



I care  
**I give**  
It matters

J'y crois  
**Je donne**  
C'est important



# Government of Canada Workplace Charitable Campaign 2020

## Campaign Leaders Info Session



**United Way**  
Centraide

**iii HealthPartners**  
PartenaireSanté



# An overview of today's session

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## Presentation of the GCWCC

1. RoundTable
2. Campaign Principles
3. Named Recipients
4. Results and Trends
5. National Cabinet - Presentation and Objectives

## The Keys to a Successful Campaign

1. Planning Your Campaign
2. A Team Effort
3. Raising Awareness
4. Canvassing
5. Recognition
6. Follow-ups



# Presentation of the **GCWCC**

# What is the GCWCC?

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- Federal government employees and retirees proudly support Canadian communities and their needs through the Government of Canada Workplace Charitable Campaign (GCWCC).
- The campaign is led by two National Co-Chairs supported by Senior Leaders Cabinet.
- It is managed and operated by the GCWCC National Office, on behalf of United Way Centraide Canada, under an agreement with Treasury Board Secretariat.
- Since its inception in 1997, the GCWCC has become the largest workplace charitable campaigns in Canada.

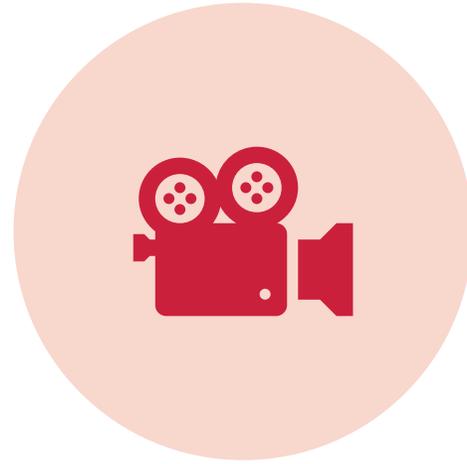
The GCWCC is an extension of what we do as Public Servants: **to improve the lives of Canadians in all our communities across the country**

# What is the GCWCC? (2)

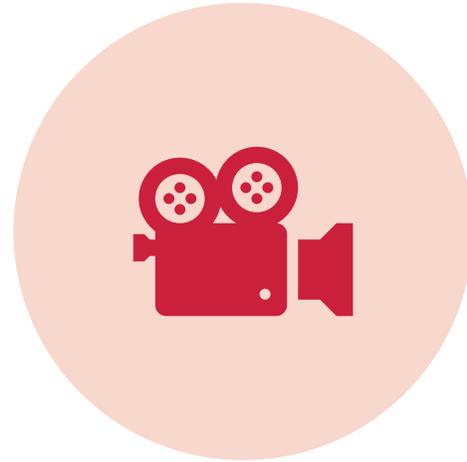
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- Through the GCWCC, donors can choose to support United Way Centraide, HealthPartners and/or any other Canadian registered charity.
- The two *named* recipients, **United Way Centraide** and **HealthPartners**, benefit from equal visibility among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



