

# Campaign Resources & Supplies

We have supplies that can help make your campaign more exciting!

- ✓ **Colourful Balloons**
- ✓ **Big Banners**
- ✓ **Barbeque Aprons**
- ✓ **Dress Down Stickers**
- ✓ **United Way Mints**
- ✓ **United Way Flags**

Contact your staff partner to get your free United Way supplies to help make your campaign a success!



**United Way**  
**Peterborough & District**

**Change starts here.**

[uwpeterborough.ca](http://uwpeterborough.ca)

277 Stewart Street, Peterborough

T: (705) 742-8839

F: (705) 742-9186

E: [office@uwpeterborough.ca](mailto:office@uwpeterborough.ca)

## We also offer:

- Canvasser Training
- Recognition opportunities
- Guest speakers
- ECC Handbooks (information on campaign best practices and more)
- Special event ideas and assistance
- Member Agency Directories
- Member Agency stories
- Assistance with media releases

Call your staff partner to order supplies. Please be sure to give us a few days notice whenever possible.

**Don't miss training!  
Register today...**



It's free, an opportunity for professional development, and will make your ECC job easier!

## Helpful Hints

**Keep it simple**, work with a group or committee; don't do it all yourself or re-invent the wheel; go for quality not quantity.

**Hold events after pledge cards have been completed**; to reduce donor fatigue, and to raise more money. Some people pay \$2 for a muffin or pizza slice and feel that they've already donated to United Way by the time you ask them for their payroll deduction. Because of this, consider your kick-off and wrap-up as recognition events to thank people for supporting the United Way campaign, not to raise \$.

**Use your imagination** and remember that "fundraising" should really be "fun-raising!"

**Revenue Canada** has guidelines on charitable giving and when receipts can be issued. For further clarification on what is and isn't receipt able, please contact the United Way for a copy of the receipting policy.

**Permits or a license** may be required for some special events. Contact United Way for help to do this. Plan ahead—it may take up to six weeks to receive your license.

**Volunteers** are vital. When planning any special event make sure you can secure enough volunteers to match the event's requirements.

**Remember** that every event does not work in every workplace! You will know best what your co-workers will enjoy and be comfortable doing.

**Thank you for making a difference  
in the lives of thousands in  
Peterborough City and County!**