



I care
I give
It matters

J'y crois
Je donne
C'est important



Government of Canada Workplace Charitable Campaign 2020

From *Canvasser* to *Ambassador*

Ambassadors' Trainers Training 2020



United Way
Centraide

iii HealthPartners
PartenaireSanté

An overview of today's session

1. Presentation of the GCWCC

1. Campaign main principles
2. Named recipients
3. Why do public servants give?

2. Being an ambassador

1. The ambassador's role
2. Get ready
3. Canvass and thank
4. Follow-ups

3. Technical aspects

4. Conclusion

Objective of this training

- 1 Equip Ambassador's leaders/trainers** with the information required to train their team in this new context (COVID – physical distancing)
- 2 Share our expertise on fundraising best practices**
- 3 Inspire Ambassador's leaders/trainers** a first hand experience of the training they will deliver
- 4 Outline the main objectives of the ambassadors role**



Presentation of the GCWCC

What is the GCWCC?

The Government of Canada Workplace Charitable Campaign (GCWCC) is part of your ongoing role as a public servant: **to improve the lives of Canadians in every community across the country.**

- GCWCC supports our two named HealthPartners and United Way.
- Since its inception in 1997, the GCWCC has become the largest workplace charitable campaign in Canada.

In 2019, Government of Canada **employees and retirees** donated more than **\$29.91 million** to support their communities!



More than 85% of employee donations are collected thanks to YOU, the ambassadors!

What is the GCWCC? (2)

- Under the GCWCC, donors can choose to support United Way Centraide, HealthPartners and/or any other Canadian registered charity.
- The two named recipients, **United Way Centraide** and **HealthPartners**, benefit from equal visibility among public servants.



A message from the Campaign Co-Chairs



National Cabinet objectives for 2020

1 **Fostering a continued culture of generosity**

Federal public servants remain generous year after year. We want public servants to feel proud about the contributions they make to their communities. Everyone has been affected by this pandemic, even public servants. We must encourage those who have given previously to continue to give and must inspire those who have not yet given. No amount is too small.

2 **Supporting GCWCC as a national campaign**

We want campaign volunteers and donors from across the country to be recognized for the work they do by encouraging collaboration and celebration of campaigns, no matter where they work! It will take the combined efforts of all public servants from coast to coast to coast to ensure we continue to support those in need.

3 **Embrace flexibility and innovation**

This year's campaign is unlike any other previous campaigns and will require new tools and methods. We will need to adopt innovative approaches in our campaign activities and initiatives including implementing online training and new campaign tools that support virtual campaigns.



Fostering a culture of
generosity
now more than ever!

Why do public servants give?

To make a difference in people's lives



The campaign is in line with my own values

I was personally affected by the cause

Source: Goss Gilroy survey, 2018, conducted for the Treasury Board Secretariat

Discussion

- Should an ambassador give?
Why?
- Why did **you** choose to give?





Being an
ambassador

Being an ambassador provides benefits!

Developing your
professional
competencies

**RECOGNITION
WITHIN YOUR
ORGANIZATION**

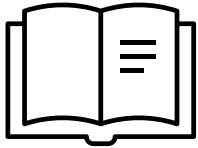
*Knowledge of the
charitable sector*

Networking
opportunities



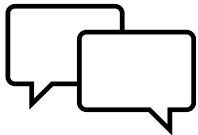
You have the most
important role
of the campaign!

The ambassador's role



RAISE AWARENESS

- Takes the time to have a real conversation
- Demonstrates how a gift can improve the lives of Canadians in all communities
- Shares their own personal reasons for giving and getting involved
- Explains the various ways to give
- Answers all questions



CANVASS

- Asks colleagues for their support towards the campaign
- Provides assistance with ePledge
- Explains that the GCWCC is a campaign of choice
- Follows up to ensure that each employee who wanted to contribute was able to do so



THANK

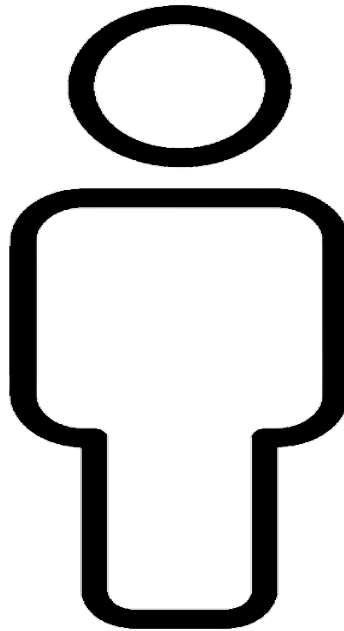
- Sincerely and warmly thanks each colleague (whether they donate or not) for their time and participation

All of this... simply through a conversation!