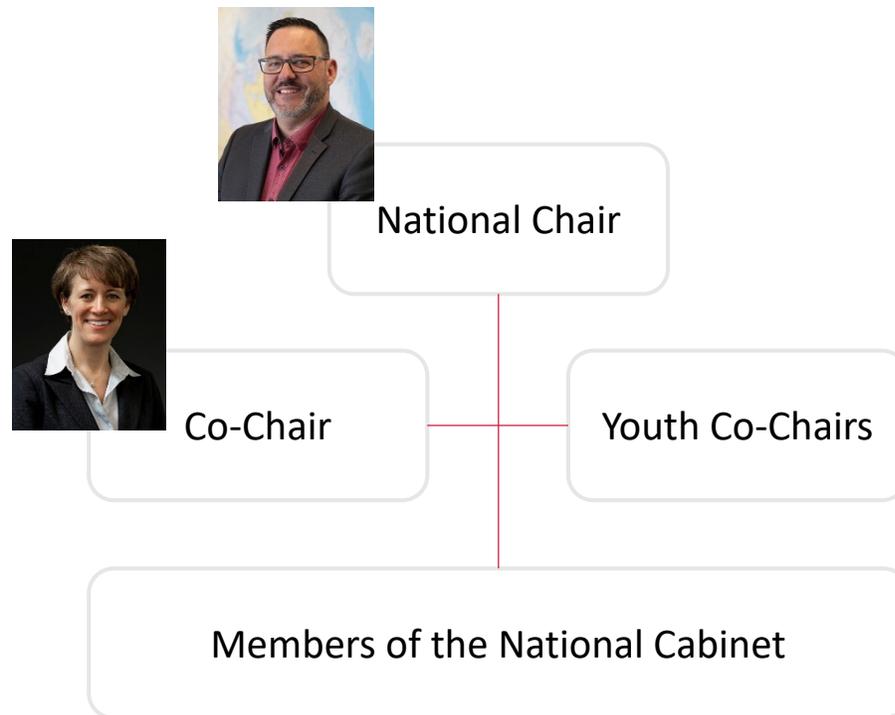


CLICK TO WATCH THE VIDEO  
FROM YOUR LOCAL UNITED WAY



CLICK TO WATCH  
HEALTHPARTNERS VIDEO

# 2020 GCWCC National Cabinet



- **National Chair: Sony Perron**, Associate Deputy Minister, Indigenous Services Canada
- **Co-Chair: Erin O’Gorman**, Associate Secretary, Treasury Board of Canada Secretariat
- **Youth Co-Chairs:** Melissa Massé and Kristen Landry
- **National Cabinet:** 9 senior public servants from all across Canada.

The National Cabinet provides direction, vision and objectives for the Campaign. Members of the Cabinet engage their peers and encourage them to offer support and sufficient resources to their campaign teams.

# 2020 National Cabinet Members

<b>Gail Johnson</b> Chief Human Resources Officer, Royal Canadian Mounted Police	NCR member
<b>Robert Ianiro</b> Vice President, Canadian Food Inspection Agency	NCR member
<b>Patrick Lefort</b> Director General, Service Canada	Quebec Region *Located in Montreal
<b>Ross Ermel</b> Assistant Commissioner, Canada Revenue Agency	Prairies Region *Located in Winnipeg
<b>Christina Sampogna</b> MSO/Senior Official, Health Canada	Pacific Region *Located in Vancouver
<b>Mary Ann Triggs</b> Assistant Deputy Minister, Service Canada	Ontario Region *Located in Toronto
<b>Rick Christopher</b> Assistant Deputy Minister, Veteran Affairs	Atlantic Region *located in Moncton
<b>Lisa Dyer</b> Director General, Canadian Northern Economic Development Agency (CanNor)	Northern Region *located in Yellowknife
<b>Robert Morin</b> Retired Public Servant	Retirees Lead

# National Cabinet objectives for 2020

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## 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**

