
I BELIEVE IN MY COMMUNITY

ECC GUIDE – 2009

**UNITED WAY CENTRAL & NORTHERN
VANCOUVER ISLAND**
[Central Island Region]

www.uwcnvi.ca

INTRODUCTION

Thank you for joining our winning team of United Way volunteers, who together will raise millions of dollars for our community. In 2008, United Way Central and Northern Vancouver Island raised \$803,111 of which over \$623,111 was raised in the Central Island Region and \$180,000 was raised in the Comox Valley. Over 50% of the entire amount raised was raised by employees in the workplace. With your help, we can build on last year's success. *This United Way has the potential to raise beyond 1\$ Million.*

PURPOSE OF THE ECC GUIDE

The Employee Campaign Chair Guide is a tool that helps you plan and execute a successful United Way workplace campaign. Your guide is complete with the 10 easy steps to running a campaign and the Leadership Program.

If you have any questions about United Way or coordinating your workplace campaign, talk to a United Way staff person or your Loaned Representative.

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Pamela Hadikin – Community Development Officer
Office 250-729-7400 pamela@uwcvi.ca

My Loaned Representative is: _____
Office 250-729-7400

PRIVACY

PRIVACY STATEMENT

United Way Central and Northern Vancouver Island is required by law, under the BC Personal Information and Protection Act (PIPA), to protect the privacy and maintain the confidentiality of personal information.

Your role in Privacy:

- As a valued Employee Campaign Chair the expectation is that you **comply with the law and our privacy statement**.
- Any information that you may be privy to is to be used expressly **for the purposes of carrying out your work for United Way**.
- Front of mind be aware of the **sensitivity of the information** that you have knowledge of and treat it accordingly.
- Do not leave information **unattended** in an open space such as a desktop.
- **Store confidential materials in a safe place** such as a locked drawer or filing cabinet.
- **Dispose** of any information via a destruction method.
- Information is only shared with you on a **need to know basis** and you should **share with others only on a need to know basis**.

If you or any donors have any questions about protecting personal privacy or our privacy policy, please feel free to contact: info@uwci.ca

WHY DONATE TO UNITED WAY?

There's a **sound business case** for giving back to your community through United Way. You can make a **single investment** that will make your community a better place to live by helping those whose lives are affected by our community identified priority areas. The personal and emotional rewards of making a difference are the **special bonus**.

WHO WE HELP

One in four people will be helped by United Way this year.

The people helped come from all age groups and circumstances. They include **your co-workers, neighbours, friends or family**.

28 Community Partners are receiving funding in the Central Island area in 2009. They depend on United Way for **financial support**.

WHO WE ARE

United Way has a proud 51 year history as a community-based fundraiser and distributor. United Way funds programs & services that address Central Island's community identified priorities: **Healthy Children and Youth, Strengthening Families, and Supporting & Engaging Seniors**.

Over **250 individuals in the Central Island area** volunteer for United Way – it's truly a local organization.

United Way is very efficient in making sure the maximum amount possible goes to programs that directly help people in our community.

Employees who are canvassed are more likely to donate to United Way.

YOUR ROLE:

As the Employee Campaign Chair (ECC), your role is to:

- Learn about the positive impact that United Way Central and Northern Vancouver Island makes in our community.
- Plan and coordinate a workplace campaign with the advice and support of your United Way Community Development Coordinator and/or Loaned Representative (LR).

WHY DONATE TO UNITED WAY?

WHAT IS A LOANED REPRESENTATIVE?

Loaned Representatives are individuals loaned to United Way by organizations and act as an extension of United Way staff for the fall campaign. Their employer continues to pay their salary and benefits but they work full-time at United Way for 4 months.

They have been trained in effective fundraising techniques and their role is to assist Employee Campaign and Leadership Chairs in planning and implementing fundraising strategies in their workplace campaign. Your Loaned Representative is a resource for you and will be contacting you in early September. They will provide a 3-year history of your campaign to assist in planning.

STEPS TO A SUCCESSFUL CAMPAIGN

STEP 1 - INVOLVE YOUR CHIEF EXECUTIVE OFFICER

The support of the Chief Executive Officer (CEO) or Senior Manager in your organization is critical to the success of your campaign. Ask your CEO to assist and support the campaign by:

- Sending a personalized message to each employee endorsing your United Way Campaign.
- Encouraging and financially supporting your Leadership Program.
- Approving the employee time necessary to plan and implement your campaign. This will include time to attend meetings, orientation, canvass One-on-One and other campaign activities.
- Authorizing a budget to operate your campaign.
- Supporting your campaign goals, strategies and plans.
- Attending “Key Events.”

