

**MISSION:
POSSIBILITY**



United Way
Brant
Change starts here.

Employee Campaign Coordinator Guide:

Running a Workplace Campaign

THANK YOU FOR VOLUNTEERING WITH BRANT UNITED WAY

Your role as Employee Campaign Chair (ECC) is essential to the success of the campaign in your organization and ultimately, to the well-being of your community. Approximately 75% of all the donations raised by Brant United Way come from workplace campaigns.

Thank you for taking on this role and leading your colleagues to give, volunteer, and act. Your role as an ECC is to engage 100% of your colleagues in the opportunity to participate and give.

Employee Campaign Chair Role

- Lead and direct the United Way Employee Campaign within your organization
- Inspire employees to give
- Educate employees about what United Way does and how their contributions will directly affect their community
- Facilitate the collection of employee gifts and submit to United Way

Benefits to You

- Opportunity to learn/develop leadership skills
- Lead a project from start to end
- Develop fundraising skills
- Get to know your colleagues while contributing to a great cause
- Gain knowledge of other divisions/departments in your organization
- Make a difference in your community

MESSAGE FROM THE 2016 CAMPAIGN CHAIR

August 2016

Dear Employee Campaign Coordinator,

Thank you for volunteering and welcome to Brant United Way's 2016 Campaign.

Your role as Employee Campaign Coordinator (ECC) is vital to the annual campaign. The majority of contributions to Brant United Way come from workplace campaigns and employee payroll donations.

This guide has been prepared to help you plan and implement a successful workplace campaign. Of course, your United Way staff partner is a valuable resource, too – please don't hesitate to reach out to them.

I consider it a privilege and honour to chair the 2016 Campaign. I am bringing my enthusiasm, hope and passion for our community to the position. It is my hope that you will too as we work together keep so many vital programs and services possible through Brant United Way.

Our 2016 Campaign efforts will be far reaching and create lasting change for the better. It's crucial that we all share the message of the Brant United Way's positive impact in our community and, most importantly, encourage others to give generously to help our neighbors throughout Brantford, the County of Brant and Six Nations of the Grand River.

Thank you once again for taking on the important role of ECC for your workplace. Your leadership, commitment and enthusiasm will inspire others. And, your efforts will result in brighter futures tomorrow. **Together, we are possibility!**

Kevin Davis
2016 Campaign Chair
Brant United Way

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WORKPLACE CAMPAIGN COORDINATOR OVERVIEW

An Employee Campaign Coordinator (ECC) or Union Campaign Coordinator (UCC) is a volunteer in a workplace who is responsible for planning, executing, monitoring and contributing to a successful United Way employee campaign. Your objective is to motivate your co-workers to support the Brant United Way.

YOUR KEY RESPONSIBILITIES

- Learn about Brant United Way and make a gift yourself
- Coordinate your workplace campaign - distribute campaign materials, recruit volunteers and canvass fellow employees
- Offer **regular** updates to your Brant United Way staff partner. This helps ensure the campaign is on track and there are no surprises at the end of campaign.

RESOURCE DEVELOPMENT OFFICERS – YOUR UNITED WAY STAFF PARTNERS

The United Way Resource Development Officers, Campaign Assistants and Loaned Representatives are here to provide you with additional information and to help support you in planning and implementing the strategies and tactics covered in this guide.

How they can help:

- **Meet with your United Way Partner early**
 - This will help in planning your campaign, as the staff partner can provide suggestions that will help your campaign run smoothly.
- **Keep in contact**
 - Throughout the campaign, keep your staff partner informed about the successes and challenges.
 - You may need to change your campaign date or hold a mid-campaign meeting to reassess strategy.
 - Your staff partner needs to be informed to avoid surprises at the end of the campaign.
 - They will also help you turn things around if something isn't working.
- **Don't be afraid to ask**
 - Your staff partner is always available to answer questions
- **Request materials for your campaign early**
 - A sample of materials are listed in this package, supplies are limited

MATERIALS & RESOURCES AVAILABLE

Want to run your campaign in style? We have materials to give or lend you for your campaign. Please contact your staff partner about booking items as soon as you need them, quantities are limited. United Way materials include:

- United Way balloons
- United Way banners
- Together, we are possibility – Poster
- Focus Areas - Poster
- Together, we are possibility - Rack Card
- United Way brochures
- Aprons (can be used for BBQ or 50/50 sales)
- Change/donation boxes
- Campaign videos
- Window decals
- Dress down stickers
- United Way stickers
- Big cheque
- Campaign thermometers
- Propane barbecue

