

# How to run a Workplace Campaign

The Employee Campaign Coordinator Handbook



## WELCOME TO YOUR UNITED WAY "CAMPAIGN IN A BOX"



Thank you once again for supporting the 2025-26 Community Campaign for United Way in your workplace. Because of people like you, 20 United Way Peterborough & District partner agencies received funding last year. Your support will enable them to continue providing vital services that our most vulnerable neighbours rely on.

Inside your "Campaign in a Box," you'll find everything you need to run your campaign, including hard copies of our most recent reports and pledge forms. You can also access all these materials online in our virtual campaign toolkit. Simply scan the QR code below to find these resources on our website!



If you have any questions, big or small, please reach out to your United Way workplace contact.

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WHAT IS A WORKPLACE CAMPAIGN?

The Employee Campaign Coordinator (ECC) serves as United Way’s representative in the workplace. You are leading the effort to inspire your colleagues to get involved and give back to the community.

As the ECC, you’ll organize your workplace campaign and build a small team to help engage and motivate others. Together, you'll connect with new people and plan meaningful, fun giving initiatives that make a real impact.



WHAT DOES THE UNITED WAY DO?

Now that you understand your role, you might be wondering what United Way Peterborough & District does in the community. We partner with 20 local agencies that address critical social issues such as homelessness, domestic violence, mental health, unemployment, addiction, and more.

Thanks to workplace donations in 2024–2025, we were able to provide 226,908 meals, 15,013 nights of shelter, and wellness checks for 756 residents.

By participating in employee giving and supporting United Way, you're helping to empower and strengthen your local community.

# 9 STEPS TO A SUCCESSFUL CAMPAIGN

1



## Build your United Way workplace committee

As Campaign Lead you will recruit a team of peers to assist you with your fundraising goals. Put the ask out to people in your workplace that you believe will be enthusiastic teammates who can help you engage your fellow colleagues.

2



## Review past campaign successes and areas of improvement

As a team, review last years results to determine what you'd like to repeat and where you can improve.

3



## Set campaign goals for donations and participation

Based on last year's results, discuss attainable fundraising and participation goals including how you will measure this years results.

\*In this box you'll find a **thermometer poster** for you to fill in as you fundraise and our **Engagement Opportunities booklet** with United Way events your team can participate in.

4



## Brainstorm fundraising strategies and plan fun events

Come up with creative ideas to get your workplace involved and keep in mind what resources, supplies, and time commitments will be necessary.

\*Check out our **awards booklet** for ideas and to see how you can be rewarded for your campaign efforts.

5



## Set a campaign timeline

Once your team is set and your goals are in place you can plan your kickoff event, canvassing opportunities, fun activities, and the rest of your campaign.

\*See our sample campaign timeline on the next page of this booklet.

6



## Promote the campaign through engaging emails, stories, and social media posts

Get your workplace involved by sending out informative emails, short updates on Instagram and Facebook stories, and social media posts on your company and personal pages.

7



## Host your kickoff event either online or in person

Host an event to showcase why your organization chooses to partner with the United Way, promote upcoming events, and encourage giving.

**Tip:** Talk to a United Way staff member about booking an Impact Speaker

8



## Encourage your United Way team to canvass peers and make 1:1 individual asks

Sometimes all it takes to get a donation is to make the ask! Encourage your team to approach peers to highlight the impact of their gift and how easy it can be to start.

9



## Celebrate your results and thank your workplace for participating

Now it's time to recognize your campaign team, workplace, and leadership for all their hard work! Make sure to thank everyone involved with a wrap up event and let them know what you were able to achieve as a team.

Don't forget to collect, count, and submit your campaign contributions.

