

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

CAMPAIGN GUIDE FOR CAMPAIGN LEADERS

NATIONAL | REGIONAL 2024 EDITION

Last updated: September 2024



iii HealthPartners
PartenaireSanté

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WHY A CAMPAIGN TOOLKIT?

To serve you better

As we're ready to launch the 2024 edition of the Government of Canada Workplace Charitable Campaign (GCWCC), we're releasing different Campaign Toolkits, Guides, Training and Promotional Materials to support a successful campaign.

In the past few years, we have adapted the campaign by implementing new technologies and ways to run a successful campaign.

The guide is designed for Campaign Leaders, but feel free to circulate it to your campaign teams. The following elements are complementary and can be found on the website gcwcc-ccmtgc.org.

- [Self-guided training modules](#)
- [Named Recipient assets](#)
- [Tools and tips for successful events and activities](#)
- [Treasurer's manual](#)
- [2024 promotional material](#)
- [Local Manager contact sheet](#) (regional and NCR)

You may also consult the [GCWCC Canada.ca website](#) for messaging and materials, commonly asked questions, videos, and details about national events.

For more information, please contact the team at:

GCWCC National Office

team-equipe@gcwcc-ccmtgc.com

GCWCC Chair's Office

presidentccmtgc2024-chair2024gcwcc@hrsdc-rhdcc.gc.ca



THE IMPORTANCE OF THE GCWCC

It's what we do

The Government of Canada Workplace Charitable Campaign (GCWCC) engages federal public service employees and retirees in a combined effort to raise funds and help people in communities across Canada. From its inception in 1997, the GCWCC has been Canada's largest workplace charitable campaign. The GCWCC is an annual campaign that generally takes place in federal government workplaces across the country from September to December.

During this time, Federal public servants, retirees, as well as current and former members of the Canadian Forces and the RCMP support their local communities through charitable giving.

Through the GCWCC, public servants can support United Way Centraide (UWC), HealthPartners, or any other registered Canadian charity.

The GCWCC Chair is responsible for the successful execution of the campaign, supported by the National Cabinet and in collaboration with United Way Centraide Canada (UWCC) under an agreement with the Treasury Board Secretariat of Canada (TBS). Operational management is delegated to all United Way Centraides (UWC) across Canada, who work under the guidance of UWCC.

In 2023, the GCWCC raised more than **28.9 million dollars** to support communities across the country.

The Named Recipients

The Named Recipients are HealthPartners and United Way Centraide. Both Named Recipients have complementary roles in serving Canadians in need. Together, they're building stronger communities and healthier people across Canada, which allows them to have a major impact on improving the lives of Canadians.

Named Recipients are charities that have been selected by the TBS to receive equal prominence on campaign materials and at events. TBS named HealthPartners and United Way Centraide as the two named recipients under the GCWCC because of their national presence, their ability to create impact in communities, their capacity to support large workplace campaigns such as the GCWCC, and their reputation within the Canadian charitable sector. Each is an expert in their respective impact areas. They use research, local knowledge, and community partnerships to make informed investment decisions, maximizing the impact of donor dollars.

They also benefit from an equal share of the proceeds raised from events during the annual campaign. As part of the agreement with TBS, they are responsible for the cost recovery of the campaign.





**United Way
Centraide**

United Way Centraide

UWCs serve more than 7.3 million people in 5,000 community agencies across Canada every year, helping to improve lives from coast to coast to coast. Locally and nationally, the goal is the same – to create a more equitable future for all.

UWC brings people and organizations together to meet immediate needs and tackle the complex social issues at the root of those needs.

UWC's work focuses on three key strategies to improve lives locally and build a brighter future for everyone:

1. Moving people from poverty to possibility
2. Helping kids be all they can be
3. Building strong and healthy communities

With your support, opportunities are created for everyone in our communities to live a better life. Donations stay in your community, creating lasting, positive change in the very place where you live and work.

To find out more about the programs and initiatives supported by UWC in your community, please visit unitedway.ca (opens in a new tab).

HealthPartners

Focused on health. Driven to make a difference.



HealthPartners harnesses the power of workplace giving to raise funds for 17 of Canada's most respected health charities, including the Canadian Cancer Society, Heart & Stroke, and Diabetes Canada.

At some point in their lives, 9 out of 10 Canadians are likely to be affected by one or more of the major illnesses HealthPartners charities are working to eradicate.

A donation to HealthPartners helps fuel:

RESEARCH: keeping researchers on the cutting edge of fighting disease by discovering treatments and cures.

