is made to Healthpartners, the great majority of the gift is invested in enhancing the health and quality of life of Canadians. On average, every dollar received by a Healthpartners' member is used as follows:

- 44¢ supports research projects, including fellowships and scholarships.
- 43¢ supports programs such as patient services, education and prevention programs, and volunteer and community development.
- The remaining 13¢ covers administration (8¢) and campaign (5¢) costs.



Welcome to the United Way of Saskatoon Team

At the United Way of Saskatoon, we greatly appreciate you volunteering your time to assist us with the annual Community Campaign. The money raised in your workplace will help an estimated 1 in 4 people in our community ---1 in 3 are children --- who will use the services of a United Way member agency. This means that someone from your place of work, your neighbourhood, your circle of friends, even your own family may use one of our member agencies at some point in his or her life.

United Way's mission is to improve lives and build community by engaging individuals and mobilizing collective action. We work to ensure every person in our community has an opportunity to invest in a healthier, safer, more caring community through donations, volunteerism, and gifts-in-kind, and that every person in our community has access to a quality of life we can all be proud of.

United Way's role as a Community Builder affects and involves everyone including 1,000 volunteers, approximately 400 workplaces of all sizes, 13,500+ donors, many organizations who donate nearly a quarter of a million dollars worth of gifts-in-kind of services and product, 29 human-care agencies, and individuals, in 3 areas of business year-round:



- **Resource Development**
 - United Way builds resources of money, gifts in kind, information, and volunteer time.
- **Community Investment**
 - United Way strengthens our community social safety net.
- **Build Community Capacity**
 - United Way works collaboratively to affect positive change.

Your Gift to the United Way Community Fund has Incredible Power

If you knew your gift to United Way, combined with thousands of other gifts to the United Way Community Fund, allowed a child to get a healthy start, supported a family under stress, ensured a woman and her child received protection from violence and abuse, kept a family from going hungry, and helped a senior, man, woman, and child live with dignity and independence, ***wouldn't you feel confident about concentrating your community investment in United Way?*** With your support, it continues to be the way to help the most.

The power of your gift to the United Way Community Fund, combined with thousands of other gifts, ***is far greater than the power of your gift alone***. Unless you make a major gift of tens of thousands of dollars, your gift can't fund a program; but when leveraged with the gifts of others through United Way, it can. Together, we can make a difference in the lives of 1 in 4 people in Saskatoon, 1 in 3 is a child.

Trained community volunteers invest the Community Fund in United Way funded agencies to address United Way's 5 priority issues that build a **caring community**:

1. Giving children a healthy start and supporting families under stress
2. Ensuring safety and freedom from violence
3. Addressing hunger and the impact of poverty
4. Providing ways for people to live with dignity and independence
5. Building Saskatoon's capacity to care



What donations can buy

<i>Amount</i>	<i>The Difference You Can Make</i>
<ul style="list-style-type: none">• \$50 per pay period (\$1,300 per year)	<ul style="list-style-type: none">• helps 2 low-income seniors remain independent in their own homes.
<ul style="list-style-type: none">• \$20 per pay period (\$520 per year)	<ul style="list-style-type: none">• provides five days of respite care for a person with Huntington's disease, permitting care giver and family members to have a break in caring for their afflicted family member.
<ul style="list-style-type: none">• \$10 per pay period (\$260 per year)	<ul style="list-style-type: none">• provides a hot nutritious meal for two children for a year.
<ul style="list-style-type: none">• \$5 per pay period (\$130 per year)	<ul style="list-style-type: none">• provides one year of counselling for a child who has been exposed to violence
<ul style="list-style-type: none">• \$4 per pay period (\$104 per year)	<ul style="list-style-type: none">• enables 20 people concerned about lung health to access our lung health information line and receive the much needed information they require to understand their lung condition.
<ul style="list-style-type: none">• \$2 per pay period (\$52 per year)	<ul style="list-style-type: none">• provides screening, matching, and support for one match through Big Brothers In-School Mentorship Program.
<ul style="list-style-type: none">• \$1 per pay period (\$26 per year)	<ul style="list-style-type: none">• buys 45 minutes of sign-language interpretation.

Another way to look at the good a donation can do is to think in terms of what one floor of a building or one branch of a department can do as a group. With a donation of just 50¢ per pay each, a group of 140 people could provide enough funding to buy a power wheelchair for a child with muscular dystrophy or will provide counselling for a child who has been exposed to family violence.