ONLINE TOOLS

Looking for more? Check out our collection of online tools that you and your team can use when running a United Way workplace campaign. Tools include:

- Sample Communication Letters
- Sample Thank You Letter from Brant United Way
- Thermometer Poster
- Brant United Way Logos
- Letter of Agreement for Raffle (template)
- Lottery Licence Process Guide
- Leadership Champion Guide
- Leadership Impact Report
- Together, we are possibility - Poster
- Together, we are possibility - Rack Card
- How YOUR 2015 Donations are Helping Today – Info Sheet
- Reasons Why Brant United Way Needs YOUR Support – Info Sheet
- Partnering with Brant United Way
- Focus Areas - Poster

3 STEPS TO A SUCCESSFUL CAMPAIGN

STEP ONE: BECOME INFORMED ABOUT UNITED WAY

- Refer to Brant United Way materials including the brochure, case for support and website (www.brantunitedway.org)
- Meet with your United Way staff partner to discuss your campaign
- Ensure management at your workplace supports the campaign and provides visible support along with adequate release time for volunteers

STEP TWO: PLAN AND EXECUTE YOUR CAMPAIGN

Plan

- Develop an action plan and timetable – this will help you plan the promotion of your campaign
- Display posters, advertise campaign dates and events, create enthusiasm
- Best results come from a short-term, goal-orientated campaign - a two-week timeline is ideal. In your promotion, include a participation goal with the number of new donors needed to reach target
- Recruit others in your organization to help with campaign duties. Your team should reflect the size of your workplace and the structure of your workplace (e.g. ensure there is representation from each area/department, as well as a mix of management, labour unions, support staff, etc.)

Execute

- Promote the payroll deduction option as the easiest, most convenient way to give
- Canvass all employees! A one-to-one ask is the most effective approach and is a great time to distribute pledge forms
- Mark the beginning of your campaign with a kick-off - use this opportunity as an awareness piece, not a money maker
- Invite a United Way Member Agency to speak to employees about the impact of their donations
- Monitor the progress of your campaign to ensure that pledges are being returned and request that all employees return their pledge cards whether or not they decide to donate.

STEP THREE: CAMPAIGN WRAP UP

Announce your campaign wrap-up – this will indicate the end of your campaign and communicate your achievement. Be sure to thank all donors and volunteers.

Hold a special event to celebrate your achievement when the payroll campaign is complete – quality not quantity is what counts with special events!

*Please see example of a campaign calendar on page 10.

A ONE-DAY CAMPAIGN

If time and resources limit you, a one-day campaign can be effective and successful.

Here are 3 important first steps:

1. Appoint a United Way Committee at your workplace
2. Choose the day of your campaign and establish your goal
3. Develop your plan: choose your canvassing method (one-on-one solicitation, group meetings or a combination of both), and plan a special event.

Prior to your Campaign (a week or so before):

- Communicate your campaign plan employees using flyers, emails and announcements at staff meetings. Get them excited for your campaign!
- Be sure to include the date of your campaign, your goal and any special activities that are planned

Day of Campaign

- Organize a group meeting, break, or lunch that features a speaker and/or the United Way video (try offering a treat to encourage staff participation).
- Distribute personalized pledge cards to all staff and offer an incentive for the return of the forms before the end of the day.
- Follow-up with all outstanding pledge cards to ensure they are returned regardless of participation.
- At the end of the day, announce the results of your campaign. You can do this at a pre-planned special event such as a barbecue or a silent auction. Take the time to recognize your volunteers, donors, and say thank you.

INVOLVE LABOUR UNIONS

United Way has a strong working relationship with Labour unions. This is a partnership that recognizes a common vision of both organizations in supporting human care services for our community and helps to ensure programs and services are available for everyone.

In this partnership, Brant United Way has welcomed a Labour Programs Coordinator to our staff. If your workplace is unionized, please ensure the unions are represented around the table with union leaders fully participating in planning and executing your campaign.

Benefits of Including Labour Unions

If your workplace is unionized, it is beneficial to have visible support from your local unions. It's a great opportunity for all employee groups to interact and show support for the common cause of caring about the community.

