

# Planning a Great United Way Campaign



**United Way**  
**Central & Northern**  
**Vancouver Island**

**Workplace Campaign Guide**

# LOCAL ISSUES ARE

## #UNIGNORABLE

Thank you for being a Employee Campaign Coordinator (ECC) for your organization. Not only are you providing a tremendous service to your workplace, but your efforts will also help make local issues **#UNIGNORABLE**. United Way Central & Northern Vancouver Island is ready to assist in any way possible. We look forward to working together.

Your role as an ECC provides a critical link between United Way and your coworkers. Through your communications, organization, and leadership skills, you enable your coworkers to invest in their community.



### THINK **CREATIVELY**

Plan a unique campaign! Switch up your workplace's annual giving and keep things engaging.



### KEEP IT **SIMPLE**

Use these step-by-step instructions and ready-to-go prompts to plan your workplace campaign.



### WORK AS A **TEAM**

Recruit your coworkers and connect with your United Way representative. We're here for you!



### MAKE AN **IMPACT**

Your efforts make a real difference for those in need in your community.

## YOUR SUPPORT OF UNITED WAY IS INVESTED IN



### OVERCOMING POVERTY

Basic needs are met and vulnerable people have opportunities to achieve financial stability.



### SUCCESSFUL KIDS

Children reach developmental milestones, build a strong sense of self, and are empowered.



### STRONG COMMUNITIES

Mental health and well-being are enhanced, and people are able to fully participate in their communities.



# 8 STEPS TO A SUCCESSFUL CAMPAIGN

## Plan Early

1

The key to success lies in careful preparation. Resources are available through your United Way representative to help brainstorm themes, events, and activities.

- Ensure management understands and approves the time and resources that will be spent conducting your

## Develop Goals

2

Goals can motivate employees and help build enthusiasm. If your workplace has previously conducted a United Way campaign, use past goals as a reference.

- Set ambitious yet realistic campaign goals using the challenges and successes of previous campaigns as a benchmark (if possible).

"COMING TOGETHER IS A BEGINNING, STAYING TOGETHER IS PROGRESS, AND WORKING TOGETHER IS SUCCESS."

-Henry Ford

## Lead the Leaders

3

Commitment from top leaders will motivate the rest of the organization to get involved. Start by requesting support from senior management and union leaders (if unionized).

- Recruit a leader who can personally ask colleagues to make a similar commitment.
- Schedule a brief presentation that informs potential leaders of the impact their generosity can have.

## Recruit Your Team

4

Share your mission with like-minded coworkers. Begin by recruiting canvassers — the people directly responsible for asking coworkers to participate. You should have one canvasser for every 20 people.

- Recruit as many people as you can to run events, reach out to special employee segments (unions, retirees, etc.), promote your campaign, track progress, etc.

# 8 STEPS TO A SUCCESSFUL CAMPAIGN

## Build Your Campaign

# 5

It is crucial that you plan a campaign that's brief, well-defined, and suitable to your workplace and campaign goals.

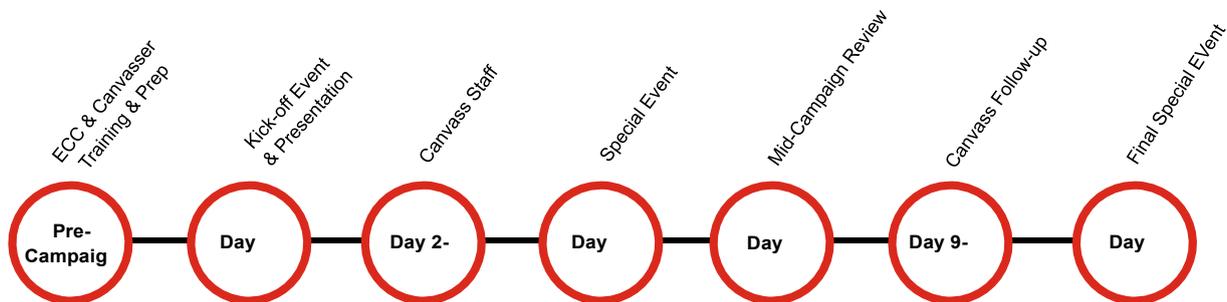
- Confirm your donation method (pledge forms, online pledging).
- Distribute supplies (posters, brochures, videos, etc.) and assign tasks to your team.

## Engage Coworkers

# 6

Your coworkers need incentive in order to build workplace morale and create positive, lasting change for their community.

- Use prize incentives and hold special events. See the next pages for ideas.
- Ask every coworker to make a pledge. Follow up with them.



## Wrap it Up

# 7

You're almost there! All that's left is tying the loose ends and contacting your United Way representative. You can make it!

- Complete one Special Event envelope for each event held.
- Photocopy all pledge forms and give the originals to your payroll department.
- Photocopy all completed envelopes. Keep a copy for your records. Place everything in the Campaign Envelope.

## Celebrate!

# 8

Two of the most important words in fundraising are "thank you!" Plan a celebration to announce your campaign achievements and thank each and every employee for their time and donations.