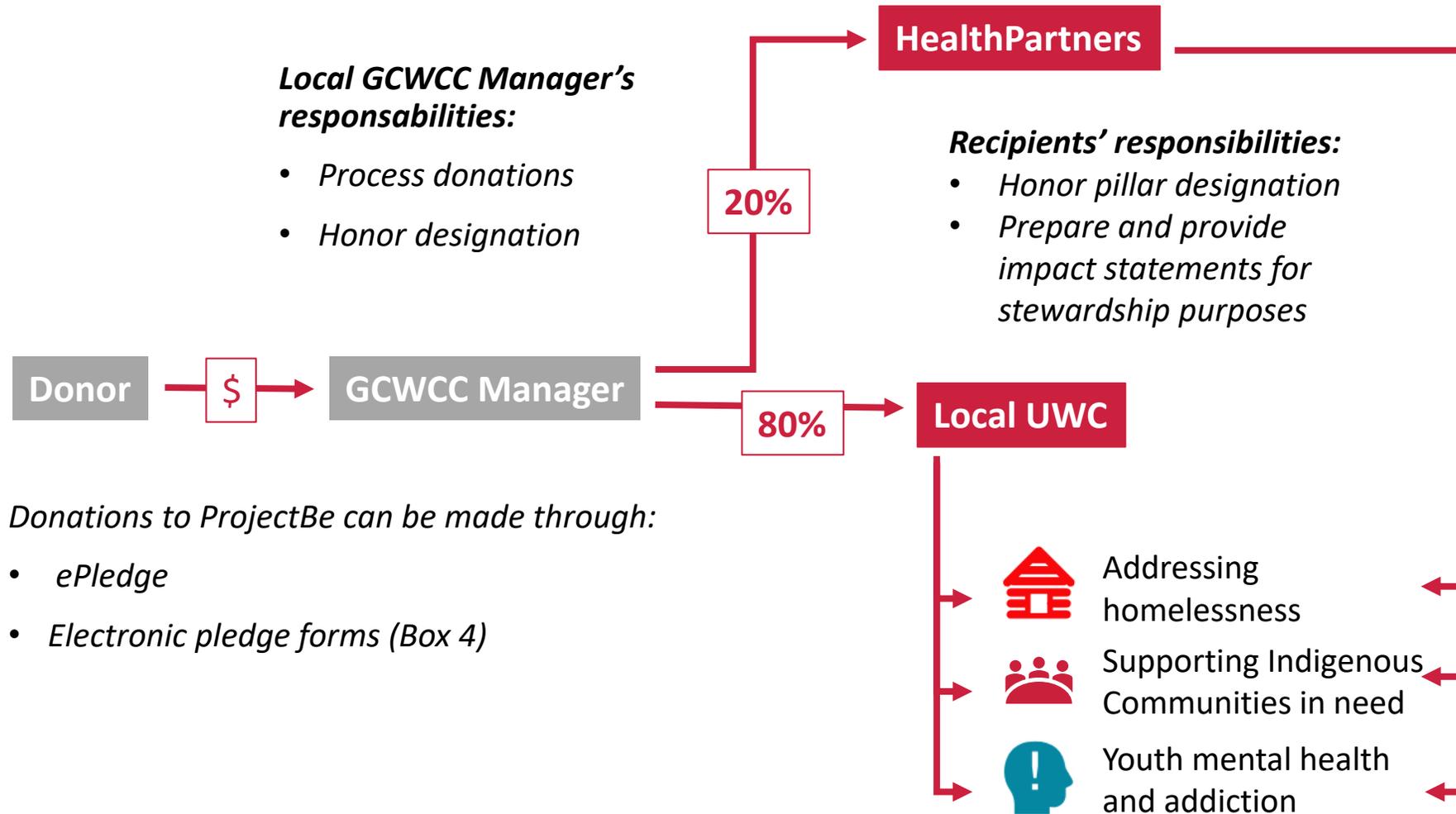
This year's campaign is unlike any other previous campaigns and will require new tools and methods. We will need to adopt innovative approaches in our campaign activities and initiatives including implementing online training and new campaign tools that support virtual campaigns.