STEP 2 - RECRUIT YOUR COMMITTEE

Depending on the size of your organization, you may or may not need to recruit a team. If you work in a small organization (15 or fewer employees), you will most likely be the entire team. In that instance, you will personalize the pledge forms, gather incentive prizes, canvass the office and return donations to your United Way Representative.

For middle size organizations (15-50 employees), you would still be the one to coordinate all campaign activities, however, we suggest you recruit a team of canvassers to assist with canvassing (suggested ratio is 1:15).

For large organizations (more than 50 employees), you may want to recruit a committee. Select individuals who can contribute specific skills and expertise. Committee members with United Way experience can be very helpful when planning your campaign. Involvement from staff across your organization will ensure that employees from every department will feel part of your campaign. Your committee members should be enthusiastic, hard working, well liked, and above all, committed to the success of your campaign. The chart on page 6 provides a sample structure for a Campaign Committee and provides committee member suggestions.

STEPS TO A SUCCESSFUL CAMPAIGN

YOUR CAMPAIGN TEAM

CEO

- Support the campaign
- Endorse Leadership Program

Employee Campaign Chair (ECC)

- Plan & Coordinate the execution of campaign plan with Loaned Representative
- Recruit Campaign Committee
- Arrange campaign meetings
- Monitor results
- Organize and attend Community Partners and/or Leadership Presentations

Leadership Chair/Team

- Coordinate Leadership giving campaign
- Recruit Leadership Canvassers, if required
- Canvass Leadership Donors
- Arrange Leadership Presentation (s)
- Attend Leadership Presentation(s)
- Thank Leadership donors

SAMPLE COMMITTEE POSITIONS

Deputy ECC

- Assist ECC
- Often ECC in following year

Finance/Payroll

- Prepare personalized pledge forms
- Provide ongoing tabulations to help ECC track results

Canvasser Coordinator

- Determine # of canvassers required and recruit one for each area
- Arrange orientation for canvassers

United Way Representative (Loaned Representative or staff)

- Offers effective fundraising plans
- Assistance with the campaign

Communications/Marketing

- Develop campaign promotion and publicity
- Plan and coordinate year-round United Way communications
- Publicize results regularly

Labour Representative (if applicable)

- Endorse and actively support the campaign
- Attend and speak at key meetings & presentations
- Help canvass unionized staff

Canvassers

(From buildings, sites and/or departments)

- Attend canvasser orientation session
- Ask each employee to make a donation or increase current donation
- Attend Community Partner Presentations for employees
- Monitor campaign progress in department or site, and report to ECC
- Promote United Way in building, site or department

***Other responsibilities to consider are Special Events, Incentive Prizes and Retirees Co-ordinators. May also want to have the past chair on the committee to ensure that past experiences are taken into consideration. Once all members are recruited, contact your United Way Representative to provide an orientation about United Way.

STEPS TO A SUCCESSFUL CAMPAIGN

STEP 3- ANALYZE YOUR PAST CAMPAIGN PERFORMANCE

Review the results of past campaigns with particular attention to last year. Your committee can identify campaign strengths and opportunities. Consider these questions:

- Was a United Way representative an active member of your campaign team?
- Did the ECC attend orientation?
- Was there a Leadership Chair and did they attend an orientation session?
- Was there a Leadership Presentation(s) and/or Community Partners Presentation(s)?
- Was the CEO/senior manager involved?
- Was a One-on-One canvass method used and was it implemented in all areas?
- Were canvassers trained?
- How did staff learn about United Way Central and Northern Vancouver Island?
- Were current donors asked to increase their gift?
- How were pledge forms distributed/returned?
- Was payroll deduction available and promoted?
- How was the campaign promoted?
- Were incentives used to encourage participation?
- What role did labour play (if applicable)?
- Were pledge forms personalized?
- Were there areas or departments with significantly higher or lower participation rates?
- Were volunteers and donors thanked?
- What was your goal? Did you achieve it?
- What award was achieved?
- Were special events used effectively to generate awareness and fun and not the main revenue-generating source?

A review and analysis of these areas can lead to solving campaign challenges and developing recommendations for improvement to your campaign. United Way can help facilitate this process in an informative and friendly way. Contact your Loaned Representative or staff partner to arrange a planning session.