THREE STEPS TO SUCCESSFUL CANVASSING

Now that you've agreed to become a canvasser, you obviously want to do the best job you can. At the same time, you want the campaign - and your role in it - to be as enjoyable as possible.

Here are some basic steps to follow that will help you achieve these goals.

1. Prepare

- **Understand the goals of the Government of Canada Workplace Charitable Campaign.** You need to learn about the GCWCC and the organizations it supports before you start asking for contributions. You need to be able to answer basic questions and concerns about the campaign and have the appropriate information ready.
- **Introduce yourself to the employees on your list and let them know to expect you.** Try bringing or sending a copy of the campaign brochure and the "letter to donors" (see the Canvasser Guide) to each prospective donor. This not only introduces you but also gives donors background information about the campaign.
- **Make an appointment to meet personally with each prospective donor.** Making an appointment may seem formal, but it lets the donor know that your canvass is important. It also ensures that you are not interrupting someone at an inconvenient time.
- **Build your confidence.** Start by approaching someone you know or current donors with an established track record of supporting the campaign. A few quick successes will give you momentum for the rest of the campaign.
- **Set your expectations high.** Be prepared to ask donors to increase the size of their contributions. Encourage them to take advantage of payroll deduction.
- **Make your own gift first.** As a canvasser you will find it much easier to ask others to give when you know that you have already given yourself. Your contribution sets a good example and impresses your own concern upon your colleagues.

2. Meet

- **Canvass in person, not over the telephone.** Telephones are too impersonal, and make it hard to determine whether it really is the best time to canvass the employee.
- **Set the tone.** Try to be as relaxed as possible. Thank your colleague for meeting you and explain you are there to talk about the campaign and ask for a donation. If you have not had the chance, give them a copy of the sample letter from the Canvasser Guide (which you should personalize and sign) and a copy of the campaign brochure.
- **Make your case.** Share information about the Government of Canada Workplace Charitable Campaign and explain your own personal reasons for supporting the campaign.
- **Answer questions.** Listen carefully to any concerns and answer them as honestly as possible. If you don't know the answer to a question make a note of it and tell them you will get back to them with an answer.



- **Ask for a donation.** Give each person a gift form and ask for a donation. If someone seems to be undecided, leave the form and some information, the website address and come back later. Often, this will help them decide.
- **Say “Thank You.”** Make sure you thank each person you call upon, including those who listen but decide not to give. Remember, not everyone will feel able to contribute to the campaign this year, but they might contribute next year.
- **If they’re busy, come back later.** If a potential donor is busy and cannot see you, remember “not now” is not the same as “no.”
- **If a prospective donor is out of the office.** Leave the letter and brochure for them but do not leave the gift form. Leaving the gift form at an empty desk might be interpreted by the employee as a lack of interest and commitment on your part.

3. 100% Follow up

- **Make your call-backs as arranged.** Go back to see the people you left gift forms with. If you promised to find more information for someone make sure you get it to them.
- **Re-canvass.** Go back to see the people you might have missed the first time around. Just because they were not there does not mean they will not give.
- **File your reports every day.** File your reports even if you have only one or two contributions to turn in. Include the number of donors canvassed - this will help you monitor your progress.

Finally... THE ASK!

Never forget, your role is to provide facts, explain the needs of the communities and stress the importance of giving.

But always remember, the final choice is up to the individual. More often than not, however, a well-informed employee will appreciate the importance of the campaign.

Provide materials.

Ask in person. **(face to face)**

SEE Memory Jogger For Canvassers: see next page



MEMORY JOGGER FOR CANVASSERS



Government of Canada Workplace

Charitable Campaign

MEMORY JOGGER FOR CANVASSERS

1. PREPARE

- Understand the goals of the GCWCC.
- Introduce yourself to the donors.
- Make your own gift first.
- Make an appointment to meet personally with each donor.
- Build your confidence.
- Set your expectations high.

2. MEET

- Canvass **in person** (face-to-face), not over the phone.
- Set the tone.
- Make your case.
- Answer questions.
- Ask for a donation.
- Say “Thank You”.
- If they’re busy or a prospective donor is out of the office, come back later.

3. 100% FOLLOW-UP

- Make your call-backs as arranged.
- Re-canvass.
- File your reports every day.

***Federal Employees:
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FREQUENTLY ASKED QUESTIONS

Q What is the Government of Canada Workplace Charitable Campaign (GCWCC)?

A The Government of Canada Workplace Charitable Campaign is an **opportunity** for federal government employees and retirees to offer financial support to these charitable organizations: Healthpartners, your local United Way/Centraide, other United Ways/Centraides across Canada, as well as any other Canadian registered charity.