EDUCATION: giving Canadians trusted information on all aspects of managing and coping with chronic disease and acute health conditions.

PROGRAMS & SERVICES: enhancing the quality of life for Canadians affected by chronic and acute health conditions.

ADVOCACY: reducing barriers by improving health policy and access to care.

HealthPartners' charities serve Canadians from coast to coast to coast. Your donation will help save lives and will contribute to better health outcomes for all people in Canada.

Together with donors and volunteers, HealthPartners are creating a healthier Canada.



Your gift invests vital resources in:

ALS Society of Canada
Alzheimer Society of Canada
Arthritis Society of Canada
Canadian Cancer Society
Canadian Hemophilia Society
Canadian Liver Foundation
Crohn's and Colitis Canada
Cystic Fibrosis Canada
Diabetes Canada

Heart & Stroke
Huntington Society of Canada
Multiple Sclerosis Canada
Muscular Dystrophy Canada
Parkinson Canada
The Kidney Foundation of Canada
Canadian Lung Association
Mental Health Commission of Canada

Learn more at healthpartners.ca



PLANNING A SUCCESSFUL CAMPAIGN

Six steps to follow

A good plan is the key to a successful campaign. We suggest you take ownership of the campaign's [key messages](#), set a simple and achievable fundraising goal, and set aside time to speak with your colleagues. Here are six easy campaign planning steps to follow.

Step 1 – Build Your Team

Step 2 – Plan Your Campaign

Step 3 – Build a Culture of Generosity

Step 4 – Make the Ask

Step 5 – Monitor and Report

Step 6 – Say Thank You

1 Build Your Team

Involve Senior Management

Senior management plays an essential leadership role in the campaign.

WITH MANAGERS

- Establish the campaign as a priority for the organization.
- Emphasize the links between the campaign and the public service values.
- Ensure the commitment of all senior management.
- Circulate information about the campaign.

WITH VOLUNTEERS

- Allocate sufficient resources (time, budget if possible) to volunteers to fulfill their role.
- Allow volunteers to use existing meetings/ opportunities to raise awareness among their colleagues.
- Encourage volunteers and provide recognition.

WITH EMPLOYEES

- Raise awareness and provide legitimacy to the campaign and the act of donating.
- Encourage employees to contribute.
- Explain their personal reasons for giving.
- Inspire!



Select Your Campaign Committee

The most important element for a successful campaign is having the right people on your committee. The size of your organization will determine how many members your committee needs and what their functions will be. We encourage you to reach out to your [Local Manager](#) for advice on how to structure the campaign within your department specifically. How to choose your committee:

- Recruit people who are committed to the philosophy and goals of the GCWCC.
- Ensure representation from every sector of your department/agency.
- Identify and approach previous campaign volunteers.
- Encourage people to volunteer for a two-year term to ensure a transfer of knowledge for consecutive years.
- Select people who have expertise in the areas you need to run a campaign. Consider creating a tech-savvy team with strong social media and communications skills that can work closely with the communications team in your organization to build a solid virtual dimension to your campaign. Participating in the campaign is valuable work experience and helps volunteers acquire/develop new skills.

! Ask your committee members if they are willing to start the campaign by making their donations first. Remember, no donation is too small. This will also expose them to the donation experience, and, since they'll have gone through the process, will make them more comfortable explaining how to donate and give them the opportunity to also say they donated, which adds credibility to their ask.

How your Campaign Committee might distribute its responsibilities

Some roles are optional, but here are some ideas on how to share the workload and succeed.

Champion

The Champion selects the Campaign Leader for their organization. They also ensure the availability of human and financial resources and provide visible support to the campaign. It is an important role, which includes providing the guidance required to succeed, being a spokesperson for the campaign and the organization and collaborating with senior leadership to ensure the organization is committed. Your Champion is key! In the context of a National campaign, your Champion would oversee the team in the NCR and the regional leaders too.

GCWCC Local Manager/Portfolio Manager

GCWCC Local Managers/Portfolio Managers are an integral part of running a successful campaign. You do not need to recruit them, they are available to you as soon as you start the planning process and throughout your entire campaign journey.

In the context of a national campaign, you will deal with more than one Local Manager. You can find [the list including all Local Manager's information](#) at gcwcc-ccmtgc.org. If you are having



trouble reaching a Local Manager, please contact the National Office.

The current campaign management structure means that each Local Manager (UWC) is responsible to provide support to local departments/agencies and crown corporations.