Here are some suggestions on how Unions can help:

- Appoint active Union Representatives to your United Way Committee as Union Campaign Coordinators (UCCs)
- Provide written endorsement (i.e. a letter signed by all affiliates)

In addition, union representatives are encouraged to:

- Show leadership by personally supporting the campaign
- Be knowledgeable about United Way and the issues facing people in our community as well as the United Way partnership

For more information about involving unions, please contact Brant United Way's Labour Programs Coordinator (see page 18).

SAMPLE CAMPAIGN CALENDAR

	Monday	Tuesday	Wednesday	Thursday	Friday
			ECC/UCC attend Campaign Training Workshop		
Pre-Campaign				Reminder email to all staff of Kick-off event and theme	Pay Day
Campaign Week	9:00am Kick-off* Day shift 6:00pm Kick-off Night Shift	12:00 Free Awareness Event: Lunch & Learn Early bird draw @ 2:00pm	Mid-campaign update meeting with United Way staff partner	Balloon Pop Event (all staff – completed pledge card required to compete) Reminders distributed and follow-up by ECC/UCC	Casual Day. Free for all donors. Final prize draw @ 4:00pm and CEO dress up.
	Wrap-Up BBQ. Reveal total. Awards and prizes. Say Thank You!				Important – Submit pledge cards and cash to United Way. Include required copies to your payroll dept.
Post-Campaign Follow up	Campaign evaluation. Debrief with campaign committee and United Way staff.				

WHAT TO SAY ABOUT UNITED WAY

Elevator Pitch

Brant United Way researches where our community is most vulnerable. From there we invest in programs and form partnerships to help improve the lives of those in our community.

We focus on three main areas including giving children opportunities to reach their potential, giving families and individuals the tools to live independently, and helping people escape from poverty. All donations are invested locally to help change lives in Brantford, Brant County and Six Nations of the Grand River.

Longer Version

When we help others, our community is stronger. With your help the United Way can continue to build a strong network of social services programs in our community to ensure that help is available when and where it is needed most.

Brant United Way supports 18 Member Agencies helping to provide over 60 programs and services in our community through our three focus areas.

All that kids can be

- Helping children succeed in school
- Supporting emotional and physical well-being
- Providing community engagement and leadership development

Children are deeply influenced by the experiences they have in their early years.

Local families who participate in early reading, early childhood education programs and educational play-based drop-in programs, are preparing their children for success at school.

From poverty to possibility

- Ensuring access to food
- Providing housing stability
- Enabling employment opportunities

Living wage in our community is \$14.85/hour. Minimum wage is \$11.25/hour.

Adults are learning and increasing job-readiness skills, increasing their education and ultimately becoming the workforce that our community needs.

Healthy people, strong communities

- Supporting mental health and well-being
- Helping seniors to live independently
- Supporting people through significant life-changing events

Consider the effects of a crisis or traumatic event on you or your family.

People are being supported daily so they can take better care of themselves, their families and their community.

Sample Ask

“I wanted to come by and drop off this United Way pledge form. This year we are striving for 100% employee participation (or monetary goal – but be sure to mention a company match if there is one). I have also attached a pamphlet about Brant United Way. It explains more about how our donations help the local community. If you have any questions about the United Way, please let me or any of the Campaign Representatives know. Otherwise, thank you for your thoughtful consideration to pledge this year.”

Feel free to add in any of your own necessary information including:

- Leadership gift match
- Prize draw due date
- Personal story about why you believe in the United Way
- Promotion of goals or results

Spreading the Word

Use existing channels of communication (newsletters, emails, voicemails, intranet, bulletin boards etc.) to share information about your campaign. Use your campaign theme or slogan throughout.

- Announce campaign team and key dates
- Publicize financial and participation goals
- Report progress – mid-campaign status
- Highlight significant achievements
- Share United Way facts
- Daily updates (thermometer) of results
- Prize winners

PLEDGE FORMS

Personalize

It's more difficult to ignore something that has your name on it, than something that is generic. Personalized pledge packages lead to increased participation. Try personalizing pledge packages (a pledge card, United Way brochure and a blank envelope in which to return their card). Also consider including a letter from the United Way committee encouraging support. Each canvasser should deliver pledge cards personally.

100% Return

Request that all employees return their pledge cards whether or not they decide to donate. This gives every employee the opportunity to make an informed giving decision, will simplify tracking, and will maintain confidentiality, and likely result in some additional donations.