What is a good ambassador?

What an ambassador does not do:

- Limits his or her role to:
 - Leaving a phone voicemail with no follow up
 - Send an impersonal email with just an ePledge link
- Lobbies/pressures colleagues to give
- Does not seem to care about the cause or the campaign



What an excellent ambassador does do:

- Engages colleagues through social media, e-mails, phone calls and virtual team meetings
- Takes the time to have a real conversation and listens to the interests and concerns of colleagues
- Explains the impact of our donations and of the charitable organizations we support
- Asks colleagues if they would like to contribute in support of their community
- Participates in sectorial meetings and provides updates and reminders about the GCWCC
- Thanks them!

3 Steps to Successfully Perform Your Role

1

GET READY

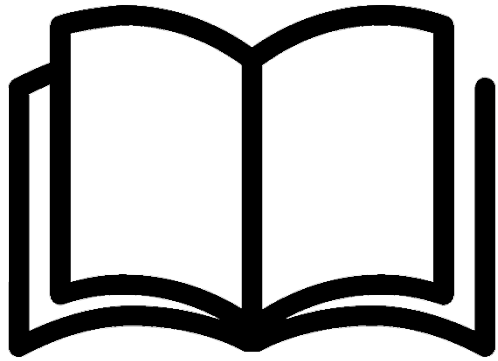
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CANVASS

3

FOLLOW UP

Step 1: Prepare



- 1 Learn more about the GCWCC and the named recipients: United Way and HealthPartners
- 2 Find out about your own campaign: start/end dates, key messages, activities, drawings, etc.
- 3 Ensure sure you understand the different ways of giving (ePledge, paper)
- 4 Plan your individual virtual meetings and introduce yourself in advance.
- 5 Make your donation; you will be more comfortable asking your colleagues to do the same!

Step 2: Canvass

Key
message:

**Every donation
has an impact,
no matter the
amount!**

The main reason why a person does not give, is that
THEY HAVE NOT BEEN ASKED!

- 1 Introduce yourself and ask your colleague a few questions to understand what causes he or she cares about.
- 2 Share and express what motivates **you** to contribute to the GCWCC.
- 3 Explain to your colleague that he or she can give to **United Way, HealthPartners, or any other** Canadian charity.
- 4 Answer questions and concerns.
- 5 **Ask your colleague to give** to make a difference in the community.

Step 3: Follow up



- 1** Make sure you have reached out to all of the colleagues on your list – follow up if necessary.
- 2** Follow up on questions that you were unable to answer in person.
- 3** Inform your campaign leader of your canvassing progress.
- 4** Thank your colleagues for their time and generosity!

Discussion

How can we effectively solicit colleagues in 2020 given the physical distancing challenge?





Technical aspects

The various methods to provide GCWCC donations



Phoenix has been processing donations via payroll deductions without any issues since its implementation in February 2016.

However, there are other ways to give!

	ePledge	electronic form
Payroll deduction	X	X
Credit card (one-time or recurring monthly deduction(s))	X	X
Cash payment** (NOT AVAILABLE NOW)		
Cheque*		X
PayPal	X	



Give online with ePledge



- Please note that in the NCR, each federal organization has its own link to access ePledge
- For the regions, some departments are on ePledge. If not, a link has been created for the 2020 campaign
- Find the URL of your own organization here:
<https://www.canada.ca/en/campaign/charitable/give-now.html>
- The user guide 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 Ottawa:



(613) 228-5781



ePledge_Support@unitedwayeo.ca

How to complete a pledge form: United Way

1 United Way East Ontario unitedwayeo.ca YES, I agree to receive communications from United Way East Ontario.

Tackling the tough problems across Prescott-Russel, Ottawa, Lanark and Renfrew Counties.