Q What happens to my contribution?

A Actually, it's up to you. You may direct your donation to any combination of Healthpartners, United Way/Centraide, other United Ways/Centraides or any other Canadian registered charities. Healthpartners funds medical research, health promotion and patient services programs; United Way/Centraide funds specific local programs provided by social service and community agencies, such as crisis intervention and services for children and seniors.

Q Why is the GCWCC so important to the community?

A The contribution of federal government employees is very significant. Annually Federal employees raise 10% of the total community campaign.

Q Why should I give?

A Your donations contribute to ensuring your community is a better place to live.

Q Can I make just one gift to cover all of the agencies and organizations?

A Yes, one of the strengths of the campaigns, is that you are encouraged to consolidate your giving. Simply follow the instructions on your gift form.

Q How much of my contribution goes to pay fundraising costs?

A You can be confident that your investment in the GCWCC will be handled wisely. With operating costs among the lowest for charities in North America, your local United Way/Centraide - which manage the GCWCC - maximizes the impact of your gift. The National average to raise a dollar is \$.26. Through its partnership, GCWCC keeps costs at half that rate.

Q What are the advantages of contributing through the GCWCC?

A There are advantages to you and to those you help when you contribute through the GCWCC:

- One gift can cover many agencies and organizations.
- Payroll deduction makes it easy for you to contribute and budget.
- You specify where you want your donation to go - to the region where you live, to the agency or organization of your choice.



Q Why do some Healthpartners Fund members and United Way/Centraide agencies run campaigns of their own?

A Organizations and agencies affiliated with Healthpartners and United Way/Centraide do not receive all the funds they need through this annual campaign. Therefore, they have to find other sources of funding. As a federal government employee or retiree, however, you have the opportunity every year to consolidate your giving through the campaign.

Q Are the details of my contribution confidential?

A All **information** concerning your contribution is confidential. However, campaign treasurers, campaign coordinators and pay office officers need to know this information.

Q What if I change my mind?

A You may change your gift by **notifying** your payroll unit in writing.

Q What if I retire?

A You have two options. You may pay off the balance in a single payment or you may convert your gift to pension cheque deductions. Your canvasser can help you fill out the appropriate forms.

Q What if I change jobs?

A You may pay the amount owing all at once or renew your gift at your new place of employment. If you stay within the Government of Canada, deductions continue as before.

Q OK, I'm sold. What do I do now?

A Complete your gift form. If you have any questions, see your canvasser. And, please, give generously.



THE POWER OF PAYROLL DEDUCTION

There seems to be no end to the advantages of payroll deduction, for the campaign and for the donor. It's simple, painless and exceptionally effective. It is also easy to budget. It's also becoming increasingly popular.

How it Works

All you have to do is ensure that the donor enters the amount of the contribution, checks the payroll deduction box, fills in the personal information requested in the space titled "Payroll Identification", completes the mailing address and signs the gift form. You then turn over the **signed gift forms** to your Campaign Leader or Team Captain. The rest is automatic.

Contributions are treated the same way as other employee deductions such as unemployment insurance and pension contributions. All deductions start in January of the following year and end in December of that year.

Promoting the Plan

The best time to sell co-workers on the advantages of payroll deduction is at your first meeting, while outlining the payment options listed on the gift form. Make payroll deduction the obvious choice from the start, and you will make your job a lot easier.

Stress the advantages to the donor:

- payroll deductions are easy on the budget;
- payments are made in small convenient installments throughout the year; and
- contributions show up on their T4 slip - no more lost or misplaced **receipts** at tax time.

Keep in mind that people tend to be more generous when they realize their total contribution is spread over the whole year. It also makes the donor feel good to know they are helping more by making donations all year long.

The methods that work best are outlined in "The Role You Play" and "Three Steps To Successful Canvassing" sections seen earlier. Read and consider them carefully and you will be sure to reap the rewards throughout the campaign.

In Conclusion

Payroll deduction is better for everyone. For donors, it is easier on the budget. Payments are in convenient installments and the T4 means no more lost receipts at tax time. For canvassers, payroll deduction means easy record keeping, less follow up and no handling of cash or personal cheques.



For the employer, payroll deduction demonstrates a strong commitment to the campaign.

For Healthpartners and United Way/Centraide, larger donations mean that more dollars find their way to desperately needed programs and services.

