



2021-2022

Workplace Campaign

Campaign Booklet for Workplace Ambassadors

UNITED WAY FOR THE CITY OF KAWARTHA LAKES



Workplace Campaign Kit

Your workplace may be fully in person, totally virtual or a mix of both this year. Whatever your situation is, we are providing this booklet to assist you in planning your campaign. We are also providing a fillable donation form and a PowerPoint presentation to share with staff in a virtual or in-person meeting or to email to each employee.

For more information, or to invite someone from United Way CKL to speak to your organization, please contact **Shantal Ingram, Community Investment Coordinator**, at communityinvestment@ckl.unitedway.ca

Our Community Can't Recover Without You

We know that recovery will take a while. Some people in our community have experienced the challenges of the pandemic more than most. Providing financial support for agencies and the individuals whom they support is vital, both during the crisis and as we rebuild resiliency and sustainability for the future.



Running a Successful Workplace Campaign

Provide your colleagues with an opportunity to make an informed choice about charitable giving by doing these three simple things:

1) Inform

- Explain to your colleagues the benefits United Way brings to our community (i.e. “the impact” or “why”).
- Describe how a donation to United Way provides flexible, stable funding that supports a diverse network of social service agencies and programming across the community (i.e. “the strategies” or “how”).
- Deliver a call to action (i.e. what you’re asking of them).
- Promote how their contribution will make a difference.
- Promote your campaign and activities.

2) Ask

- Ask your colleagues if they would like to support the work of United Way by making a donation.
- Ensure completed pledge forms are submitted.
- Follow up by answering questions and connect with colleagues who were absent or undecided.

3) Thank

- Thank your colleagues for their time and participation.



Tips for coordinating a successful workplace campaign during and after COVID-19

- The number one reason people don't give is because they were never asked.
- Be yourself. Your enthusiasm and commitment will motivate others to give.
- Don't take things personally. If someone says "no", try to determine why and address their objection.
- Be fearless! You are not asking for yourself – you are asking for the community.

Where physical distancing protocols allow, face-to-face canvassing is encouraged through one-on-one and small groups conversations. If this is not possible for some or all of your co-workers, you can get creative and go virtual. However, there are three steps that stay the same no matter how you approach canvassing.

- PREPARE
- CANVAS
- FOLLOW UP

PREPARE

Learn about United Way's work in our community

Visit ckl-unitedway.ca or follow us on social media:

Twitter - @UnitedWayCKL

Facebook - @UWCKL

Instagram – unitedwayckl

YouTube - @UnitedWayCKL

Listen to a United Way speaker if you have the opportunity

If you are new to the campaign, talk to colleagues about past campaigns at your workplace

Make your own gift

Consider your own personal reasons for giving and make your gift first. You will find it easier to ask others for their contribution if you have already made your donation.

Develop a canvassing plan

Create/review your canvassing list.

Identify the people on your list who you know well. This will be a good place to start and will help you build confidence with your canvassing.

Contact people ahead of time to arrange a brief meeting. Can this be done virtually?

Try not to interrupt someone at an inconvenient time. Remember, if you make the effort to be as considerate as possible, there are very few people who will deny you a few minutes of their time.

If you encounter a problem, remind the individual that you are a volunteer on behalf of the community.

Set the tone

Thank your colleague for agreeing to meet with you.

Explain that the purpose of the meeting is to talk about United Way, your workplace campaign, and to ask for a donation.

State that: “If you’ve contributed to United Way before, thank you. Let me take a few minutes to tell you about the impact of your gift.”

Explain your own personal reasons for supporting United Way (i.e., have you or someone you know used a United Way agency?). Talk about a service area that you feel strongly about or discuss a certain agency that you have researched or visited.

Outline the key facts about your organization’s campaign (i.e., past achievement, your campaign goal, average giving amount, participation, etc.).

State your case – customize your ask by leveraging one or more of the following:

Provide information about United Way’s work in the community

Explain the impact of the work that United Way is doing in our community.

A donation given directly to United Way is used to support a diverse network of social service agencies making a difference every single day, in every corner of our community. Donating directly United Way is the best way to have an impact in our community. By giving directly to United Way you help the people who need it most, through services that provide the opportunities to build a better life.

Ask your colleagues to support the community by donating directly to United Way.

Ask every potential donor: “Will you help me make our community a better place to live and work for everyone?”

CANVAS CONT.

If possible, send out the fillable donation form via email for employees to complete. If this is not possible, paper forms will still be accepted. All paper forms can be scanned and emailed to communityinvestment@ckl.unitedway.ca. Make sure to send a copy of all forms to your payroll department!

No donation is too small. Even \$0.50 or \$1.00 a pay cheque can help vital programming continue in the community.

Answer Questions

Let each person know that you would be happy to answer any questions they might have, now or at a later date.