Yes, please direct my donation where it's needed most and will have the greatest impact. _____ \$

and/or direct my donation to a specific area:

Helping homeless youth find safe, stable housing _____ \$

Assistance for people with mental health challenges _____ \$

Giving kids living in poverty a safe place to go after school _____ \$

Helping vulnerable seniors live healthy, independent lives _____ \$

Local Love in a global crisis: Covid-19 Recovery fund _____ \$

IDENTIFICATION# 01001 PAYROLL DEDUCTIONS 26 X \$ _____ = **1** \$ TOTAL

2 Centraide Outaouais centraideoutaouais.com YES, I agree to receive communications from Centraide Outaouais.

Tackling the tough problems across Gatineau, MRC des Collines, Pontiac, Papineau and Vallée-de-la-Gatineau.

Yes, please direct my donation where it's needed most and will have the greatest impact. _____ \$

and/or direct my donation to a specific area:

TAKE CARE OF THE ESSENTIALS _____ \$
Defeat hunger / Provide shelter for the less fortunate

SUPPORT YOUTH SUCCESS _____ \$
Keep kids in school / End physical and psychological abuse

BUILD CARING COMMUNITIES _____ \$
Revive neglected neighbourhoods / Build capacity in community agencies

BREAK SOCIAL ISOLATION _____ \$
Break the isolation of seniors / Promote the social inclusion of people with disabilities

LOCAL LOVE IN A GLOBAL CRISIS: COVID-19 RECOVERY FUND _____ \$
Helping the most vulnerable people in our communities impacted by the crisis.

IDENTIFICATION# 01002 PAYROLL DEDUCTIONS 26 X \$ _____ = **2** \$ TOTAL

3 OTHER UNITED WAY of _____ \$ _____

IDENTIFICATION# _____ Consult the GCWCC calendar for the list of codes.

PAYROLL DEDUCTIONS 26 X \$ _____ = **3** \$ TOTAL

- If a donor wishes to contribute to their **local United Way**, they must indicate their gift in **Box 1 or 2**, and make sure their local United Way ID number is indicated on the pledge form.
- If a donor wishes to contribute to a **United Way other** than their local United Way, they must indicate their gift in **Box 3**, and enter the appropriate United Way ID number

How to complete a pledge form: HealthPartners

HealthPartners
PartenaireSanté

4 HealthPartners healthpartners.ca YES, I agree to receive communications from HealthPartners.

HealthPartners and its 16 leading Canadian health charities work together to save lives, fight disease and create healthy workplaces and communities across Canada.

By donating to all 16 of its member charities _____ \$

and/or to one or more of HealthPartners' members and special fund:

ALS Society of Canada _____ \$

Alzheimer Society of Canada _____ \$

Arthritis Society _____ \$

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 Society of Canada _____ \$

Muscular Dystrophy Canada _____ \$

Parkinson Canada _____ \$

The Kidney Foundation of Canada _____ \$

The Lung Association _____ \$

COVID-19 Resiliency Fund: to support the physical and mental well-being of four most vulnerable _____ \$

IDENTIFICATION # 01555 PAYROLL DEDUCTIONS 26 X \$ - 4 \$ TOTAL

- If a donor wishes to contribute to **HealthPartners or one of their 16 members**, they must indicate their gift in **Box 4**
- Donor may choose to designate their pledge/gift to HealthPartners (which will distribute the gift amongst its 16 national member agencies), and/or to one or multiple members
- The **identification number** for HealthPartners and their national member organizations is **01555** - this number is pre-printed on the Pledge Form

How to complete a pledge form: Other Canadian registered charities

5 OTHER CANADIAN REGISTERED CHARITIES (minimum \$26 per gift per charity)		Visit canada.ca/charities-list
ORGANIZATION or program if applicable	BN/REGISTRATION #	\$
		\$
		\$
		\$

IDENTIFICATION # 01001 Box 5 has the same code as United Way Ottawa because it processes and distributes these gifts to the other registered charities.

PAYROLL DEDUCTIONS X \$ = \$ TOTAL

- If a donor wishes to contribute to **other registered charities**, they must indicate the name of the charity and the organization's registration number (BN) in **Box 5**.
- Find all registered charities on Canada.ca/charities-list
- The local United Way is responsible for the processing and distribution of gifts to other charities. As such, **the local United Way ID number must be entered in Box 4**.

How to complete a pledge form: Methods of payments

THIS IS HOW I WANT TO MAKE MY DONATION Tax receipts automatically issued for gifts of \$20 or more.