**Remember:** If you have any questions, our team is just a phone call or an email away!

# SAMPLE CAMPAIGN TIMELINE

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PRE<br>LAUNCH  | <ul style="list-style-type: none"><li>• Speak with senior leaders to gain their support for your campaign</li><li>• Create a team to support your campaign efforts</li><li>• Build awareness through digital communications and plan your campaign kickoff event</li><li>• As a team, create a campaign timeline and set a fundraising goal!</li></ul>                                                                                |
| WEEK 1         | <ul style="list-style-type: none"><li>• Host your campaign kickoff event to initiate the start of the 2025-2026 campaign season</li><li>• Announce your workplace goal</li><li>• Distribute pledge forms and speak to as many co-workers as possible to make your ask</li><li>• Send out targeted messaging to employee groups to encourage giving</li><li>• Plan a fundraising event or initiative to keep engagement high</li></ul> |
| WEEK 2         | <ul style="list-style-type: none"><li>• Continue planning fun events and giving opportunities to keep co-workers engaged</li><li>• Keep up with unique and targeted digital communications</li></ul>                                                                                                                                                                                                                                  |
| WRAPPING<br>UP | <ul style="list-style-type: none"><li>• Plan a wrap up event to say thank you to your donors and announce your teams campaign results</li></ul>                                                                                                                                                                                                                                                                                       |

# STRATEGIES TO INCENTIVIZE GIVING



## Donation Match

To promote donations from all levels make sure to update your team on our returning donation match! New donors and those who increase their contribution by 10% or more are eligible to have their donation matched dollar for dollar.



## Regular Communications

Don't let your team forget about us! Keep them up to date on your campaign with fun email trivia, workplace events, and letting donors know the power of their impact.

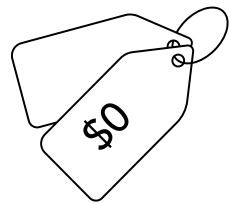
Tip: To make ensure you don't exhaust coworkers with well-meaning updates, try to condense multiple emails into one.





### Rewards & Prizes

Everyone loves to get rewarded for their hard work! Check out these ideas for prizes to match every campaign budget.



#### Low/no Cost Options

- Better parking spots
- Take a long lunch
- Casual day
- Leave early one day
- Choose your shift
- Company swag
- Car wash from the boss



#### Purchased Prizes

- Office pizza party
- Themed Prize packs (Spa themed basket, hot chocolate basket, movie night basket, etc)
- Gift cards (Tim Hortons, Winners, Home Depot, Grocery Store, etc)
- Coffee on the boss
- Tickets to an event or outing (Blue Jays Game, Maple Leaf's Game, musical theatre, Ripleys Aquarium, or the Toronto Zoo)



### Fun Events

Get your peers excited to participate when you throw events they can't wait to be a part of. Find some of our ideas below and discuss them with your team to see what might be successful in your workplace.

- For the **snack loving** work place: throw a bake sale, potluck, or take a page from *The City of Peterborough's* fundraising guidebook and throw a Chili Cook Off!
- For the **active workplace**: host a walk-a-thon, ball hockey tournament, pickleball championship, or enjoy a round of golf.
- For the **musical workplaces**: try a battle of the bands, karaoke night, or lip synch battle
- For the **competitive workplaces**: in teams compete in trivia battles or board game tournaments
- For the **artistic workplaces**: try a sip and paint or a holiday craft sale
- For something really **outside the box**: try axe throwing, dish smashing fundraiser, pie throwing, or host dunk tank fundraiser
- For the **silly** workplace: try a hot dog eating contest or even goat yoga
- And some **classics**: create a basket raffle, host an online auction, or sell candygrams



## LEADERSHIP GIVING

Leadership donors play a crucial role in driving change in Peterborough & District by contributing \$1,200 or more. These individuals inspire hope by setting a powerful example of impact.

Identify a member of your volunteer team to focus on leadership giving by making peer to peer connections. It always helps to lead by example!

When you identify leadership donors, be sure to show your appreciation through special events or gestures of gratitude. A simple acknowledgment from an executive member of your organization can also go a long way.



## A NOTE ON ENGAGING RETIREES

It's important that retirees feel included in the campaign process. Be sure to share links to your online giving portal or send pledge forms by email or mail. Also, provide information about United Way's work and why their participation in your employee giving campaign matters.

You can keep retirees engaged by inviting them to volunteer opportunities and sharing invitations to your virtual or in-person campaign events.

## Building Community



## Changing Lives

**\$2,297,121**

Invested locally  
last year

**266**

Services provided to  
help people in need

**306,042**

United Way funded  
service interactions



**United Way**  
Peterborough & District



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