STEP 4 – SET YOUR GOAL

Once the analysis is completed, develop goals based on what you would like to achieve during the campaign. Goals may be set to achieve specific awards, increase participation or increase total giving. Committee participation in goal setting will increase commitment to campaign success. Your goals should be realistic, achievable and challenging.

Financial campaign goals are based on the successful implementation of your strategies. For example, if a One-on-One Canvass or a Leadership Presentation is being implemented, there will be an increase in level of participation and/or average gift size.

STEPS TO A SUCCESSFUL CAMPAIGN

These increases should be considered when goal setting. Your Loaned Representative or United Way staff can assist you in developing your financial goal.

STEP 5 - DEVELOP YOUR STRATEGIES

Once you have determined what your goals will be, you will identify and implement strategies to help you reach your goals. People want to know about the impact of their donations and that they are making a difference. **The most effective way to communicate this is with a Leadership Presentation and /or a Community Partners Presentation followed by One-on-One canvassing.**

LEADERSHIP PRESENTATION:

- Invite a Community Leader to provide a Leadership Presentation. Loaned Representatives can provide a list of speakers available and facilitate the booking.
- Inform donors or potential donors about the impact United Way is having in the community and the Leadership Program.
- There was an increase in Leadership dollars with a presentation compared to when a Leadership Presentation was not held.

LEADERSHIP CHAIR:

- Implement a Leadership Canvass. Ask current Leadership Donors to increase their donation and potential Leadership Donors to give at that level.
- Have your Leadership Chair attend Leadership Chair orientation.

COMMUNITY PARTNERS PRESENTATION:

- Host a Community Partners Presentation to educate employees on the impact of their donations and the issues facing people in their community.
- Loaned Representatives can help identify and book a speaker that will work for your audience.

CANVASSER ORIENTATION:

- Host a tailored; United Way led canvasser-orientation session at your workplace. Arrange through your Loaned Representative.

CANVASS:

- Recruit Canvassers & ask them to make their gift first.
- Implement a One-on-One canvass to everyone (including retirees).
- Invite United Way to provide an orientation to Canvassers.
- Ask donors to increase their gift.
- Personalize the pledge form and where possible, thank employees for their previous year's gift. United Way can provide a list of previous year donation amounts by employee.
- Promote payroll deduction
- If it is not appropriate to promote Leadership Giving, promote "Everyday Hero \$1 per day".

STEPS TO A SUCCESSFUL CAMPAIGN

- There was an increase in employee dollars between 2007-2008 when one on one canvassing was implemented.

STEP 6 - PROMOTE YOUR CAMPAIGN

Publicity and promotion inject campaign spirit and help kick off the fun of your campaign. Promotions will generate awareness and encourage participation in your United Way campaign. Start promoting your campaign prior to the actual kick-off. If you are using incentives, ensure that you communicate details and any timelines. United Way promotional items such as posters, printed materials, banners, balloons, roll banner and progress thermometers are available to help you deliver your message to employees.

Employee Campaign Chairs have successfully promoted their campaigns by:

- Hosting a Leadership Presentation.
- Inviting a Community Partners Presenter to your Kick Off.
- Using the company or staff newsletter to present campaign highlights, success stories or the results United Way is achieving in your community.
- Obtaining a letter of support from your CEO (sample available)
- Displaying United Way posters and thermometers in high traffic areas.
- Using electronic and voice mail to provide the latest on campaign progress.

STEP 7A – CANVASSING

Effective canvassing is the key element of a successful campaign. It is important that your Canvassers know and articulate to current and potential donors why it is important that they support United Way.

In 2008, United Way raised \$623,111. The requests for funding always exceed the dollars we have available. To be relevant and effective – to **really** make a difference in our community – **United Way has focused on where we can do the most good for the people who most need it. Creating Impact and changing lives.**

It is important that people asking their fellow employees to make a donation understand their role. If you have recruited individuals to assist as Canvassers, United Way staff or Loaned Representatives will facilitate a tailored session to provide information about United Way and how to ask for a donation. The length of the session is flexible and takes place at the worksite. It can be tailored for the organization.

YOUR APPROACH

One on One Canvass

A canvasser personally connects with a fellow employee. When employees are asked to contribute by a peer, the method is very effective. Peer canvassing is advisable at every level of the organization.