Payroll Deduction: QUICK REFERENCE

Per pay*	per year	per pay**	per year
1.00	26.00	1.00	24.00
1.50	39.00	1.50	36.00
2.00	52.00	2.00	48.00
3.00	78.00	3.00	72.00
4.00	104.00	4.00	96.00
5.00	130.00	5.00	120.00
6.00	156.00	6.00	144.00
7.00	182.00	7.00	168.00
8.00	208.00	8.00	192.00
9.00	234.00	9.00	216.00
10.00	260.00	10.00	240.00
11.00	286.00	11.00	264.00
12.00	312.00	12.00	288.00
13.00	338.00	13.00	312.00
14.00	364.00	14.00	336.00
15.00	390.00	15.00	360.00
16.00	416.00	16.00	384.00
17.00	442.00	17.00	408.00
18.00	468.00	18.00	432.00
19.00	494.00	19.00	456.00
20.00	520.00	20.00	480.00
40.00	1040.00	40.00	960.00
50.00	1300.00	50.00	1200.00
60.00	1560.00	60.00	1440.00
*Where the pay cycle is based on 26 pays.		**Where the pay cycle is based on 24 pays.	



ACCOUNTING & REPORTING

As a Government of Canada Workplace Charitable Campaign canvasser, you will need to be fully acquainted with two forms during the upcoming Campaign:

- Gift Form
- Canvasser Report

Gift Form

The Gift Form has been designed so donors can designate their contributions to one or more of the following:

Box A: Any United Way/Centraide in Canada or agency members

Box B: Healthpartners Fund or its members

Box C: Other Canadian Registered Charities *

*** Note that these organizations must be Canadian registered charities with Canada Customs and Revenue Agency.**

Before forwarding the Gift Forms to your Team Captain or Campaign Leader, **please ensure that the Gift Forms are properly completed and signed.**

We'd like to draw particular attention to the following areas:

A Designation of contribution

You must ensure all donors designate their donations to a specific recipient (Box A, B or C on the Gift Form).

Donors may designate to a particular Canadian registered charitable organization. If they designate to a specific agency, they must indicate the code (if available), the name of the organization and the amount designated. For Box C, the business number and/or mailing address of the registered charitable organization should also be provided if it is not a member of either the Healthpartners Fund or a United Way/Centraide. If you need to verify the business number please call Canada Customs and Revenue Agency directly at

1-888-892-5667 or refer to website www.ccra-adrc.gc.ca.

B Payroll deduction

If contributing by payroll deduction, donors **must** include their personal record identifier (PRI) on the Gift Form. With cash contributions, do not include the personal record identifier (PRI). Donors can obtain their PRI number from their pay slip.

The amount of deduction per pay period (26) and the total donation must be completed. For example: \$5 per pay period would amount to a \$130 total donation. All gifts must be deducted from 26 pays. In special circumstances (maternity leave or retirement), donors may ask that their payroll contributions be deducted in a shorter time.



C Cash donation

If the donation is in cash, the amount must be entered in the appropriate box. All postdated cheques prior to the end of the year (Dec. 31) will be receipted in that tax year. When accepting postdated cheques, please write the department's name on the back of the cheque.

D Donor's signature

Donors must sign and date the Gift Form if giving by payroll deduction. For cash donations, the donor's signature is not required but recommended.

E Multiple Donations

If donors wish to donate to more than one United Way/Centraide campaign (United Way/Centraide for your region or another United Way/Centraide), they should use **one** Gift form for **each** donation.

If the donation is a combination of a United Way/Centraide, Healthpartners Fund and/or a Canadian registered charity that is not part of the Healthpartners Fund or United Way/Centraide, only **one** Gift Form should be used. Clearly indicate the proper distribution of the contribution.

F Increasing your Gift

If a donor wishes to increase their payroll deduction contributions after submitting his/her Gift Form, a new Gift Form must be completed. For example: if a donor who gives \$5 per pay (for a total of \$130) subsequently wants to increase their gift to \$10 per pay, the new Gift Form should read \$10 per pay (for a total of \$260) and **must** indicate that this new Gift Form supersedes the previous form.

G Cut-off Date for Payroll Deduction

Use of the **on-line** pay input system means all payroll deductions must be processed by the close-off date of **mid-November of each year**. If processed before the close-off date, all gifts will be deducted from **January to December of the following year**. Payroll deductions submitted after the close-off date must be submitted on a PWGSC-TPSGC 2517T (Personnel-Pay Input and Time Summary Form). Payroll deductions reported on these forms must be adjusted to reflect the total gift over the remaining pay periods in the campaign.