Your Local Manager(s) can attend committee meetings to facilitate strategic planning, bring outside perspectives and provide professional fundraising expertise. They can provide history and continuity to your department/agency's campaign and are also a great reference for canvassing best practices. They have a responsibility to support you and help you succeed.

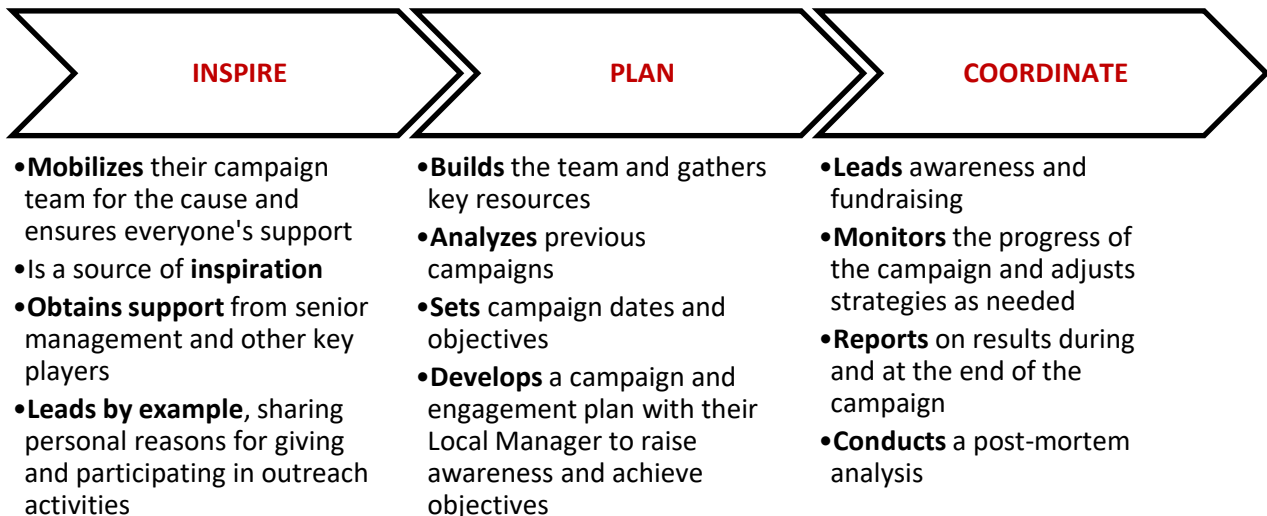
On a day-to-day basis, their role includes delivering training, providing fundraising advice and ideas, analyzing campaign results with the federal organization to provide guidance, collecting reports and donation forms (when used), supporting awareness raising activities, coordinating with the National Office and the Named Recipients, and so much more!

Campaign Leader

The Campaign Leader is responsible for leading the entire organizational campaign. They acquire the resources needed and skillfully manage the campaign toward a successful result.

If you are hosting a national campaign, depending on the size of your organization, we recommend you have a Campaign Leader in each region.

Here are the main responsibilities of the Campaign Leader. If you are in a smaller organization, you might wear many hats, including this one!



*Optional Campaign Co-Leader

A Co-Leader's primary role is to shadow the Campaign Leader to prepare for assuming that role in the next year's campaign. They act for a one- to two-year mandate where they fill in during their Campaign Leader's absence, attend committee meetings, take on key assignments as a

regular committee member and gather information that will be helpful when they lead next year's campaign. Succession planning is critical for future campaigns.

Treasurer

The Treasurer is responsible for setting up and maintaining your organization's financial tracking system for the campaign. They will work with the National Processor, collect donation forms from canvassers, deposit cash donations and funds raised at events, get decisions from the Local Manager on the use of donation collection tools for events, and remit gift forms and canvasser reports to the GCWCC Local Manager.

***Recommended Ambassador Leader**

If you work in a larger organization, this role is recommended. If you work in the context of a national campaign, you might want to explore options for this coordination role. The idea is to ensure that all Ambassadors (canvassers) get trained, receive key messages on Named Recipients and know who they need to approach.

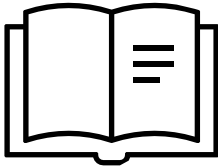
This person arranges training for your Ambassadors (canvassers) and is the point of contact for Ambassadors. The Ambassador Leader will lead and organize departmental training and Ambassador town halls. Your Local Manager, in collaboration with the GCWCC National Office, will provide guidance on training for canvassers.