STEPS TO A SUCCESSFUL CAMPAIGN

Group Canvass

Pledge forms are distributed following a presentation, as effective and efficient method, ensuring everyone received the same message. Your canvasser team still has a one-on-one role to play by encouraging employees to attend and following up with those who were not present.

Combination Canvass

Similar to a group canvass, a presentation is held but pledge forms are not distributed, allowing canvassers to follow-up with a one-on-one canvass with each employee. Canvassing should be done immediately following the presentation.

THREE STEPS TO SUCCESSFUL CANVASSING:

Whether your workplace does a one to one, group canvass or a combination, these steps will ensure your success. There was an increase in employee dollars when one on one canvassing was used, compared to workplaces where there was no one-on-one canvass.

STEP 1: PREPARE:

- Learn about United Way Central and Northern Vancouver Island before approaching your co-workers. You should be prepared to answer basic questions and address concerns.
- Attend a United Way Canvasser Orientation session.
- Learn the details about your campaign activities.
- Prepare your own reasons for giving and make your donation first. It will be much easier to ask others for a donation if you have made your donation first. Plus it will kick start your thermometer.
- Pre-print the pledge forms with employee names so that you do not miss anyone.
- Use a list to identify all employees you are going to approach, and the status of each pledge form.
- Meet personally with each employee. Call ahead to arrange a meeting and meet when it's convenient for them.
- If possible, approach past donors first. If this information is not available, approach people with whom you have a good personal relationship. This will build your confidence.

Note: If you are the ECC and Canvasser, ask your United Way Representative to arrange for a brief United Way Presentation to educate staff about what United Way is achieving in the community.

STEP 2: REQUEST THE DONATION:

- Thank your colleague for agreeing to see you and for his/her past support (if previous donor)
- Explain that the purpose of your visit is to talk about the United Way and to ask for their donation.

STEPS TO A SUCCESSFUL CAMPAIGN

- Point out the benefits of giving to United Way and the increased need for services in our community.
- Outline the facts about your campaign and inform them about incentives and time sensitive events such as an early bird draw.
- Give each person a pledge form and brochure and ask for their donation.
- Invite potential donors to participate and ask current donors to increase their gift.
- Let them take their time to decide about their giving. Do not expect an immediate response.
- Let them know that you are available to answer any questions that they may have, now or at a later date.
- If you are unable to answer a question contact your Employee Campaign Chair or United Way Representative for the answer.

STEP 3: FOLLOW UP AND THANK YOU:

- Thank everyone, even those who did not donate. Thank people for their time, as well as, their contribution.
- Follow up on any outstanding pledge forms. Ask for ALL pledge forms back even if they decide not to give. It will ensure that no one is missed and that they have made a decision to give or not. You may wish to include a return envelope to increase confidentiality.
- Don't forget individuals that are casuals, consultants, retirees and on leave, vacation, etc.

STEP 7B – LEADERSHIP

The Leadership Giving Program promotes and recognizes personal giving of \$500 or more per year to United Way Central & Northern Vancouver Island. It is an integral part of the employee campaign.

Ideally a Leadership Chair will be recruited at each workplace to lead this program and work with the Employee Campaign Chair. United Way Central and Northern Vancouver Island provides orientation sessions to these individuals, to familiarize them with the program and their role. The ideal Leadership Chair is a well-respected and committed staff member, who is willing and able to approach his/her peers and is a current Leadership donor. If there is no Leadership Chair, you should consider recruiting one otherwise you as the ECC, will integrate Leadership Giving into the overall campaign.

Leadership Program

Discoverers	\$500-999
Leaders of the Way	\$1,000-2,499
Pioneers	\$2,500-4,999
Patrons	\$5,000-9,999
Pathfinders	\$10,000-24,999
Benefactors	\$25,000+

STEPS TO A SUCCESSFUL CAMPAIGN

There are two ways to communicate the benefits of giving at the Leadership level and the best strategy is to implement both.

1) LEADERSHIP PRESENTATION

This presentation can be to a specific workgroup and/or to the whole staff. It is not uncommon for a large organization to host several presentations. Your Loaned Representative or United Way Staff person will provide a list of speakers available and facilitate the Leadership Presentation booking.

2) LEADERSHIP CANVASSING

Canvassing should take place after the Leadership Presentation. This involves meeting One-on-One with each potential and past Leadership donor to thank them and ask them to consider donating at the Leadership level or increasing their Leadership Gift. It is recommended that a handwritten note thanking Leadership Donors be completed within 24 hours of receiving their completed pledge form back.

