

Plan a Campaign Blitz

Some of the most successful campaigns are short and focused. A two-week campaign blitz period where you canvass all employees in your organization and focus on payroll deduction, is recommended. Below are some tips to help you plan a short and focused campaign blitz:

- **Mobilize senior management:** Communication has never been more crucial in this campaign and reaching out to employees may be different than previous campaigns. It is critical to have all levels of senior management (including DMs, ADMs, DGs) engaged and informed so campaign information can be disseminated through the new models and platforms that have been developed and implemented in the recent years.
- **Campaign launch:** Do a virtual internal launch, and invite speakers, through your 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 department's or agency'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 2nd week, use your internal communications platform to explain "[Why Give](#)". Now is the time for your first follow-up on electronic gift forms. Ask your Ambassadors to send a personal note to their list of contacts, make a videoconference or a phone call as a follow-up.
- **Report:** After your follow up, update your team on the progress. Hold a special event to increase momentum and encourage late donors. Regularly report your interim results and follow up on the ePledge results with your GCWCC contact person (Local Manager) as they will be able to provide ePledge reports.
- **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!"). Send a "Thank You" virtual card to your employees who donated or posted a note on Facebook and other social media accounts, and then share your results with the department!

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



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, collectively.

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 can help you!
- Visit the [Communications Tools](#) section on the campaign website to get the latest tools we have: stories, templates, graphics.
- Up your social media game and encourage participation from young professional networks.
- Encourage friendly online competition between departments and stimulate interest toward the campaign.
- Invite guest speakers for web-based awareness activities and get them to share their stories with your teammates. Your Named Recipients are available to support you! Contact your Local Manager, they can coordinate their participation or provide tools for you.
- Ask your colleagues what their story is. You would be surprised to see how many have been touched by United Way/Centraide or HealthPartners-funded organizations and want to spread the love!
- Use your department/agency communications channels to share GCWCC content every week during the campaign and update your team on the target and results.
- Use an honor roll at the end of the campaign to outline the amazing work done by the campaign team, volunteers, and donors. Saying thank you and showing appreciation is fundamental and will have a positive impact!

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), canvassers who bring in the highest dollar amounts, or anyone who achieves some other outstanding fundraising result.

Be creative, it can be a meeting with your Deputy Minister, 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 or not a donation is indicated.

Rethink Special 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, remember to allow enough time for approval, licences or permits. Do not forget to respect the physical distancing guidelines if they still apply and to be creative about virtual / remote challenges.



Did You Know? In previous years, approximately 15% of GCWCC donations were raised through events. Since 2021, this number lower significantly to 7%, which means more donors got engaged for the long run. We do understand the importance

of special events, even when virtual, as it can bring people together, and enhance employee interactions and morale. They also contribute to raising awareness about the causes and foster a sense of community. With the context of the hybrid world, we must rethink how it was done, and continue to work on increasing our tools offering for an easier activation of online/hybrid events.

Stay connected with the GCWCC community

Check out what other departments and agencies are doing in their campaign and stay connected with the GCWCC community. Encourage your team and others to follow the official social media accounts: [Twitter](#) [Facebook](#) [Instagram](#) [YouTube](#) [LinkedIn](#)

NEW: 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 new feature and use it for:

- Thanking donors for their support
- Informing them about the impact of their gift
- Sharing named recipients impact stories

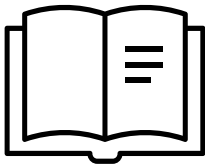


4 Make Your Ask

Get prepared, Canvass and Follow-Up

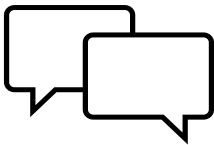
At the GCWCC, our philosophy is to give everyone the opportunity to make an informed decision about whether or not to donate to United Way/Centraide, HealthPartners or any other registered Canadian charity. Research shows that the most common reason individuals do not give is, quite simply, that they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

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



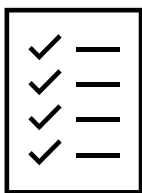
GET PREPARED

- Learn more about United Way and HealthPartners.
- Find out about your own campaign: Key dates, key messages, planned activities, etc.
- Ensure you understand the different ways of giving (ePledge, electronic gift form).
- Plan your virtual individual meetings (Teams, Zoom, Skype, Messenger); introduce yourself in advance (email, ePledge link, follow up links, etc.).
- Make your donation in order to be more comfortable asking your colleagues to do the same.



CANVASS

- 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, 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.



FOLLOW-UPS

- Make sure you have reached out to all of the colleagues on your list.
- Close the loop on any pending questions.
- Inform your Campaign Leader of your canvassing progress.
- Always remember to thank your 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 having 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 before you start canvassing.
- Make sure a donation will be properly accounted for.
 - For more details, please consult [ePledge step-by-step guide](#)
- For payroll deduction to begin as of the first pay in January:
 - Ensure you provide the correct PRI, if applicable.
 - Make your donation **before the deadline** to allow the payroll centers to process the donation. Donations made after that date will be applied to a subsequent payroll.



ePledge Donations Platform

- The [user guide](#) - available on gcwcc-ccmtgc.org explains the various steps to making a donation.
- If you have any questions about ePledge, please feel free to contact the platform manager, United Way Centraide East Ontario : epledge_support@unitedwayeo.ca

5 Monitor and Report

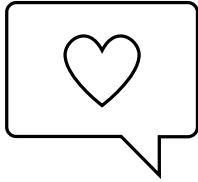
Keep track of results

Keeping track of results during all phases of your campaign is important to its success. Here are a few things you, as a Campaign Leader, should be monitoring, with the help of your team, and reporting on to your Local Manager and Deputy Minister/ Agency Head:

- Canvass progress.
- Special events (if applicable).
- Progress and challenges.
- Leadership gifts.
- Mid-campaign status.
- Electronic and paper forms compiled and shared
- Wrap-up and post-mortem.

6 Say Thank You

Key to the success of GCWCC is the work of the thousands of volunteers who give their time and talent to the campaign. It is critically important that your volunteers are recognized for their contributions.



THANK YOUR TEAM

- Involve senior management in your recognition and acknowledgement plan; a “thank you” from senior management has great value and impact on your colleagues – volunteers and donors alike.
- Be original in your thanks and recognition.
- Send virtual thank-you cards.
- Create a “recognition wall” with your volunteers’ and donors’ names.
- Use the certificates made available online and send them out to your team.



THANK THE DONORS

- Thank all donors in a personalized fashion whenever it is possible.
- 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.

APPENDIX

