



Brant United Way

***ECC Guide:
Running a Workplace
Campaign***

2011 Campaign

WELCOME

August 2011

Dear *Employee Campaign Coordinator*,

Welcome and thank you for volunteering to organize your workplace campaign for the 2011 Brant United Way Campaign! Each year, a diverse range of individuals throughout our community bring their vision, passion and enthusiasm to Brant United Way's annual workplace campaigns.

Your leadership as an Employee Campaign Coordinator (ECC) is important to the success of our campaign. You play a key role in your organization by educating employees about Brant United Way and canvassing for donations. Your assistance is vital to the campaign as the majority of donations raised come from workplace campaigns and employee payroll deductions.

Whether you are a veteran ECC or a beginner, this guide will help you run a successful workplace campaign. It provides an overview of campaign basics and ideas you can use in your organization. Remember that your United Way staff partner is available as a resource for you, so please do not hesitate to call.

The benefits of volunteering are many, and your example, enthusiasm and commitment to Brant United Way will motivate all those around you.

Thank you once again for demonstrating your belief in our community by becoming an Employee Campaign Coordinator. Your efforts are truly appreciated and we wish you the best during your campaign.

Sincerely,



Lloyd St. Amand
2011 Campaign Chair

EMPLOYEE CAMPAIGN COORDINATOR (ECC) OVERVIEW

An Employee Campaign Coordinator 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
- Supply information, results, and updates to your Brant United Way staff partner

THREE STEPS TO A SUCCESSFUL CAMPAIGN

STEP ONE: BECOME INFORMED ABOUT UNITED WAY

- Refer to your ECC guide and 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 & events and 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 canvassing, “making the ask”, hanging posters, help run events and so on. 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 mix of management, labour, 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 special events when the payroll campaign is complete – Quality not quantity is what counts with special events!***
- Report all donations to United Way staff by November 25, 2011 and attend the Brant United Way Achievement event – December 13, 2011

CAMPAIGN MATERIALS AVAILABLE FOR A SUCCESSFUL CAMPAIGN

Brant United Way have many materials that you can use in order to add fun and excitement to your campaign. You can use them at kick off, BBQ, in your lunch room and around the office/plant. They are:

- Balloons
- Posters
- Banners
- Window decals
- Dress down day stickers

There are also materials that you can borrow from Brant United Way in order to enhance your workplace campaign:

- Aprons (can be used for BBQ or 50/50 sales)
- Donation boxes
- Campaign video

IDEAS FOR GROWING YOUR CAMPAIGN

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

- Sporting event tickets
- Movie or video rental passes
- Restaurant gift certificates
- Free hotel stays
- CEO works in the winning department for a day
- Time off with pay
- “Knock off early” awards
- Company apparel
- Gift certificates
- Prime parking space
- Open soda/candy machine
- Free oil changes
- Pizza party for the winning department
- “Sleep in late” awards
- Free meal or dessert from company
- Casual Day

KICK OFF AND SPECIAL EVENTS

Having a kick off 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 and Brant County.

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.

KICK OFF OR SPECIAL EVENT IDEAS

- Auction/garage sale
- Bake sale
- Bingo
- Bowl-a-thon
- Carnival
- Casino day
- Company cook book
- Chili cook off
- Cubicle decorating contest
- Dunk Tank
- Fear Factor
- Golf tournament
- Ice cream social/Sundae Bar
- Jail and bail
- Lemonade stand
- Management service auction
- Office-idol
- Pie in the face contest
- Potato Bar
- Pumpkin carving/decorating
- Remote control car races
- Softball tournament
- Talent show or lip sync
- Treasure hunt
- Trivial pursuit/chess/scrabble contest
- Ugly tie, sweater, prom dress or earrings contest
- Watermelon seed spitting contest
- Halloween Costume Contest
- BBQ Lunch
- Baby/pet picture match game
- Bike-a-thon, fun run/walk
- Book, CD and video sales
- Candy/flower/balloon-a-grams
- Car wash
- Chair races
- Children's drawing contest
- Craft sale
- Casual day
- Employee funniest home video
- Frozen Turkey Bowling
- Hula-hoop contest
- International food fair
- Karaoke party
- Lunch box auction
- Office Olympics
- Pancake breakfast
- Pizza party
- Prize drawing
- Putting or longest drive contest
- Scavenger hunt
- Tailgate party
- Ticket giveaways/gift certificates
- Tricycle races
- Tug-of-war
- Voice mail/email quizzes

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 meet the following requirements:

Excellence: workplace with 100% participation

Gold: workplace with 80-99% participation

Silver: workplace with 60-79% participation

Bronze: workplace with 50-59% participation

SPIRIT AWARDS

Spirit Awards are presented to workplaces that represent the ultimate in 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!

