



United Way
Saskatoon & Area

WORKPLACE CAMPAIGN GUIDE FOR ECC'S



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Thank you for taking on the role of Employee Campaign Coordinator



If you are a returning volunteer, welcome back. If you are new, thank you for accepting this volunteer role on behalf of your organization.

Thanks to the exceptional work of people like you, we are changing the lives of vulnerable community members for the better.

United Way of Saskatoon and Area's donors, who you will engage in your workplace, are helping people in need at all stages of life. United Way works to ignite local love in the community we call home. Local love is a feeling of true passions for a strong and thriving community filled with healthy and happy people. You are channeling this love through your act of fulfilling the role of Employee Campaign Coordinator, so— thank you!

The help of people like you ensures this important work continues, and is a testament to the enduring values of generosity and good will that unite us as a city.

Sincerely,

A handwritten signature in black ink, appearing to read 'Shaun Dyer', written in a cursive style.

Shaun Dyer
CEO, United Way of Saskatoon & Area

We're here to help

Taking on the role of campaign coordinator will be fun, and give you a chance to connect with colleagues in a new way. We want you to have a great experience and are here to support you every step of the way!

If you have any questions while reading this guide, or during the implementation of your workplace campaign, please call or email us.



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Why support United Way of Saskatoon and Area?

United Way believes everyone deserves a chance to have a good life.

Our results show that we are stronger when we are united. Together, thanks to the help of volunteers like you, we are changing lives in our city.

In 2017, financial support of United Way of Saskatoon and Area has meant that children and youth have had the opportunity to thrive, people living in poverty have been recognized and supported and vulnerable communities have grown stronger.

Along with our focus on kids, community and poverty, United Way actively seeks and identifies opportunities for community investment, based on our knowledge of emerging social trends and service gaps from local research, consultations, networks and partnerships.

United Way endorses the Truth & Reconciliation of Canada's Calls to Action and ensures we incorporate the Calls to Action into our organization structure, community impact strategies and strategic decision making.



Igniting
Local Love

Curtis' story and many other
campaign tools are available at:
unitedwaysaskatoon.ca

Our Work



Helping kids be all that they can be

Every child and youth deserves the chance to have a great life, no matter where they grow up.

- **Connectedness & community involvement:** 991 children and youth were able to participate in cultural activities giving them a sense of belonging while connecting them to their heritage.
- **Emotional & physical well-being:** 3,443 meals were distributed to vulnerable youth seeking shelter and safety. These youth are at risk of homelessness, physical and emotional harm and dangerous life situations
- **Engagement in learning:** 5 Summer Success camps delivered a two week program focused on targeted literacy strategies to help students maintain or improve their reading levels, 83% of the students who completed the literacy camp maintained or increased their pre-program reading levels.

Summer Success

For many children, summer learning loss is the main reason they fall behind and are not able to reach their expected reading levels on time.

Summer Success camps delivers a two-week program focused on targeted literacy strategies to help students maintain or improve their reading levels over the summer months.



Moving people from poverty to possibility

Everyone deserves a place to call home, a job, and a sense of belonging to community.

- **Employment & financial security:** 30 women were accepted into a program focused on training women for a career in the trades, allowing them to gain financial independence.
- **Housing stability:** Through the Journey Home, housing first program as of March 2018, 64 of our city's most chronically homeless citizens have been given housing and offered supportive services delivered by Saskatoon Crisis Intervention Services.
- **Food Security:** 15,850 nutritious bagged lunches were provided to children who may otherwise go without.

Journey Home

Homelessness is unacceptable for anyone in our community.

Journey home has become a critical part of an emerging network of Housing First programs in Saskatoon. Journey Home is the one highly specialized program in the network that focuses on chronically homeless individuals with the most complex needs.



Building strong communities

We ensure members of our community get the help they need, when they need it.

- **Connected to supports:** 211 Saskatchewan is a database connecting people in our province to over 5,000 community, health and government services, in 2017 110,000 people used the 211 Saskatchewan website.
- **Community engagement:** 596 community based outings were provided to individuals living with disabilities giving them the opportunity to explore their city.
- **Personal well-being & safety:** 714 face to face counseling sessions were provided to vulnerable individuals and families, offering them support in a time of need.

211 Saskatchewan

Everyone in our province will need human services at some point in their lives.