BENEFITS OF GIVING AT A LEADERSHIP LEVEL:

- The knowledge that a Leadership gift can change the lives of individuals and families in our community.
- Recognition of your donation in our Leaders book (unless you choose to remain anonymous).
- An opportunity to meet the other Leadership Donors at United Way's annual sponsored Leadership Reception.
- Cost of an entry Leadership donation, after taxes, is less than 90 cents per day.
- All workplaces with Leadership Donors will be recognized. There is a special mention for organizations that have 15 or more Leadership Donors.

STEP 8 - MONITOR YOUR PROGRESS & CONDUCT A MID CAMPAIGN REVIEW

Update your campaign thermometer and report campaign results to all employees and United Way regularly. This ensures that employees have the latest information, creating more excitement and enthusiasm.

- Plan that all pledge forms are returned, even when the employee has chosen not to give. This ensures that they have made a decision about giving and no employee is missed during canvassing.

STEPS TO A SUCCESSFUL CAMPAIGN

- Follow up with individual Canvassers shortly after the canvassing begins. Offer assistance, if required.
- Conduct a mid-campaign analysis with your United Way representative to ensure that campaign plans are on track. Revise your strategies if necessary, to achieve your goals.
- Report results to your CEO and United Way Loaned Representative.

STEP 9 - RECOGNITION/THANK YOU

United Way relies on you to ensure that everyone involved in your campaign is appropriately thanked and recognized for his or her generosity and participation.

Remember to:

- Thank all of the employees for their support of the campaign.
- Thank all of your team members/volunteers.
- Thank all United Way donors.

There are many ways to recognize the hard work and dedication of volunteers. Send them a letter and post a thank you notice on the staff bulletin board. Involving your CEO provides special recognition. You may have a wrap up event for your campaign or committee, which is an ideal way to say thank you to everyone who participated.

STEP 10 - EVALUATE YOUR CAMPAIGN

It is important for the campaign team to analyze and evaluate all aspects of the campaign. The analysis is an important tool for future campaigns. United Way can assist your team in conducting your final analysis.

- Review campaign results and compare them to your objectives. The recommendations will be valuable in planning next year's campaign.
- Write a short report identifying campaign activities and results; it will be appreciated by next year's ECC.
- Send a copy of the report to the United Way and your CEO.

OTHER INFORMATION

TAX BENEFITS OF CHARITABLE GIVING

Please let potential donors know about the tax advantages of giving during your canvassing and any United Way presentations.

DONATION UNDER \$200	TAX SAVINGS	AFTER TAX COST
\$100	\$20.06	\$79.94
\$200	\$40.12	\$159.88
DONATION OVER \$200		
\$260	\$66.34	\$193.66
\$500	\$171.22	\$328.78
\$1000	\$389.72	\$610.28
\$5000	\$2,137.72	\$2,862.28

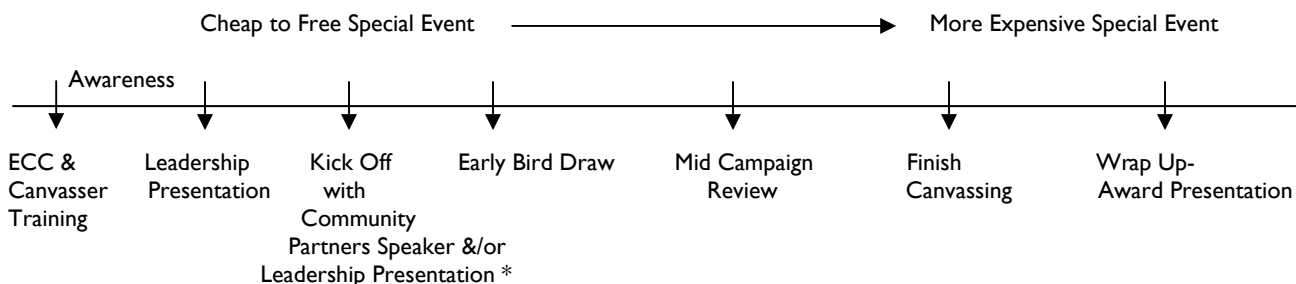
Figures based on the Federal and Provincial Budgets as of March 31, 2009.