# A message from the Campaign Co-Chairs



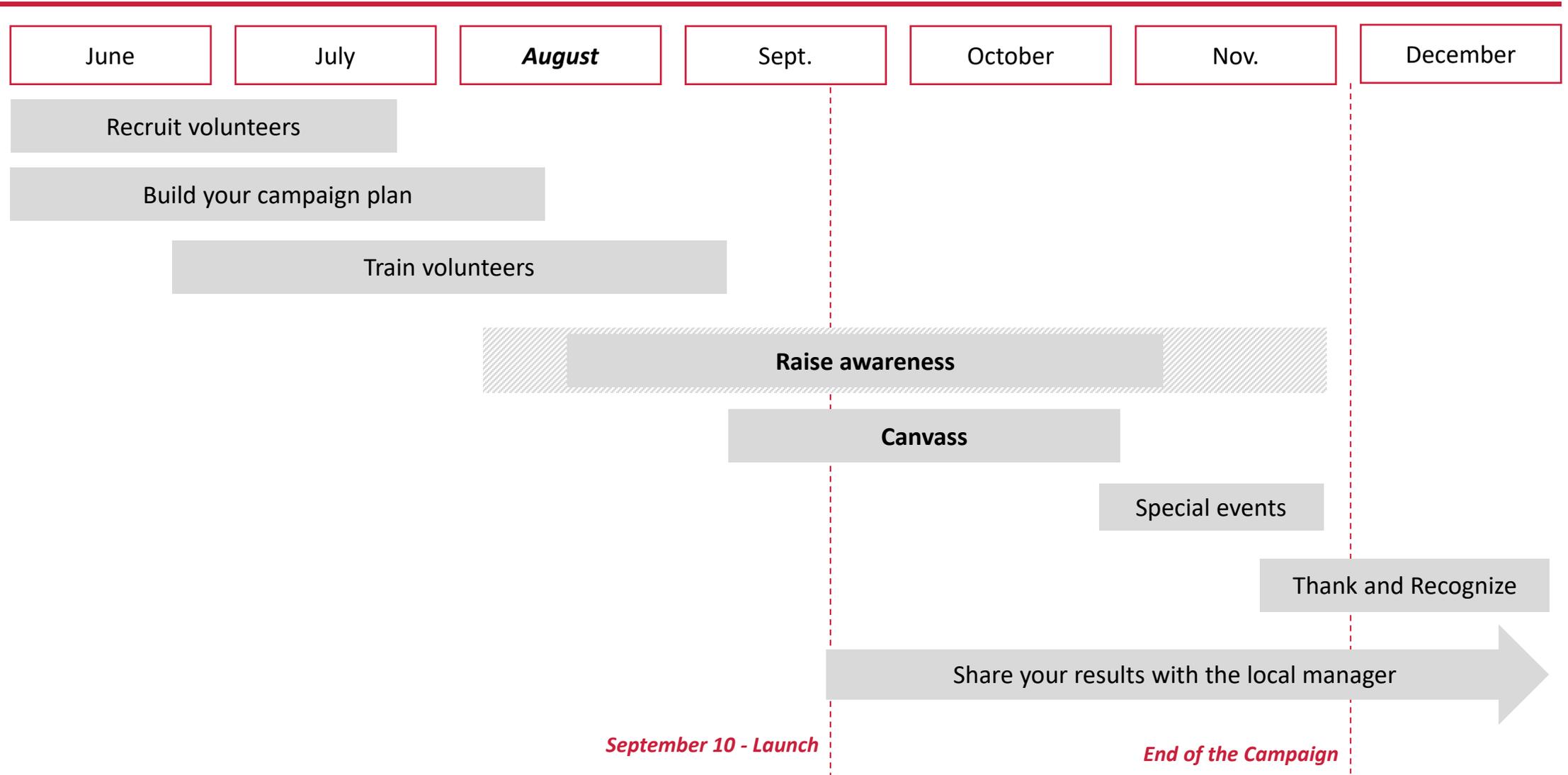
# ProjectBe – the Youth Cabinet Initiative