211 is the source Canadians trust when seeking information and services to deal with life's challenges. Available 24 hours a day, 7 days a week in 150 languages, 211 provides quick and easy access to those requiring assistance.

5 Steps to running a successful campaign

Every workplace campaign is different, shaped by your organization's unique culture and aspirations. Setting up and running a campaign is simple, and we are here to help, every step of the way.

1. Energize

Recruit your team, and get ready to lead your workplace in your United Way campaign.

2. Inspire

Share your United Way campaign with all employees.

3. Engage

Connect employees to United Way's work through speaking engagements, tours, visits, videos and other activities

4. Ask

Ask everyone to make a pledge and support the campaign

5. Thank

Thank everyone for giving.



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David – from homeless to helping the homeless.

1) Energize

Learn about the difference you can make through United Way

100% of the funds raised by United Way goes to helping people right here at home! You can learn more about the difference we are having through our website, social media, or by getting in touch with the support team at United Way.

Website: www.unitedwaysaskatoon.ca

Facebook: facebook.com/UnitedWaySaskatoonAndArea/

Twitter: twitter.com/UnitedWayStoon

Recruit a Team

If you have the chance, recruit a team of enthusiastic volunteers to help you – starting from the very top. Involve the team in planning a strategy and setting a goal that reflects your company's size and culture.

- Engage your senior leadership. Get them involved in all aspects of your campaign and see if they can help you. It may encourage them to know how beneficial these initiatives can be in bringing the team together.
- Recruit an enthusiastic Campaign Chair – this person will be the lead and support your activities
- Recruit Ambassadors to connect one-on-one with staff. The ideal ratio is one ambassador for every ten employees. Choose a variety of people, and help them see the difference supporting United Way makes in our community.
- Is your workplace unionized? Invite your union executive to be on your team. Joint Union-Management campaigns in practice perform better if your team has a member from your union executive.

Remember: If you have any stumbling blocks or need more information, you can get in touch with the team at United Way to help you.

Set your strategy and goals

Develop a campaign strategy that fits your company's size and culture. Be sure to think about ways to engage everyone at all levels of the organization, all departments.

Set a campaign goal: In setting a goal, you can consider prior year results. If you don't know what your company raised last year, you can contact United Way to find out.

Consider these objectives that will boost your overall results:

- Increasing employee participation
- Increasing donations through payroll deduction
- Asking employees to increase their gift from last year
- Increasing leadership giving
- Increasing the number of contributors by department
- Asking for a corporate gift or match



2) Inspire

Inspire the people at your workplace, to see the impact they make in the community

Find a Colleague Who Has Been Touched by United Way: To inspire your colleagues, you can first ask who has had experience with United Way or local agencies, and invite them to share their connections with the bigger team. These could be people who have had friends or family experience a mental health issue, homelessness, an employment challenge due to disability or being a newcomer to Canada, or any other person with first-hand experience of programs that United Way invests in.

Hold a kick-off rally to show the work of United Way– ask your United Way contact to find a speaker for you, or bring in one of the United Way team members to talk about impact.

Encourage employees to come to United Way’s Kick-Off on September 13th (details available online)

Send email messages or videos that share information about United Way’s work, to build buzz. You can find these in our online toolkit.

Campaign and Event Ideas

Parking for Pledges: See if your workplace can offer prime parking spots to donors based on a regular draw, or through silent auction.

Flapjacks for Philanthropy: Hold an annual pancake breakfast event to excite the troops. Recruit leaders or well-known staff to cook and serve the pancakes.

Get Active: Host a golf tournament, walk or jump-rope contest. Or challenge your team to host a healthy bake sale.

Casual for a Cause: Put on jeans that show your support for United Way. You can also sell casual day badges that employees can buy.

Putt for Dough: Set up putting stations throughout your workplace and encourage players to team up. Teams who have the best scores (or the worst) can win a prize.

Need ideas? Contact the United Way team and together, they will help you come up with something great!

3) Connect Employees to the Work of United Way

Participating in United Way's campaign activities will give your organization a chance to learn firsthand more about the needs in our community. You can also use these activities to build greater connections in your team.

Volunteer projects, speaking engagements, tours, and events will rally and motivate your team to support the impact work of United Way.

Acts of Local Love

Strengthen your team and your community by finding out what volunteer activities you can help with. Volunteers are needed to help with hands-on activities such as Days of Caring. Participating in these events can take long-term advance planning.