PAYROLL DEDUCTION * \$

CASH **CHEQUE** Cheque Number: _____ Cheque Date: _____ *Make cheques payable to United Way - GCWCC* \$

CREDIT CARD Visa MC Amex Include your personal telephone number and personal email in the address section at the top of this form.

Card # _____ **MONTHLY** credit card gift of \$ _____ for 12 months beginning Jan. 15 for a total of \$ _____

Signature X _____ EXPIRY DATE MM/YY _____ **ONE-TIME** credit card gift in the amount of \$ _____

*** FILL OUT THIS SECTION IF GIVING THROUGH PAYROLL DEDUCTION**

FIRST NAME _____ LAST NAME _____ PRI/REG _____

INDICATE HERE HOW YOU DISTRIBUTED YOUR PAYROLL GIFT ABOVE.

1 \$ TOTAL	2 \$ TOTAL	3 \$ TOTAL	4 \$ TOTAL	5 \$ TOTAL
01001	01002	01	01555	01001

I authorize the deduction of \$ _____ per pay \$ TOTAL GIFT

X SIGNATURE _____ Y M D _____

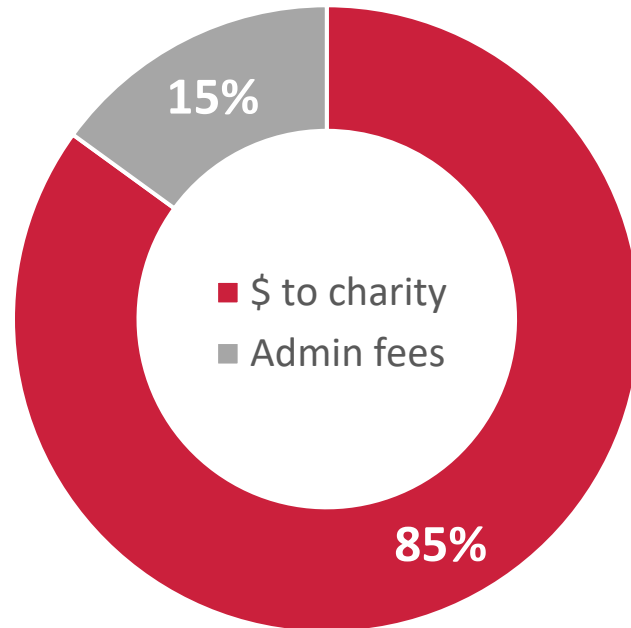
YES, I agree to share my Personal Record Identifier (PRI) with United Way (UWEO) Ottawa for processing payroll deductions.

Payroll Deduction:

- If donor chooses payroll deduction, the tear-away portion of the form must be sent to their payroll office
- Ensure that ID numbers entered in the tear-away portion match the ones entered in Box 1, 2 and 4. *Reminder: ID numbers entered in Box 1 and Box 4 should match*
- The main portion of the form must be sent to the local United Way (local GCWCC manager) for processing

- Donor must choose their preferred method(s) of payment.
- Credit Card: Donor must provide a valid phone number and personal email for verification purposes

Administrative fees



- The cost of administration and fundraising for the GCWCC is 15%.
- This is well below the 25% administrative fees average for Canadian charitable organizations, according to Charity Intelligence (CI).
- According to CI, fundraising/administrative fees below 35% are considered to be within a reasonable range.

Administrative fees include: gifts and data processing, receipts for tax purposes, accounting, reporting, auditing, management, advertising and promotion, recognition, coaching, tools development.



In conclusion

What to keep in mind

Raise awareness

- A person should feel moved to give!
- Share your own reasons for giving and use the examples of United Way and HealthPartners

Canvass

- A person will not give if you don't ask them!
- Objective: 100% individual canvassing, one-on-one (phone, virtual meeting)

Thank

- Both volunteers and donors deserve to be warmly thanked
- Let your colleagues' generosity shine and make them proud of their action!
- People will remember the thoughtfulness you show in thanking them. Never miss an opportunity to thank donors!

You are not alone!

- Feel free to ask us for help, that's why we're here.
Your main contact: **INSERT NAME, EMAIL AND PHONE NUMBER OF THE MAIN CONTACT**

Thank you for being true *ambassadors*

You make a major difference in the lives
of thousands of people
in our communities



United Way
Centraide

iii HealthPartners
PartenaireSanté



All Canadian
Registered
Charities