- Share stories about the impact their donations have made in their community.
- Organize an event for your campaign committee and canvassers. Thank them personally for their hard work.

# INCREASE PARTICIPATION

## Ideas to Implement:

Emphasize that United Way helps family, friends, and coworkers who have fallen on hard times.

Entice people using a variety of channels. For example: **Did you know that for \$52 you can provide an average of 20 homeless teens a hot meal — often their only meal — over three nights? You can make a big difference in the lives of people in our community.**

Provide special incentives or recognition for first-time donors.

Provide stickers to each employee who turned in a pledge. (ex. "I Gave to United Way today.")

Ask if any employees who have received United Way-funded services are comfortable sharing their experiences.

Set up an interdepartmental contest for the highest level of participation. Reward the winning department.

## Incentive Ideas:

Incentives are a great way to increase donations or participation from your employees.

Create and distribute a list of incentives and how they can be achieved to your coworkers. For example, the coworker with the largest donation increase or department with the most participation could win:

Movie/game/event tickets

Restaurant gift certificates

Casual

Time off

Travel certificates

Paid vacation day

**“GREAT THINGS IN BUSINESS ARE NEVER DONE BY ONE PERSON. THEY’RE DONE BY A TEAM OF PEOPLE.”**

**- Steve Jobs**

# FUNDRAISING / SPECIAL EVENT IDEAS

## OVERVIEW

Holding a fundraiser or special event will give your coworkers the chance to have fun in the workplace while donating to your campaign.

### **Celebrity Look-a-Like Competition** -

Coworkers can purchase a ballot to nominate their coworkers for their celebrity look-alike. In the end, the top three look-a-likes can be placed on a board in the staff room for a good laugh.

**Master Chef Office Bake Off** - Arrange a bake-off and invite coworkers who may be up for the challenge. Remaining coworkers can be the judges and the champion wins a prize. Charge per baked good.

### **Are you smarter than your coworkers?** -

Use an online quiz making platform like Kahoot! to make up questions for a Family Feud type game show. Play in teams or individually. Coworkers can donate an entry fee, and the winner takes home a prize.

**Oh baby, who's that?** - Everyone brings in a baby photo of themselves and pins it on the board in the staff room. Coworkers can donate an entry fee to guess who the baby photos are. The person with the most correct guesses wins a prize.

**Jeans Day** - Coworkers can donate an entry fee to dress casually for a day at work.

**Office Etiquette** - Gather your coworkers and write a list of actions people want to stop others from doing (ex. not re-filling the coffee, not closing the door when leaving an office, etc.) Set a 24-hour ban on these actions and get a donation from rule-breakers. Keep the list in good humour!

**Synchronized Swim** - Make teams and give everyone 30 minutes to create a one minute synchronized swim routine (minus the water!). Have them perform in the office to the music of their choice. Remaining coworkers can donate to vote for the best routine. Winning group gets a prize.

**Promise Auction** - Ask coworkers to write down a promise of something nice they could do for someone else, (ex. cleaning their desk). Auction these promises to the highest bidder and donate the money.

**Eco Fines** - Every-time a coworker does something that is not eco-friendly (ex. leaving the lights on, printing unnecessarily, not recycling, etc.) the office can give them a small fine that itself is a donation.

# HELPFUL INFORMATION

## EXPLAINING UNITED WAY TO COWORKERS

**"Positive change" version** - United Way works with governments, community leaders, social agencies and others to identify, create, and fund solutions that will make true and lasting positive change.

**"Donor-centric" version** - Every day, people in our Vancouver Island communities struggle to better their lives. With your support, United Way convenes the right people, gathers relevant data, and invests in effective programs to make change happen. Together we improve local lives and build community.

**"Famous for" version** - United Way is famous for one thing: funding local social service programs. But we also conduct research, convene coalitions, and influence public policy to make a difference in local communities from the Malahat to Port Hardy.

**"By the numbers" version** - Over the past 60 years, United Way has become the region's largest single non-profit funder of local social service programs. In 2019-2020, UWCNVI funded 89 programs helping 51,846 people.

## SOCIAL MEDIA EXAMPLES

Costco Nanaimo Employee Facebook Page  
Today at 19:33 · 🌐

There are basic things that we all need for a good quality of life: a quality education that leads to a stable job, income that can support a family through retirement, and good health. United Way supports programs who address all three. Donate through your pledge form or through many of our upcoming events!

United Way

Like Comment Share

1,035

Write something...

Costco Nanaimo Employee Facebook Page  
Today at 19:33 · 🌐

This Friday, December 13, 2019, we are hosting a Hawaiian Luau in support of our Workplace Campaign with United Way. Help unite local resources to help our community members. The United Way is a community-run organization that depends on people like you for support. See everybody Friday!

December 13, 2019

Employee Hawaiian Luau

BBQ, Hawaiian Shirt Contest, Karaoke and more!  
Minimum \$3.00 Donation Fee

United Way

Like Comment Share

1,035

Write something...