Ambassador

The Ambassador (canvasser) is one of the most important roles in the campaign. It's recommended that there is one Ambassador for every 10 to 15 employees. It's important for your Ambassadors to believe in the campaign and be willing to connect with colleagues to make a fundraising ask. It is also critical that they understand the campaign, the role of the Named Recipients and have access to up-to-date information.

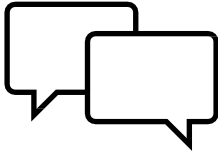
The main responsibilities of the Ambassadors are:





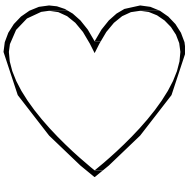
INFORM & RAISE AWARENESS

- Demonstrates how a gift can improve the lives of Canadians in all communities through the Named Recipients
- Expresses personal reasons for giving/getting involved
- Explains the different ways to give



CANVASS

- Asks colleagues to support the campaign with a contribution
- Provides assistance with [ePledge](#)
- Follows up to ensure that each employee who wanted to contribute was able to do so



THANK

- Sincerely and warmly thanks each colleague (whether they donate or not) for their time and participation

Recruit Ambassadors

As they represent the community and are key to the GCWCC's success, Ambassadors are very valuable players during the campaign. Building enthusiasm and commitment in your Ambassadors is one of your most important jobs.

The following are points to remember when recruiting and training your team:

- Peer-to-peer recruitment works best.
- Involve co-workers who are well respected within your organization and who respect their peers, too.
- Engaged volunteers – if a person is already volunteering in their community, chances are they will be an amazing Ambassador.
- Set your team up for success by offering good training and set realistic expectations (10 to 15 peers to canvass per Ambassador).

*Recommended Fundraising Events & Activities Coordinator

To allow the rest of the committee to focus on the campaign, the Fundraising Events & Activities Coordinator is responsible for coordinating events and activities that are held to **supplement and celebrate** your fundraising efforts. This person will need the help of a group of volunteers



to organize successful events and will work with your treasurer to ensure funds are flowing appropriately. It is key for this role to work in collaboration with their Local Manager(s) in the coordination of events, to ensure that the right tools are used, that campaign guidelines are respected, that Named Recipients have an equal opportunity to be represented and that funds are distributed properly.

***Recommended Communications Officer**

The Communications Officer has expertise in communications and public relations, and is responsible for raising awareness, sharing stories, advertising public events and for raising the campaign's visibility using internal communication tools (newsletter, intranet and other tools), videos, online posters, social media content, and innovate in a virtual context. National content will be provided to support awareness during the campaign.

- ! Ask your GCWCC Local Manager for more information, and be sure to follow the official GCWCC social media accounts: [X](#) [Facebook](#) [YouTube](#) [LinkedIn](#)



2 Plan Your Campaign

Coordinate a Strategic Planning Session (Virtual, In-person, or Hybrid)

One way to guarantee a successful campaign is to schedule a strategic planning session. This two- to three-hour session should include the Campaign Leader, key committee members and the GCWCC Local Manager. The GCWCC Local Manager will be able to lead this session, should you choose.

If you are holding a regional campaign which includes more than one GCWCC Local Manager, we recommend you invite them all to join.

Participating in a strategic planning session develops professional skills, including analytical skills that can be applied in the workplace. The session will help you:

- Develop a thorough understanding of your campaign’s history and past trends, as well as the campaign overall.
- Focus on your campaign’s areas of greatest potential.
- Identify campaign strengths so they can be protected and expanded.
- Develop strategies and a workplan to increase the number and level of employee donations.
- Identify new opportunities and measures to replace or adapt traditional fundraising events.
- Outline new ways of executing your campaign.
- Enhance your campaign committee’s capacity to work as a coordinated team.

The Strategic Planning Session provides a “snapshot” of your campaign. It is an opportunity to look for potential improvements or adjustments that can be made to help you succeed.



Given the hybrid work context, and based on 2023 learnings, aspects of this campaign are constantly being reviewed. Your GCWCC Local Managers are working with philanthropic experts to evaluate and update tools and ways of raising funds. They will be able to provide great insight in this regard.

Establish Your Objectives and Strategies

Goal setting should be **SMART**: **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**imely. The best way to raise funds is by encouraging payroll deduction. Encourage employees to make their donation while they are at events.

Payroll deduction makes sense because:



- It “splits” the gift over time and allows for smaller payments
- It’s automatic, so you don’t need to worry about it!
- The tax receipt is automatically recorded on your T4 and won’t get lost.