MONITOR CAMPAIGN PROGRESS

It's essential to track your progress so that you always know the status of your campaign and if there are any problems to be fixed or any highlights to report.

- Update your progress regularly on thermometers, newsletters and your intranet
- Report results to your committee, CEO and United Way Staff Partner
- Schedule a mid-campaign update meeting to identify successes and areas for improvement
 - Use this meeting with United Way as an opportunity for problem solving, motivating your team, and thanking them for their efforts to date.

IDEAS FOR GROWING YOUR CAMPAIGN

PRESENTATIONS

Have your staff partner book a presentation from one of Brant United Way's Member Agencies. This is a great way to show staff how their donations are working in the community

A United Way staff member can share their personal story. Note that we are able to tailor presentations to any length of time with any focus that best resonates with employees

Brant United Way also has a campaign video highlighting our focus areas and three agencies. This is a useful tool for any workplace. We can provide a loaned copy of a video or a link to view it online.

MEMBER AGENCY TOURS

Your staff partner can book personal tours for your employees to get a first-hand look at how their donations are being used in our local community

LEADERSHIP

Leadership donors are the fastest growing segment of givers in charitable philanthropy. At United Way, Leaders are people who are ready to drive change, willing to set a powerful example, and able to inspire action. It begins with a personal annual donation of \$1,200 or more. Consider nominating a Leadership Champion in your workplace. This person will be someone who other employees look up to and respect for their contributions to the community and the workplace. They will also have made a gift or will commit to make a gift at the leadership level.

KICK OFF AND SPECIAL EVENTS

Having a kick-off even for your workplace campaign is an excellent way to start building energy and enthusiasm for your United Way campaign. This is the perfect time to share with employees the timelines for the campaign and to let them know they are making a difference in

their community by participating. Kick-off is a great way to raise awareness about the support Brant United Way provides to our community of Brantford, Brant County and Six Nations of the Grand River.

Special events are a fun way to increase employee morale and further develop team building. **It is crucial to note that special events should take place AFTER you have completed the employee payroll deduction portion of the campaign.** After all, it is quality not quantity that counts when running special events.

CAMPAIGN KICK-OFF

Inform and inspire your employees with a presentation from United Way. It's also a great chance to announce your goal and unveil your goal thermometer.

Who should come to your kick-off?

- CEO and management team
- Labour representative
- Employee Campaign Coordinator & committee
- United Way Staff Partner
- Member Agency or Leadership speaker
- All staff

Presentations should include:

- United Way video
- United Way Staff
- Member Agency or Leadership speaker
- Leadership message
- Campaign logistics

CREATE A CAMPAIGN THEME

Be sure your theme reinforces the look, feel and message of United Way. Some theme examples:

- Super Hero
 - Real heroes work here!
- Seasonal: Back to School, Halloween, Thanksgiving
 - Costume contest, baking contest, or spelling bee where participants and judges are only those who have submitted their pledge form
- American Idol, Survivor, Minute to Win It, Amazing Race, etc.

- Challenges could include skill testing questions about the United Way or any other subject that appeals to your employees

SPECIAL EVENTS

Special events work best when they are:

- **Limited in number** – Special events can be time consuming for you and your committee members to plan and often result in low returns on participation and dollars raised. Having a few pledge-based events is a better choice.
- **Fun and free** – Make pledge forms the entry ticket to events so staff are not being asked repeatedly to donate. Events that cost money (i.e. silent auctions) should always be held at the end of your campaign
- **Awareness-builders** – The best special events educate about the United Way and your employee campaign. An example is a “Lunch and Learn” with a speaker.

Remember that payroll pledges provide better workplace campaign results. Here are two examples to keep in mind as you plan your campaign:

1. **Nickel and Diming:** Betty pays \$5 to enter into the Office Olympics golf game, \$7 for raffle tickets and \$2 for Jeans Day. Betty feels like she has already made her donation and so does not submit a pledge form. **Total donation = \$15**
2. **Pledge-based Incentives:** Betty is encouraged to fill out her pledge card (for any amount) to get an All Access Pass which includes entry into all the Office Olympics games, Jeans Day and five free raffle tickets. Betty pledges \$1/day = **\$365 gift** and freely enjoys all the fun! **Gain for your campaign = \$350**