TIMELINE

It is important to create a timeline for your campaign. For organizations with fewer than 50 employees, we suggest the campaign be no longer than 2 weeks. Once you have identified the length of your campaign, plan from the end of the campaign and work backwards to the present. **Beware that campaigns that run too long can lose momentum.**

It is important to make One-on-One canvassing your focus. It has been proven that payroll deductions raise 10 times more than Special Events. Have cheap or free events at the beginning to raise awareness and have any large or expensive events after your canvassing is complete to allow people that did not complete a pledge form to participate.

Sample Timeline



* If Leadership Presentation is to a select group of individuals at the company, then it is suggested to have it before Kick Off. If the Leadership Presentation is to the entire staff, then we suggest combining with a Community Partners Presenter at the Kick Off.

OTHER INFORMATION

INCENTIVES

Offering incentives is a great way to encourage: a) first time donations, b) to increase participation, c) increase the average gift, d) promote payroll deduction - in general make your job a little easier. The key is to use your incentives strategically. For example, an Early Bird Draw reduces procrastination and accelerates the canvass. Your Loaned Representative will have ideas on how to use your incentives effectively.

To gather the prizes, consider using the following connections:

- Approach your employer about what the company has to offer, such as a day off with pay, parking, clothing, etc.
- Approach supply companies that do business with your organization to give you meals, travel, accommodations, merchandise, etc.
- Selectively approach your co-workers for goods or services they may provide such as use of a recreational property, golf membership pass, sailboats trips, art or crafts that they make etc.

Please note that the United Way Central and Northern Vancouver Island is prohibited from issuing a charitable tax receipt for any prizes/incentives you obtain for your campaign.

SPECIAL EVENTS

Special Events are exciting and important additions to your employee campaign. Events can be used to raise awareness of the increasing need in the community, the workplace campaign and employee moral. They are an excellent way to kick off, increase momentum for, or wrap up your employee campaign. They can also increase donations near the end of the campaign and help achieve your goals, however they can also be labour intensive and generally do not raise a lot of money.

Some Special Event Ideas:

- Auction premium parking space
- Bake sale
- BBQ
- Casual day for United Way
- Chilli cook off
- 50/50 draw
- Mini golf tournament
- Silent auction
- Used book sale
- Your Loaned Representative or United Way staff person can provide you with more special event ideas.

OTHER INFORMATION

SPECIAL EVENTS RECEIPTING:

Special event receipting is possible, in some situations, yet complicated. United Way reserves the right, as issuers of the receipt, to have reasonable assurance that the event is eligible for a receipt or to decline requests for a receipt. United Way will not issue tax receipts for events that have not obtained clarification from United Way prior to the event.

Please seek clarification from United Way before the special event as to whether the event will be receipted or not and advise donors accordingly.

CAMPAIGN MATERIALS

We are pleased to offer you the following Campaign Materials. Please contact your United Way Loaned Representative or United Way Staff to order and arrange delivery by calling 250-729-7400.

AVAILABLE AT NO COST:

- Campaign Posters
- Thermometer Posters
- Pledge Forms
- Employee Brochures
- United Way Balloons

AWARDS AND RECOGNITION

Ultimately, the best recognition is knowing your investment has helped our community. Reward enough perhaps, but we never get tired of saying thank you.

EMPLOYEE AWARDS

United Way Central and Northern Vancouver Island recognizes employee groups through our Employee Awards program. Every workplace that meets the criteria below automatically earns an award.

Awards for 2007

Awards	Criteria
Community Builder Plaque	More than 20 years of Gold Plaque status
Platinum Plaque	More than 10 years of Gold Plaque status
Gold Plaque	# Employees X Section Average Gift X 80%
Silver Award	# Employees X Section Average Gift X 60%
Bronze Award	# Employees X Section Average Gift X 40%

Your United Way Representative may present Employee Awards to you at:

- Your organization's annual meeting.
- A special event/meeting of your organization.
- Team wrap up.
- Any other suitable occasion you determine with your United Way United Way Representative.

SPIRIT AWARDS

In addition to Employee Awards, United Way also recognizes outstanding workplace campaign efforts through Spirit Awards. Nominations for these awards are made by Loaned Representatives. A committee of volunteers select award recipients. All nominees must have implemented a strategy to educate donors about United Way and the 4 Community Impact Areas. On occasion it is appropriate to have two recipients in some categories, one award for an employee group under 50 employees and one award for over 50 employees.

Awards are presented at United Way Spirit Awards, to be held in early 2009. Note: To be nominated your campaign **must** be complete by December 15th, 2008.