Examples of payroll deduction goals:

- 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 contributors into payroll deductions donors, at an average of \$5 per pay.

Plan a Campaign Sprint

Some of the most successful campaigns are short and focused. A two-week campaign sprint period where you canvass all employees in your organization and focus on payroll deduction is recommended. This sprint should take place before any fundraising events or activities are held. Below are some tips to help you plan a short and focused campaign sprint:

- **Mobilize senior management:** Communication is key in this campaign. Therefore, it is important to have all levels of senior management engaged and informed so campaign information can be disseminated through the variety of models and platforms that have been developed and implemented in recent years.
- **Campaign launch:** Consider a hybrid or virtual internal launch, and invite speakers, through your GCWCC Local Manager, to a virtual presentation session on a platform approved by your organization’s Information Technologies department. The campaign’s Named Recipients can provide options for amazing speakers who will outline why this campaign matters, and how an individual’s donation can help change a life. Consider holding this activity at one of your organization’s regular meetings and record it for those who cannot attend.
- **Share links:** Send an email or electronic communication to your colleagues that includes the [ePledge link](#) or the fillable PDF format pledge form. Ask them to send you a quick note once they have made their decision and acted on it, whether they filled the form in or decided not to.
- **Follow up:** In your second week, use your internal communications platform to explain “[Why Give](#)”. Now is the time for your first follow-up on donations. Ask your Ambassadors to send a personal note to each contact on their list, and schedule a videoconference or



a phone call as a follow-up.

- **Report:** After your follow up, update your team on the progress. Work with your GCWCC Local Manager to review results throughout the campaign and at key milestones. Consider sharing high-level results with your entire department to build excitement around reaching your goal.
- **Wrap-up and thank you:** Last is your wrap-up. Do your second and final follow-up with the employees who have not responded yet (perhaps suggest that “it’s never too late to donate!”). Share a thank you note to employees for their support via email or on social media, and then share your results with the department!

Share the [Checklist for a Successful Canvassing](#) with your Ambassadors to help you succeed in your canvassing sprint.



3 Build a Culture of Generosity

Promote and emphasize the impact of the GCWCC

Promoting your campaign and emphasizing the positive impact the GCWCC has in our communities, as well as across the country, contributes to building a culture of generosity. When you take the time to outline the needs that exist, you demonstrate why this culture of generosity is crucial to strengthening programs, to supporting organizations and to doing better.

Some ideas to build a culture of generosity and announce your campaign:

- Raise awareness early on! If your team is eager to do volunteer work, plan it ahead of the campaign period. It will help you focus on fundraising in the fall! Contact your Local Manager to plan volunteering opportunities - They are there to help you!
- Visit the [Communications Tools](#) section on the campaign website to get the latest tools available: stories, templates, graphics.
- Use social media to share the impacts of donations and inform employees about your departmental campaign. Work with equity, diversity and inclusion groups, as well as young professional networks to leverage, amplify and engage with your content.
- Encourage friendly competition between departments and stimulate interest toward the campaign.
- Invite Named Recipient guest speakers for awareness activities and get them to share their stories with your teammates. [Contact your GCWCC Local Manager](#), they can coordinate their participation or provide tools for you.
- Ask your colleagues to share why they give. You would be surprised to see how many have been touched by United Way Centraide or HealthPartners-funded organizations!
- Use your organization's communications channels to share GCWCC content every week during the campaign and update your team on the target and results.
- It is fundamental to say thank you and show your appreciation to all that have participated, this will have a positive impact on your campaign.

NOTE: consult your applicable values & ethics/privacy teams to obtain guidance with respect to how information is to be used in the context of specific recognition events/activities.

Offer Incentives

Another good way to stimulate participation is to provide incentives. They can be drawn amongst employees who respond within a certain time frame (early birds), or anyone who achieves some other outstanding fundraising result.

Be creative, it can be a meeting with your organization's leader, a mentoring session, a lunch



with a meaningful leader, a free pass for an event or maybe even a day off!

Under Canada Revenue Agency guidelines, opportunities to win these incentives must be available to all employees – whether they donate or not. One approach is to offer incentives to anyone who confirms that they made their decision to give or not on ePledge, whether a donation is indicated. Please note in any incentive program, employee privacy is to be respected accordingly.

Rethink Events

Events are a fun way to raise campaign awareness and boost fundraising; however, they also take time and can be costly. When planning a special event, work closely with your GCWCC Local Manager and remember to allow enough time for approval, licenses or permits.