If you are unable to answer a question, contact United Way CKL and we would be happy to answer your questions and provide you with more information.

If you are running a virtual campaign event or physically distanced activity, be sure to spread the word!

Say thank you

It is important to thank everyone – even those who choose not to donate.

Thank people for their time as well as their participation.

Remember that the impression you leave is the one people will remember when they think of United Way and your workplace campaign.

FOLLOW UP

- With answers to people's questions.
- With anyone you may have missed.
- With people who have not returned a pledge form.
- To thank everyone on your list.



Tips from Workplace Campaign Leaders:

"I like to ask my colleagues if they'd like to participate in our campaign. This way, they know they can give their time, their dollars or their energy and still feel like they contributed."

"Although it can seem like a lot to ask people to give during such trying times, I know my support is needed more than ever. I take the time to learn about how United Way is active in my community and share my knowledge with my peers during our virtual team meetings to encourage them to participate in our campaign."

"I usually start the conversation with my peers by talking about the number of people helped across our community. I think most people don't realize how many people rely on the services United Way supports."

"My approach is to reach out to everyone on my team on the day the campaign launches to make sure everyone has their donation link and all the information they need to make a smart decision. This usually prompts them to check their email and make their gift because someone cared enough to follow up."

Tips for a Successful Campaign if In-person Activities and Events are Still Limited

Establish Your Objectives and Strategies Goal setting should be SMART: Specific, Measurable, Achievable, Realistic and Timely.

Given the current context, goals and objectives will have to be adjusted. While we are returning to in-person and group events, some of these activities will not be possible or will be modified to adhere to remaining pandemic restrictions, so the best way to raise funds will be to focus on payroll deduction and organizing some virtual events.

If employees were making donations at special events that you cannot run this campaign, invite them to consider making a one-time gift or try payroll deduction.

Payroll deduction makes greater sense because:

- It “splits” the gift over time and allows for smaller payments.
- You don’t need to worry about it!

Examples of refocusing on payroll deduction:

- 100% of employees solicited between September 10 and December 1 (they all have an opportunity to say yes or no!).
- Increase employee participation by 5%, which means 10 new donors for a department of 200 employees.
- Convert 30 special events donors (giving on average \$100 per year) into payroll deductions donors, at an average of \$5 per pay.

Ready to get back to Special Events? Here are some ideas to try!

Mardi Gras – Even if it's not the right time of year, you can model your campaign after the biggest party around – Mardi Gras! Have a Cajun-style potluck lunch, dress up and have a parade with prizes for the best costumes, sell bead-o-grams with fun or thoughtful messages attached.

Blast From the Past – Have a theme day or week and go back to the Groovy '60's, the Renaissance or even the days of the dinosaurs. Ask staff to dress up and decorate their offices. Staff can donate throughout the week to vote for the best decorations or costumes.

Tune in and Turn up! – Music is a great way to get people involved. Have a karaoke party or lunchtime Rock Band competition to kick off your campaign. Invite your co-workers to dress as their favourite musicians. Have a used CD/vinyl sale or organize a talent show.

Multimedia Mayhem – Have employees donate CDs, Blu-Rays, or video games for a company-wide sale. Set up in the foyer and invite customers and clients to browse the selection as well. Donate the proceeds to United Way.

Book Bonanza – Everyone loves a good book. Have employees donate their old books and buy used ones with the proceeds to United Way. Set up in the foyer and give customers and clients the opportunity to pick up some new reads as well.

My Workplace Has Talent! – Arrange an event to showcase your co-workers' talents. Whether it's singing, dancing, baton-twirling or another wild and crazy talent, your co-workers are sure to want to buy a ticket to the show.

Ideas from United Way Lethbridge and South Western Alberta

Food-Centric Ideas

Ice Cream Social – Set up an ice cream bar with all the fixings . Charge employees by the scoop or by the topping and everyone will have a cool time.

Buy My Lunch? – Have the best chefs in the office prepare gourmet lunches to be auctioned off to the highest bidder. Consider prizes for the healthiest, fanciest or most humorous meals.

Top Chef Challenge – Have employees take part in a cook-off by each preparing their version of the same dish. Other employees can donate to vote for their favourite. Have management act as official judges with a prize to the top chef.

Neighbourhood BBQ – Get together with a few of the businesses around you to have a BBQ. Invite staff, customers and families from the area to take part in games and prize draws. Donate proceeds to United Way.

Wine Tasting – Select five wines for staff and their guests to rate on special score cards. Make special draws during the week for United Way contributors. The bigger the contribution, the better the chance for prizes!

Pancake Breakfast – United Way is a part of a complete breakfast! Ask CEOs or managers to flip the flapjacks. Don't forget sausage, butter, syrup etc. Consider asking each department to donate an item. Donate the proceeds to United Way.