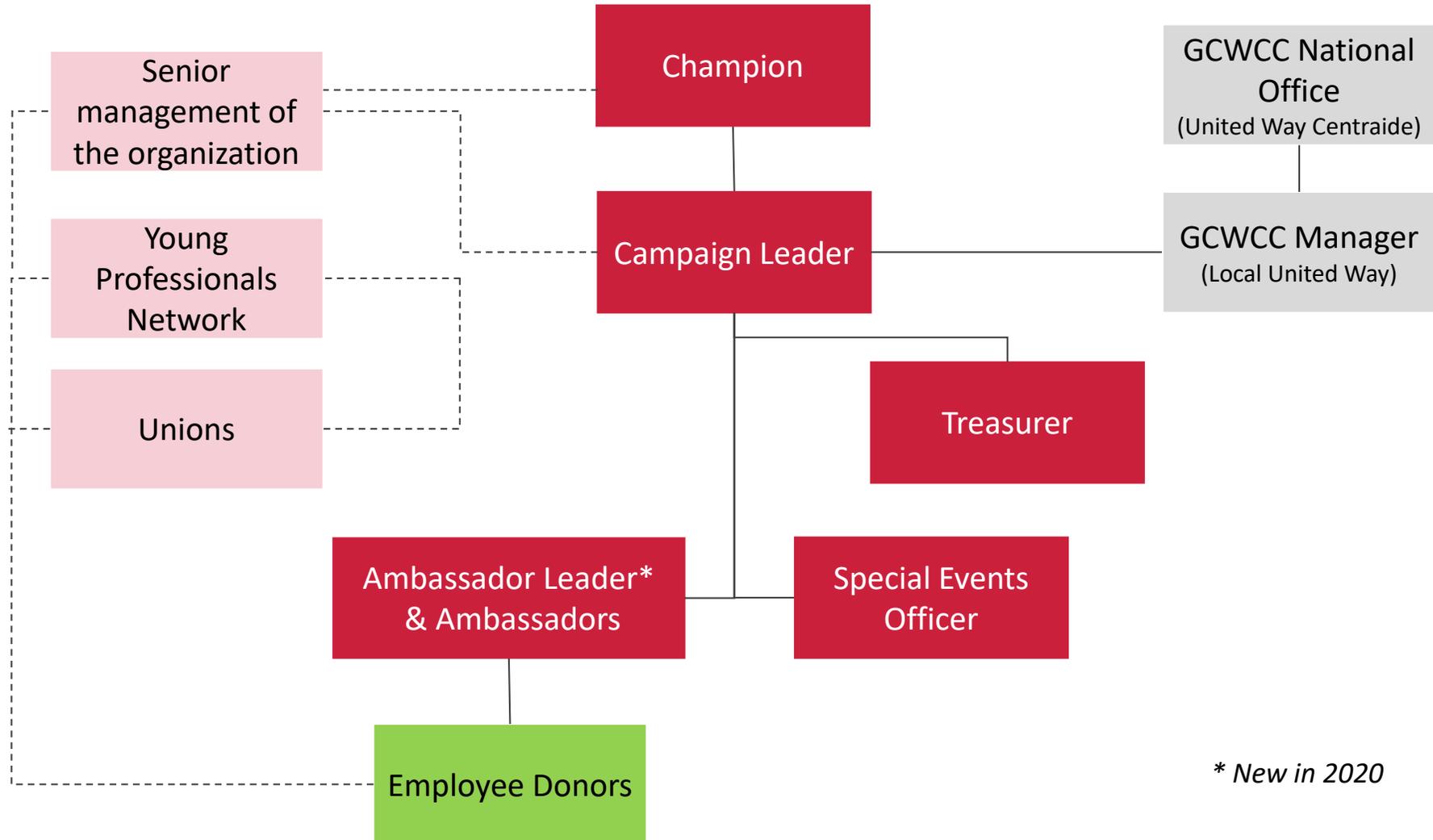
# The Keys to a Successful Campaign

1. Plan Your Campaign
2. A Team Effort
3. Raise Awareness
4. Canvass
5. Recognize
6. Follow-ups

# Planning your campaign: typical timeline



# A Team Effort



*\* New in 2020*



# Senior management of your organization

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Senior management has an essential influential and leadership role to play in the campaign:

## WITH MANAGERS

- Establish the campaign as a priority for the organization.
- Emphasize the links between the campaign and the organization's 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

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

# Champion

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The main responsibilities of the Champion are:

**Selects the Campaign Leader** for their department/agency.

Ensures the availability of human and financial resources and provides **visible support** to the department/agency campaign.

Provide the **guidance** required to succeed, be a **spokesperson** for the campaign and department, and collaborate with senior leadership to ensure his team is **committed**

# Local GCWCC manager



## Help you plan and execute the campaign successfully

- Support in training volunteers
- Provide strategic advice
- Monitor the progress of the campaign and propose adjustments



## Provide tools which will help you run the campaign

- Examples: impact stories, dollar handles, FAQ, flyers, spokespersons testimonies, etc



## Process donations

- Process all paper pledge forms and event donations.
- Issue tax receipts, where applicable



## Report to National Cabinet

- Share progress, challenges and successes of your campaign

Your main contact is **INSERT NAME, EMAIL AND PHONE NUMBER OF THE MAIN CONTACT**

# Campaign Leader and Co-Campaign Leader

The main responsibilities of the Campaign Leader are:

## INSPIRE

**Mobilizes** his/her campaign team for the cause and ensures everyone's support;  
**Is** a source of inspiration;  
**Obtains support** from senior management and other key players;  
**Leads by example**, sharing personal reasons for giving and participating in outreach activities.

