



**Brant United Way**

*“Running a  
Workplace Campaign”*

*2009 Campaign*

## WELCOME

Dear Employee Campaign Coordinator,

As the 2009 Campaign Chair for the Brant United Way, I would like to welcome you to our team. Thank you for demonstrating that you believe in our community by volunteering your time and talents to lead your organization's 2009 workplace campaign.

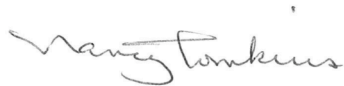
Your leadership as an Employee Campaign Coordinator (ECC) is important to the success of our campaign. You play a key role in your organization by educating employees about the Brant United Way and canvassing for donations. Your assistance is vital to the campaign as the majority of donations raised 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 your workplace campaign, so please don't hesitate to call.

I was born in Brantford and I truly believe in this community and all of its possibilities. It's where I live, where I do business and where I give back. I trust Brant United Way to invest in programs and services that are strengthening the social network of our community for our family, friends, colleagues and neighbors when they need it most.

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,

A handwritten signature in cursive script that reads "Nancy Tomkins".

Nancy Tomkins  
2009 Campaign Chair

## EMPLOYEE CAMPAIGN COORDINATOR (ECC) OVERVIEW

An Employee Campaign Coordinator is a volunteer in a workplace who is responsible for planning, 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 the 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 United Way staff partner

## THREE STEPS TO A SUCCESSFUL CAMPAIGN

### STEP ONE: BECOME INFORMED ABOUT UNITED WAY

- Refer to ECC guide, United Way Brochure and website ([www.brantunitedway.org](http://www.brantunitedway.org))
- Meet with your United Way staff partner
- Ensure management 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 provide help with canvassing and other tasks. 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 – this 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 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 27, 2009 and attend the United Way Achievement event – December 15, 2009

### **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 deductions is a very successful way to grow your campaign.

#### *Examples of Incentives*

##### **Date Incentives**

- Early Bird Draws are used to motivate employees to return their pledge form by a specific date and also to 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 in a draw for (insert prize that would appeal to your employees)

##### **Increase Participation Incentive**

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

### **KEY MESSAGES**

It is not our intent that you use every piece of information outlined here, rather that you select those messages that best support the meeting or presentation you are in.

### **United Way Overview**

United Way is building a stronger community by strategically investing in the social issues that have been identified as priorities in our community:

- Children and Youth
- Crisis Counselling and Support
- Independence and Well-Being
- Poverty and Housing

Our network of Member Agencies are helping provide basic human needs for children, families and seniors to overcome life's obstacles and to give them a hand up when needed. Member Agencies provide programs and services to nurture children, mentor youth, support seniors to live more independently, enable people to participate more fully in society, and assist people during a crisis. 18 Member Agencies directly benefit from United Way contributions generated by our community.

### **Giving Through United Way is Effective:**

- All money raised in our community stays locally to help our Member Agencies and our citizens. We know that 1 in 3 citizens use the services of a Member Agency each year
- One donation addresses the most pressing social issues in our community and supports the work of 18 Member Agencies. If you prefer, you can designate your donation to a specific priority area or Member Agency(s)
- Guarantee that the Member Agencies are reviewed annually, meet a high standard of accountability and that your donation is being put to its best use

### **2008 Successes:**

- Brant United Way granted more money to more agencies and charitable work than ever before
- There was an 4% increase in funding to our 18 Member Agencies
- To better address the needs in our community the Brant United Way is now funding an additional four agencies that include Big Brothers Big Sisters serving Brant, Brantford Haldimand & Norfolk, Crossing All Bridges Learning Centre, Kids Can Fly and the Literacy Council of Brantford & District. Through the programs and services offered by these new Member Agencies, Brant United Way will be able to assist more citizens in the Brant and Brantford community.

### **We Still Need Your Help:**

We know that 1 in 3 people living in Brant will utilize the services of one of our Member Agencies each year. Our Member Agencies are working hard to create a safety network in our community to support the citizens of Brantford and Brant County.

**Your Donation Will Make a Difference:**

**\$1500** provides day programs for a stroke victim for one year

**\$1000** provides a senior with hot nutritious meals for an entire year

**\$500** provides a child with safe transportation for one year to and from quality recreation programs

**\$300** provides a child with safe transportation for six months to and from quality recreation programs

**\$50** provides one hour of videoconferencing to allow a Deaf person to meet with a social worker through an interpreter, helping to ensure clear, accessible communication

**\$30** allows one family to participate in the *Parachute Infant Program* which enhances parent-child bonding and provides support in the critical first year of a child's development

## 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 2009 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*

Campaign Associate <a href="mailto:maryp@brantunitedway.org">maryp@brantunitedway.org</a>	Mary Pick	519.752.7848
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Campaign Associate <a href="mailto:jocelyn@brantunitedway.org">jocelyn@brantunitedway.org</a>	Jocelyn Symons	519.752.7848
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### *IMPORTANT DATES*

Campaign End Date	November 27, 2009
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Achievement Event	December 15, 2009
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