Speakers Bureau

You can help inform colleagues about the needs and opportunities in our city by hosting a speaker from United Way or a local agency. Speakers can provide information on a particular priority goal, such as seniors, children, mental health, or others.

Seeing Is Believing Tour

You can see firsthand the impact that United Way-supported programs are having by touring the city with one of our Seeing is Believing Tours. These tours will provide you and your colleagues with a chance to see Saskatoon in an entirely new light.

Make the Month

You and your colleagues can spend some time in someone else's shoes through our digital poverty simulation. Make the Month will raise awareness around poverty and engage you and your team in a discussion about the challenges faced by the most vulnerable individuals in our community.

Host an Event

You can host an event at your workplace to raise funds, or promote greater awareness. Bake sales are just the beginning— for event ideas, you can search the internet for inspiration, or choose a theme from pop culture.

To learn more about any of the opportunities above, you can contact your United Way team, or visit <http://www.unitedwaysaskatoon.ca/>

4) Ask for Donations

The number one reason people do not give is because they were not asked. Giving to charity is a personal decision, and one that feels great. You can make sure everyone has the chance to give by supplying them with information about how United Way is changing lives.

The best approach is to start at the top, and ask company leadership to set an example by making their contributions early, and visible to other staff. The best asks are:

Personal– Asking people in a one-on-one context is a powerful way to generate support

Timely– Ask people for help during or after events you put on, to capitalize on momentum

Direct– Ensure that staff you approach know your goal, and that you appreciate their help specifically

How to give:

If you need pledge forms, you can print them through our online toolkit or request paper forms directly from United Way.

United Way donations can be made by:

- Payroll deduction
- Cash or personal cheque
- Online at www.unitedwaysaskatoon.ca/
- Through a custom online portal, made for your workplace
- Stock Options

To set up your company's own online giving page, contact the United Way team!

Also Good to Know:

- It can be tough to engage employees that work remotely, or whose jobs take them off site. Be sure to engage these people in some way.
- United Way has special pledge forms and other resources available for you to engage retirees and new staff, which are also available upon request.
- Confirm if your company matches gifts, and if so, be sure to let everyone know. Matching contributions can be a powerful motivator for donors.

5) Thank Your Donors

A little thanks goes a long way!

Thanking donors personally

The best thank yous are personal and memorable. You can thank donors by sending them a note by email, providing a hand written card, or thanking them in person in their office or work environment.

Sharing results with the team

You can also thank donors through team events and announcements. Every result is worth celebrating, and every gift makes a difference. Be sure to let all your colleagues know by announcing your campaign results by sharing the number of donors, the percentage of people giving, or your total dollars raised.

Send your thanks

Through the toolkit, you can access thank you email messages that make thanking donors easy.

Hold a Thank You Speaker or Event

United Way can help you thank your team by visiting your office, and providing a personal thanks and update on what the funding you have raised will benefit the community. These speaking engagements can be delivered in a lunch and learn, through a quick coffee break or even toolbox meetings.

Report Back

Donors love to know the impact they are having. Each year, in June, United Way prepares a report on the way that the community has benefitted thanks to the support of donors. You can access this information online, or request it from United Way, to share with your team.

To access the resources above, contact Erica, Jared or Kristen.

Resources to Help

United Way is here for you, and is committed to your success

You can reach us any time— for inspiration, help with events, speaking opportunities, or just to connect and learn what other campaigns are doing.

Beyond this, you can also access resources through:

Our online toolkit: <http://www.unitedwaysaskatoon.ca/community-campaign/campaign-toolkit/>

Tools for Unionized Workplaces: <http://www.unitedwaysaskatoon.ca/community-campaign/campaign-toolkit/>

United Way of Saskatoon and Area's website: <http://www.unitedwaysaskatoon.ca/>

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Building my community

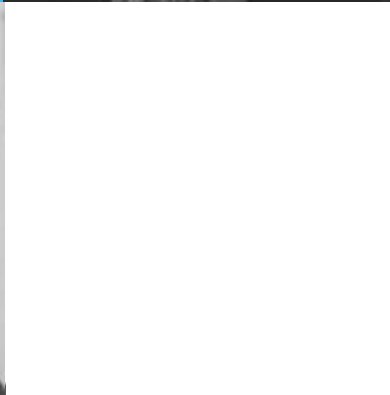




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