## PLAN

**Builds the team** and gathers key resources;  
**Analyzes** previous campaigns;  
**Sets** campaign dates and **objectives**;  
**Develops a campaign and engagement plan** to raise employee awareness and achieve objectives.

## COORDINATE

**Leads awareness** and fundraising;  
**Monitors the progress** of the campaign and adjusts strategies as needed;  
**Reports** on results during and at the end of the campaign;  
Conducts a **post-mortem analysis**.



# Treasurer

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Ensures that all **administrative and financial procedures** are respected

Receives all employee and event **payments** and **forms**; remits them to their local GCWCC Portfolio Manager

Assists in the **processing** of payroll pledges

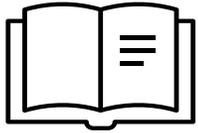
Follows up on **results** and prepares **financial reports** on the progress of the campaign

Provides guidance to the teams on **rules and regulations** regarding licencing for charitable gaming



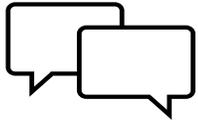
# Ambassador Leader and Ambassador

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## **INFORM & RAISE AWARENESS**

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



## **CANVASS**

- Asks colleagues for their support for the campaign
- 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



# Special Events Coordinator

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Coordinates the **special events** (virtually) that are held to supplement and celebrate your fundraising efforts.

Collaborates with the treasurer to ensure the all financial aspects, events and gaming guidelines and provincial regulations are respected. Also, with treasurer's collaboration, ensure funds are flowing appropriately.

Provides **guidance and recommendation** to colleagues who are planning events to ensure they align with the campaign's priorities, rules, regulations and processes.

Recruits a **group of volunteers** to organize successful events.

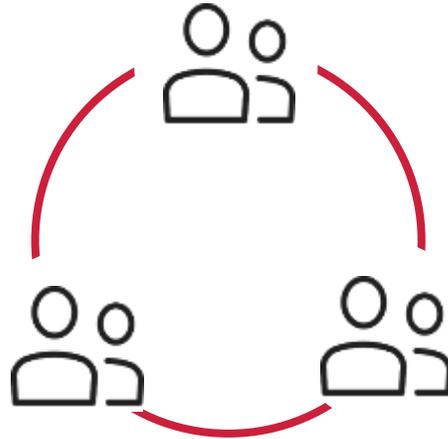
# Building your team: who to recruit?

**The campaign team must reflect all employees of the organization:**

- Branches/functions
- Hierarchical levels
- Diversity (age, gender, origin, etc.)

**Involve people who have expertise in the areas you need to run a campaign**

- Think about creating a tech-savvy team with strong social media and communications skills to build a solid virtual dimension to your campaign.



**Involve union representatives**

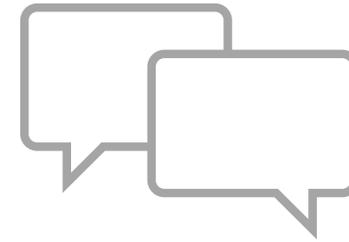
Their support can positively influence many employees

# How to roll out a successful campaign?

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**Raise awareness**



**Canvass**

# Raise awareness: make people understand why giving is important



## The impact of a gift in our communities

- Explain the needs in our communities
- Share concrete examples of the work of United Way and HealthPartners (with \$X, we can do this)
- Share stories of people who are supported by charities

***Many communications tools exist; use them!***

## The reasons why we choose to give

Everyone can have their own reason(s) for giving, and sharing them can inspire their colleagues

- Invite your colleagues to share their story (call for storytellers)
- Display and share your own reasons for giving on social media: #Igive because...



# How to communicate?

*Given the COVID-19, we are shifting towards an online/virtual campaign. Be creative!*

## Online – use existing platforms

- Intranet
- Emails
- Your Organization's and GCWCC's social media
- Zoom, Microsoft Teams, Skype, Messenger or other authorized tools!



