

# Champion Welcome Kit

The Campaign Champion plays a critical role, setting the tone for a successful campaign. The main responsibilities of the Champion are to:

- 1 Select the Campaign Leaders** for your department or agency's campaign. Some campaigns may require multiple local or regional leaders to support teams in each major centre.
- 2 Ensure the availability of human and financial resources** to run the campaign including the collaboration of internal HR and financial departments.
- 3 Be visible** throughout the campaign by acting as a spokesperson within the workplace.
- 4 Engage senior leadership** to demonstrate commitment to the success of the campaign.
- 5 Provide guidance** to your volunteer team and be aware of the roles and responsibilities of each member.

## Campaign tools and resources

[gcwcc.org](http://gcwcc.org) is the volunteer resources page for the GCWCC. On this page, you will find GCWCC reference materials for each of the campaign team's primary roles. You will also find training materials, Local Manager contact information and many other resources to help you run a successful workplace campaign.

[Canada.ca/charitable-campaign](http://Canada.ca/charitable-campaign) links to the GCWCC's donation portal (ePledge), and includes communications toolkits, newsletters, GCWCC Commonly Asked Questions, as well as information about ProjectBe, National Leaders, national events and more.

**GCWCC National Office** [team-equipe@gcwcc-ccmtgc.com](mailto:team-equipe@gcwcc-ccmtgc.com)  
Contact the National office for questions about the management of the GCWCC.

**GCWCC Chair's Office** [presidentccmtgc2024-chair2024gcwcc@hrsdc-rhdcc.gc.ca](mailto:presidentccmtgc2024-chair2024gcwcc@hrsdc-rhdcc.gc.ca)

Contact the Chair's office if you have questions about the 2024 campaign, national events, the theme, vision and objectives, national leaders, donations, donating as a retiree, national events and more or to share stories as well as social media content.

**Local Managers** are available across Canada through your local United Way Centraide. They help your volunteer team develop and execute a campaign that focuses on local issues.

To find your local manager, [click here](#).

## The Volunteer Team

### Champion

The champion is the voice of the campaign within the senior management team and can positively influence executive colleagues. In some organizations, only one champion is appointed nationally. In other organizations, regional champions are appointed.

### Campaign Leader

The engine that powers a successful campaign. Leaders oversee the planning and execution of all aspects of campaigns and are a vital source of inspiration for their teams. We recommend that you appoint leaders and teams for each office in your department or agency.

### Treasurer

Responsible for all financial aspects of the campaign.

### Ambassador Leader

Supports the volunteer team of ambassadors, by providing guidance, training, and structure for employee canvassing.

### Fundraising Events and Activities Coordinator

Responsible for coordinating the events and activities that are held to supplement and celebrate your campaign fundraising efforts.

**Ambassadors** The heart and soul of your campaign. Responsible for raising awareness, educating and canvassing colleagues.

## Together, we're building stronger communities and healthier people across Canada!

I care  
I give  
It matters

J'y crois  
Je donne  
C'est important



Government of Canada Workplace Charitable Campaign  
Campagne de charité en milieu de travail du gouvernement du Canada