



Your little white house



that does **big** things!

2.8 MILLION

Invested locally
last year

58,302

People helped through
UWP funded programs

308,242

UWP funded service
interactions

FIND US AT

277 Stewart Street
Peterborough, ON K9J 3M8
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*Build
Community*

*Write
thank you
notes*

*Set date for
kick off*

HOW TO ORGANIZE YOUR WORKPLACE CAMPAIGN

The Employee Campaign Co-ordinator Handbook

*Book
a
Speaker*

*Contact
UW
Staff*

*Make social
post
mention UW*

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Wrap Up, Recognition, and Evaluation

Wrap Up

- Mark the campaign's end with a wrap-up event.
- Suggestions for wrap-up events:
 - Meetings to announce results and thank participants.
 - Receptions or ceremonies in central locations.
 - Special campaign newsletters with photos and acknowledgments.

Recognition

- Communicate achievements and thank donors and volunteers
- Revisit the way the employees were asked to donate should also be used to thank them
 - Send them a graphic, personal message or video from leadership

Evaluation

- Reflect on what worked and what didn't.
- Facilitate a debrief session to capture insights for future campaigns.



Kick Off and Canvas

Kick Off

- Have a clear start and end for your campaign.
- Organize a kick-off event to raise awareness (not funds).
- Ideas for kick-off events:
 - Balloons and pledge forms at workstations.
 - Free coffee or breakfast served by senior management.
 - Group meetings with United Way presentations and free popcorn.
 - Publicity blitz with posters and promotional materials.

Canvassing

- Ensure each employee is approached individually.
- Canvassing should be time-bound (1-2 weeks) and tracked for effectiveness.
- Types of canvassing:
 - One-to-one: Personal, peer-to-peer approach.
 - Group: Presentations with one-to-one follow-up.
 - Mail: For field workers and retirees, with personal follow-up.

Special Events

Plan Events to Boost Morale and Awareness

- Use special events to create excitement, not replace pledge form donations.
- Successful event ideas:
 - Executive chefs serving breakfast.
 - Auctions, bake sales, and casual days.
 - Talent shows, trivia games, and themed dress-up days.
 - Office Olympics and scavenger hunts.
 - Reach out to United Way for more ideas

Consider Event Logistics

- Set clear goals for each event.
- Plan the time, resources, and publicity needed.
- Ensure all employees have the opportunity to participate.

What is a workplace campaign?

A workplace campaign is an employee-led initiative, which will involve one of your staff volunteering to act as a campaign coordinator. In some workplaces, this person forms a small committee of his/her peers representative of the employees to help organize the campaign.

United Way staff are available every step of the way to help make running a workplace campaign a fun and rewarding experience.

Do not hesitate to contact us!

Obtain Support from Management

Laying the Groundwork

- Ensure endorsement from management and, where applicable, unions.
- Encourage management to take an active role by:
 - Sending a personalized message to employees.
 - Attending and speaking at campaign events.
 - Approving necessary work time for campaign planning.

Recruit a Campaign Team and Canvassers

- Start early, forming a committee with both new and returning members.
- Recruit representatives from areas with low participation rates.
- Aim for one canvasser per 10 co-workers.
- Select reliable, enthusiastic volunteers familiar with United Way's work.



Develop an Action Plan and Set Goals

Review Past Campaign Results

- Analyze previous campaigns to identify strengths, weaknesses, and opportunities.
- Gather data on participation, average gift size, total funds raised, and effectiveness of canvassing and events.

Set Goals

- Establish clear, realistic, and challenging goals.
- Consider goals for participation rates, average gift size, and number of leadership gifts (\$1,200+).
- Publicly announce goals and track progress through emails, posters, and visual aids.

Strategies for Retaining and Increasing Donors

Improve Canvasser Training

- Ensure canvassers are well-prepared and enthusiastic.
- Emphasize face-to-face canvassing.

Focus on Retaining Donors

- Let past donors know the impact of their contributions.
- Hold planning sessions with United Way to develop creative strategies.
- Recruit a diverse campaign committee.
- Secure visible support from management at all key events.
- Set and publicize participation goals.
- Personalize pledge cards and focus on direct canvassing.

Encourage Broad Participation

- Ensure all employees are asked to support the campaign.
- Identify and approach lapsed donors.
- Welcome new donors with special programs and thank-yous.

Offer Incentives

- Incentivize early pledge card submissions with prizes like time off or free parking.
- Use participation challenges between departments or locations.