AWARDS AND RECOGNITION

AWARD	DESCRIPTION	CRITERIA
Community Partners Spirit Award	This award recognizes the employees of United Way Community Partner that implemented an exceptional employee campaign	<ul style="list-style-type: none"> ➤ ECC attended Orientation ➤ Achieved the highest level of participation ➤ Highest average gift ➤ Included a recognition program to thank donors and volunteers
Employee Campaign of the Year	This award recognizes employees of an organization that achieved significant results.	<ul style="list-style-type: none"> ➤ Earned Gold plaque ➤ Attended ECC Orientation ➤ Recruited and trained an enthusiastic committee (if 50+ employee group) ➤ Implemented Leadership giving strategies ➤ Included a recognition program to thank donors and volunteers ➤ Among highest participation rate ➤ Increase in dollars and participation rate ➤ Implemented a One-on-One canvass
First Time Campaign	This award recognizes employees of an organization that achieved significant results in a first time campaign.	<ul style="list-style-type: none"> ➤ Attended ECC Orientation ➤ Achieved high dollar total and participation rate ➤ Followed United Way 10 steps to successful campaign
Labour Participation Award	This award recognizes a union or the local for significant involvement in an employee campaign	<ul style="list-style-type: none"> ➤ Active union involvement in committee and canvass ➤ Official local endorsement of campaign
Leadership Campaign Award	This award recognizes employees for their significant involvement and results in the Leadership Giving Program	<ul style="list-style-type: none"> ➤ Recruited a Leadership Chair ➤ Leadership Chair attended orientation ➤ Hosted a Leadership Presentation(s) ➤ Highest Leadership participation rate ➤ New and overall total Leadership dollars are factored into judges decisions
Quantum Leap Award	This award recognizes the employees of an organization that has an exceptional increase in dollars raised	<ul style="list-style-type: none"> ➤ Achieved the highest dollar increase among all campaigns ➤ Achieved significant increase in participation among all campaigns

**UNITED WAY CENTRAL & NORTHERN VANCOUVER ISLAND FACTS &
INFORMATION**

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NOTES

Average Gift:	The total dollars raised divided by the number of donors.
Community Fund:	Money donated to United Way, without restrictions, which are distributed by the Board of Directors.
Campaign Staff:	Professional fund-raisers, who work in partnership with volunteers to plan, implement and evaluate United Way campaigns. Staff work with volunteers to set goals, prepare information, develop strategies, attend CEO visits and monitor progress.
Canvasser:	The member of an employee group who invites fellow employees to contribute to United Way. The Canvasser reports to the Employee Campaign Chair.
Designations:	An option for donors who wish to direct their gift to specific areas of care, United Way agencies, other United Ways, or charities in Canada.
Employee Campaign Chair:	The person appointed in a workplace to conduct the employee campaign for United Way. The Employee Campaign Chair reports to his or her CEO and is assisted by a United Way staff member and Loaned Representative.
Goal:	The figure, determined through a bottom-up process of analysis and projection, which sets the financial or participation target for the Campaign.
Joint Union/Management Committee:	Formation of a joint planning and organizing Employee Campaign Committee where decision - making, recruitment and recognition is equally shared by management and unions.
Leadership Chair:	Individual who spearheads the Leadership Giving campaign and encourages personal donations of \$500 or more.
Leadership Gift:	A personal donation of \$500 or more.
Leadership Giving Program:	Recognition program for individuals who make a personal donation of \$500 or more.
Loaned Representative (LR):	Individual loaned to United Way by corporations and organizations. This individual acts as an extension of United Way staff during the campaign, assisting and monitoring the workplace campaigns.

NOTES

- Mid-Campaign Review:** Held at the mid-point of the campaign. The purpose is to identify campaign strengths, weaknesses, and to develop additional or new effective strategies to meet goal.
- One-on-One Canvass:** Workplace canvass approach to co-workers on an individual basis to ask for a donation.
- Payroll Deduction:** A donation plan offered by the company that will allow employees to deduct a personal donation from their salary. A portion of an individual's pay is deducted each pay period based on a total pledged amount for the year. In most cases the company includes the gift amount on the donor's T4.
- Participation Rate %:** Total number of donors in a workplace divided by the total number of employees contributing to the United Way.
- Pledge:** A promise by an organization or individual to make a United Way contribution, usually in instalments, over a specified period of time. This may be in the form of payroll, credit card or automatic bank deduction.

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