SPECIAL EVENT IDEAS

- | | |
|--------------------------------|--------------------------------|
| • Auction/garage sale | • Chair races |
| • Baby/pet picture match game | • Company cook book |
| • Bake sale | • Chili cook-off |
| • Bike-a-thon, fun run/walk | • Craft sale |
| • Bingo | • Cubicle decorating contest |
| • Book, CD and video sales | • Casual day |
| • Bowl-a-thon | • Dunk tank |
| • BBQ Lunch | • Employee funniest home video |
| • Candy/flower/balloon-a-grams | • Fear Factor |
| • Carnival | • Frozen Turkey Bowling |
| • Car wash | • Golf tournament |
| • Casino day | • Halloween costume contest |

- Hula-hoop contest
- Ice cream social/Sundae Bar
- International food fair
- Jail and bail
- Karaoke party
- Lemonade stand/Coffee cart
- Lunch box auction
- Management service auction
- Office Olympics
- Office-idol
- Pancake breakfast
- Pie in the face contest
- Pizza party
- Prize drawing
- Pumpkin carving/decorating
- Scavenger hunt
- Rock Paper Scissors tournament
- Softball tournament
- Tailgate party
- Ticket giveaways/gift certificates
- Treasure hunt
- Trivial pursuit/chess/scrabble contest
- Tug-of-war
- Ugly tie, sweater, prom dress contest
- Email Bingo or Quiz
- Silent Auction
- Balloon Pop

INCENTIVES

Incentives can be used as a tool to increase participation or increase the average gift from your employees. Using incentives to promote payroll deduction is a very successful way to grow your campaign. The three primary ways that incentives can be used to increase your workplace campaign through employee payroll contributions are:

- **Date Incentives**

Early Bird Draws are used to motivate employees to return their pledge form by a specific date and will build excitement for the campaign. For example: Employees who return their pledge forms by (insert date) will be entered in a draw for (insert prize that would appeal to your employees).

- **Increase Donation Incentive**

Donors who increase their donation by (insert an amount) will be entered into a draw for (insert prize that would appeal to your employees).

- **Increase Participation Incentive**

Any new donors will be entered into a draw for (insert prize that would appeal to your employees).

INCENTIVE IDEAS

- Vacation day(s)
- Prime parking space
- Lunch with the CEO
- Restaurant gift certificates
- Sporting event tickets
- Gift certificates
- Mid-day movie for two
- Open soda/candy machine
- Free hotel stays
- Free oil changes
- CEO works in the winning department for a day
- Pizza party for the winning department
- Sleep in late awards
- Head home early awards
- Two hour lunches for a day or week
- Company apparel
- Casual Day

CAN'T GET YOUR COLLEAGUES TO AN EVENT?

Try taking the event to them. Hand out free coffee and pledge forms while starting a conversation about United Way. This is great for shift work or for employees who can't leave their desks or stations.

Go to an existing meeting. Ask for five minutes at your senior management, departmental, union or all-staff meetings.

AWARDS

The Brant United Way truly appreciates the time, energy and money that you and the employees at your workplace put into a workplace campaign. Brant United Way hands out awards to workplaces annually as a way to say thank you and to recognize all of the hard work and commitment that has been put into your campaign.

PARTICIPATION AWARDS

One of our many ways to thank our donors in the workplace is to hand out participation awards at the end of our annual campaign. These awards indicate the number of employees who contributed to your workplace campaign through payroll deduction.

In order to receive an award level, your workplace must have 100% participation.

SPIRIT AWARDS

Spirit Awards are presented to workplaces that represent exceptional Brant United Way support and spirit! In order to potentially earn a spirit award for your workplace, your organization will have demonstrated enthusiasm and support for Brant United Way in all aspects of your workplace, show creativity for your campaign, have worked towards increasing your employee participation and that you have done your best to meet or exceed your goal.

If your workplace receives a Spirit Award, you will be recognized in our newsletter, on our website and at our Achievement Event. This is a wonderful goal to strive towards and is something you can hang proudly at your workplace!

THANK YOU AND CONTACT INFORMATION

On behalf of the Campaign Team we would like to thank you for volunteering as the Employee Campaign Coordinator for the 2016 Brant United Way Campaign. We are very thankful to have strong community supporters on our team because without your dedication the United Way wouldn't be as successful. Thank You!

STAFF PARTNER CONTACT INFORMATION

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IMPORTANT DATES

2016 Campaign Kick Off	Thursday, September 1, 2016
Campaign End Date	Wednesday, November 30, 2016
Achievement Event	Tuesday, January 24, 2017