With any event, be sure to raise awareness about the campaign and ask the participants to consider donating. NOTE: Event registration, tickets, etc. are not considered a donation.

Stay connected with the GCWCC community

Check out what other federal organizations are doing in their campaign and stay connected with the GCWCC community. Encourage your team and others to follow the official social media accounts: [X](#), [Facebook](#) [YouTube](#), [LinkedIn](#) and [remember to amplify, like and engage with the content.](#)

Another way to connect with the GCWCC community and to make the most of communicating with donors is to encourage them to opt-in through ePledge or the pledge form. Get your team ready to spread the word about this feature to:

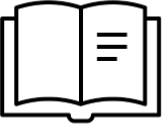


- Thank donors for their support
- Inform them about the impact of their gift
- Share Named Recipients impact stories



4 Make the Ask

Give everyone the opportunity to make an informed decision about whether to donate to United Way Centraide, HealthPartners or any other registered Canadian charity through the GCWCC. Research shows that the most common reason individuals do not give is, quite simply, that they were never asked.

Do not forget about the tips and tricks for a successful campaign:

	<p>GET PREPARED</p> <ul style="list-style-type: none"> • Learn more about United Way Centraide and HealthPartners. • Understand the parameters around the GCWCC. • Find out about your own campaign: Key dates, messages, planned activities, etc. • Ensure you understand the different ways of giving (ePledge, electronic gift form). <ul style="list-style-type: none"> • Plan your individual meetings and introduce yourself in advance. • Make your donation so you'll be comfortable asking your colleagues to do the same.
	<p>CANVASS</p> <ul style="list-style-type: none"> • Be a good listener and try to understand the causes the individual cares about. • Share what motivates you to contribute to the GCWCC. • Explain to your colleague that they can give to United Way Centraide, HealthPartners, or any other Canadian charity. • Answer questions and concerns and commit to getting back to the individual if you are unable to provide answers during the discussion. • Ask your colleague to make a difference in their community by giving.
	<p>FOLLOW-UPS</p> <ul style="list-style-type: none"> • Make sure you have reached out to all colleagues on your list. • Close the loop on any pending questions. • Inform your Campaign Leader of your canvassing progress. • Always remember to thank colleagues for their time and generosity!

Virtual Asks

Remember that even if you are on ePledge or using online forms, the role of an Ambassador is incredibly important. Technology makes giving easier but does not replace conversations with your peers and actually asking for a contribution.

Here are some tips for a successful virtual canvassing effort:

- Familiarize yourself with the donation platform and the campaign in general, including the Named Recipients, before you start canvassing.
- Understand how a donation will be properly accounted for.
 - For more details, please consult [ePledge step-by-step guide](#)
- Remind people of important deadlines, such as the last time to donate for payroll deductions in the following year.

ePledge Donation Platform

- The user guide is available on ePledge through the Technical Support and FAQ link in the footer.
- If you have questions about ePledge, please contact the Financial Processor:
epledge_support@unitedwayeo.ca



5 Monitor and Report

Keep track of results



With your GCWCC Local Manager, keeping track of results during all phases of your campaign is important to its success. Your GCWCC Local Manager will help you to understand and analyze the results, highlighting trends and challenges. Here are a few things you, as a Campaign Leader, should be monitoring and reporting to senior management, with the help of your team:

- Canvass progress
- Events and activities (if applicable)
- Progress and challenges
- Leadership gifts aggregate results
- Mid-campaign status
- Electronic and paper forms compiled and shared
- Wrap-up and post-mortem



6 Say Thank You

The success of GCWCC is a result of the work of the thousands of volunteers who give their time and talent to the campaign, which is why it is so important to recognize volunteers for their contributions.

	<p>THANK YOUR TEAM</p> <ul style="list-style-type: none"> • Involve senior management in your recognition and acknowledgement plan; a “thank you” from senior management has great value and impact on colleagues – volunteers and donors alike. • Send thank-you cards. • Create a “recognition wall” with your volunteers’ and donors’ (who have agreed to be recognized as such) names (consult with your organization’s departmental Privacy, ATIP and Values and Ethics teams). • Use the certificates available online.
	<p>THANK THE DONORS</p> <ul style="list-style-type: none"> • Thank all donors in a personalized fashion whenever possible (if they have agreed to be recognized as such and in consultation with your department regarding privacy and ethics, as noted above). • Personally thank Leader donors (who have agreed to be recognized as such). • Share your results and pride with the entire organization. • Share concrete examples of the impacts of donations.