H Receipting

For donors who have contributed a cash or cheque donation, official receipts will be produced in January of that year and will be forwarded to the Campaign Leaders for distribution (or will appear on T4's).

Proper completion of the identification area on the form is necessary to facilitate prompt distribution of the official receipts.

For those contributing by payroll deduction, the amount will appear on their statement of earnings (T4).



SUMMARY

The Gift Form is a three-part form: The white and yellow copies are given to the Team Captain or Campaign Leader. The pink copy goes to the donor. For payroll deductions, the Campaign Leader sends the white copy to the Personnel office for processing; the yellow copy will be forwarded to the United Way. For cash contributions, the Campaign Leader keeps the white copy until he/she is ready to distribute the receipts and then sends the yellow copy to the United Way.

Special Events: For audit purposes, a Special Event Form must be completed for all special events. The person in charge of the special event should complete them.

A person is considered canvassed only when that person has contributed or has expressed a desire not to contribute.

All unused Gift Forms must be returned to your Team Captain or Campaign Leader.



SAMPLE LETTER: TO INTRODUCE YOURSELF

Dear Colleague:

If you are one of the thousands who routinely give to the Government of Canada Workplace Charitable Campaign every year, please regard this letter not as an introduction, but as a thank you.

As your canvasser, I am the first to appreciate your understanding of the need and your generosity in dealing with it. You make my task - and the lives of those the Government of Canada Workplace Charitable Campaign helps - that much easier.

I want to reassure you that we do not view your generosity as routine. Nor, you can be sure, do those who benefit from your gift every year. So, on behalf of the campaign team, we thank you for recognizing a very real need and for helping us in make a brighter future for all of us.

If you are among those who have not given to the campaign in the past, I hope you will find the incentive to give in the enclosed brochure or visit our website at <http://publiservice.gc.ca/partners/gcwcc-ccmtgc>. You will see for yourself the enormous impact your assistance makes in the lives of others and how much your help is needed.

Everyone knows what he or she can afford to do. All contributions are important to help make good things happen.

If, by balancing what we are able to give with what is needed, each of us establishes a realistic individual goal, I am confident we will meet and exceed our overall target.

Federal service employees have, of course, a long and proud tradition of generosity. Even during difficult economic times, we have continued to make a tremendous difference to the efforts of the agencies and organizations of Healthpartners and United Way.

For that, the campaign team has you to thank. We thank you for your generosity and dedication, for your commitment to improving the communities in which we live and work and for your desire to help others achieve a quality of life that most of us take for granted.

I will be in touch with you shortly to answer any questions and to provide you with your Gift Form. If, in the meantime, you have any questions that arise out of this letter, the brochure or the website, please do not hesitate to call.

Your canvasser,



SAMPLE LETTER: TO THANK DONOR

Dear Colleague :

Thank you for your support of the Government of Canada Workplace Charitable Campaign (GCWCC). Your gifts are bringing help, health, and hope to people in our community every day.

As I write this letter, someone in the prime of life will be dealt a blow by a disabling disease. But thanks to your gifts to the Government of Canada Workplace Charitable Campaign (GCWCC), that person has access to support services and hope - knowing important research is being conducted to find a cure for the disease.

Right now, a troubled youth is barely surviving on the streets. But thanks to a program made possible by your contributions to the GCWCC, this teen will have the opportunity to get off the streets and back on track in school and life.

Tonight, a young mother and her children will face the cold terror of domestic violence. But because of your support, they will find a refuge of safety and hope through a community agency supported through the GCWCC.

These are just a few of the ways your support of the GCWCC transforms the lives of individuals and creates healthier communities for us all.

Your gifts truly do make a difference! Thank you for **providing a brighter future!**

Your canvasser,



CANVASSER CHECKLIST

Step	Yes	No	N/A	Comments
Make your own gift first.				
Ensure you feel comfortable canvassing the people on your donor list.				
Review your knowledge about the potential donor.				
Check canvasser's kit.*				
Make an appointment.				
Meet privately.				
Introduce yourself.				
Explain the campaign.				
Ask for a donation and encourage payroll deduction.				
Answer questions and objections with facts and information.				
Refer donor to the GCWCC Web site.				
Leave the gift form and a brochure if the person is undecided.				
If the donor decides to contribute, ask the donor to complete the gift form.				
Make sure donor has properly completed and signed the gift form.				
Thank the donor.				
Follow up with undecided donors within 2 working days.				

* Note: Gift forms are not pre-printed with employees' names. Complete the form with standard information, i.e. name, PRI no. (Personal Record Identifier), department/agency.