Other Fun Ideas

Latte Stand/Coffee Bar

Pizza Party

Popcorn Sale

Pumpkin Carving Contest

Oktoberfest

Company Picnic

Campaign Games and Contests

Ugly Contest – Have contestants pay a fee to enter the Ugly Contest with their ugliest tie, sweater or earrings. Employees can vote for the ugliest in each category by contributing a \$1 per vote. Donate the proceeds.

Scavenger Hunt – Have employees pay to participate in a hunt for hidden items in the office or around the neighbourhood. Give each team a list of items or landmarks to find and a time limit. Have teams use mobile phones to take pictures of their team with the item/landmark. Award a prize to the winning team and donate proceeds to United Way.

Guess Who? – Ask each employee to provide a baby picture of themselves. Charge co-workers per guess to figure out who each one is. Give a prize to the person with the most correct answers.

Bingo! – Build your own Bingo cards and sell them to co-workers. Build in fun squares like “had to make a fresh pot of coffee” or “printer jam”. Have prizes donated from local stores or company vendors.

Cutting Ties – Employees pay a dollar to cut an inch off Executives' ties. Have an all-day competition to see who will end up with the shortest tie. Donate the proceeds to United Way.

Get That Thing Off My Desk! – Buy an ugly lamp or tacky piece of artwork at a thrift store and give co-workers the opportunity to purchase points to move the item to someone else's workspace or to keep it out of their own. Calculate the points and move the item daily, weekly or hourly. Wherever it ends up at the end of the set period is where it must stay for the next month or until the next United Way campaign!

Sports-Related Activities

Tailgate Team-Up – Kick off your campaign with a tailgate party!

Departments can plan a variety of sporting events like mini-golf, briefcase-toss, wastebasket free-throws. Charge teams or participants to enter each event and end the campaign by presenting trophies or medals to the winners.

Two Points for United Way! – Great idea for schools, colleges and universities. Donate \$2 from each football, basketball, volleyball or baseball ticket sold to United Way – a great way to support the team and the community at the same time.

Sports Challenge – Play a real or improvised game with teams of employees. Charge an entry fee for each team or participant and have spectators bet on the winning team.

Sumo Battle! – Rent a set of sumo-suits from a local company and have employees donate to challenge each other to battles.

Office Mini-Putt – Set up a miniature golf course in the foyer. Invite employees and customers to donate to play a round with proceeds to United Way.

Fun Run/Walk/Bike – Organize a fun run style event where employees collect pledges from friends and family members for completing the course. Donate the proceeds to United Way.

Other Sports Ideas:

Slam-Dunk Contest

Ping-Pong Tournament

Zumba-Thon

Inter-Departmental Basketball

Company Softball Game

Other Fun Ideas

Stuffed Balloons – Start by collecting a variety of prizes. Before filling balloons, insert notes naming each of the prizes. When you run out of prizes, fill other balloons with a fact about United Way or the community. Have employees purchase and pop balloons for a chance to win a prize.

Corporate Showdown – Challenge another company in your field to meet or beat a campaign goal, for example, highest number of individual donors. You could also challenge them in some of the sports-related events that are listed in this guide.

'Giving is Healthy' Event – Have each department host a health-related activity like yoga, a stress-reduction workshop or a healthy cooking class. Charge employees a small fee to attend each class. Donate the proceeds to United Way.

Holiday Pay – Everyone appreciates a little time off. Have employees “buy” a vacation day by donating one day's wages to United Way.

Jeans Day/Week – Have employees buy “Dressed this way for United Way” stickers for \$5 each giving them permission to wear jeans for the day. For example, 5 stickers for \$25 means they are allowed to wear jeans for five days during the campaign provided they are also wearing their sticker.

Other Event Ideas

Flea Market

Craft Fair

Garage Sale

Candy-grams

Incentives

Behaviors to Incentivize:

- Increase giving by a certain percentage or a set number of dollars per pay period.
- First-time United Way donors of a set number of dollars per pay period.
- Increased donations to United Way since the previous year.
- Returning a completed pledge form for any amount.
- Note: Setting a 100% participation goal is noble but not always practical or achievable. United Way suggests setting goals based on the previous year's results. For example, '5% increase in donors over the previous year'.

Sample Incentives to Offer (be sure to get permission/approval from managers):

Golf game with senior management

An extra paid vacation day

An extra 30 minutes for lunch

Office gear your company doesn't need but is still in good working order

Cash prizes

Celebratory lunch

Mugs, pens or other swag

TV or stereo equipment

Computer software

Casual dress days

Oil changes

Tickets to movies or live theatre

Gift cards for movies, coffee or restaurants

Prime parking spot



Thank you for volunteering your time to canvas your colleagues.

By asking for donations to United Way, you will help people who need it most, connecting them to the resources and supports they need to thrive.