## Virtually or In person (respecting physical distancing)

- Use scheduled virtual meetings to share information on the impact of the donation (videos, speakers, colleagues sharing stories...)
- Organize: community action days, virtual lunch & learns, etc.

## Signage in the workplace, if possible

- Posters, “#iGive because...” certificates, thermometers, etc.

# Canvass: ask to give

The main reason why people do not give, is  
**they have not been asked!**



Favor peer-to-peer canvassing (over the phone or using virtual meeting tools), to allow for meaningful conversations.

- The ambassador answers questions and concerns
- The donor shares his intention to give or not – facilitates campaign follow-up

**Goal:** ensure that 100% of public servants meet with an ambassador (*phone or virtual meeting*)

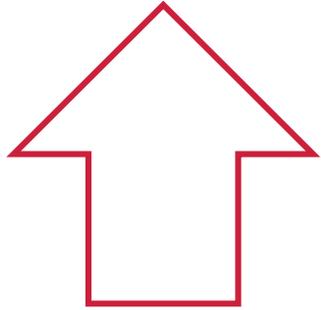
**Key message:** every donation has an impact, no matter the amount!

More than  
85% of the  
funds raised  
come from  
canvassing

Focus on  
direct canvass  
rather than  
special events

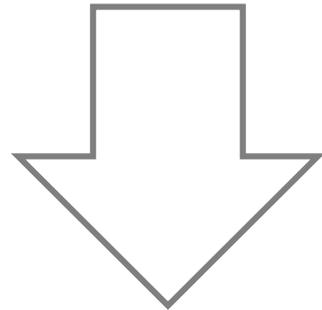
# Rethink special events and focus on the essentials

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## **Normally, the activities are excellent for:**

- Engagement and promoting team spirit
- Raising Awareness about the impact of the GCWCC and the named recipients.
- Creating a sense of belonging to the community
- Having fun



## **Given COVID-19, Face to Face and groups activities will be unlikely.**

- Special events represent only 10-15% of campaign results
- Too many activities can be harmful:
  - Take time, resources and energy
  - Risk of fatigue for volunteers and employees
  - Threatens individual donations because employees feel they have already done their part

- Focus virtual events on raising awareness (town hall, conference, testimonial)
- Use online peer-to-peer fundraising platform to host events respecting social distancing
- Consider doing less events in 2020 and focus on canvassing

# Thank and recognize

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## Volunteers:

- Thank EACH member of the campaign team
- Organize a virtual event to highlight their work and celebrate
- Acknowledge volunteers who have made an exceptional impact (certificates, intranet and social media mentions, etc.)

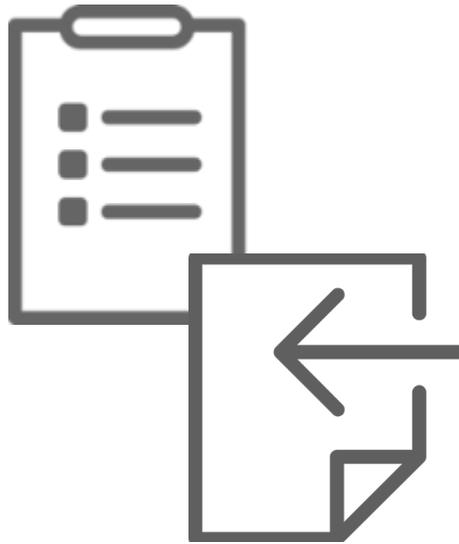


## Donors:

- Thank ALL donors
- A special thank to Leadership donors
- Share your results with the entire organization
- Be proud of what you have collectively accomplished!

# Several follow-ups to be done during and after the campaign

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- 1 Monitor **canvassing** closely – goal is to meet with 100% of the employees!
- 2 Communicate the **progress** (results) of your campaign – we can help!
- 3 Ensure Treasurer remits Gift and event forms as well as all payments to their GCWCC Portfolio Manager promptly to expedite **processing**.
- 4 Ensure that all applicable payroll deduction slips are forwarded to the Pay Centre/your Pay Office **before the deadline**.



In conclusion

# What to keep in mind

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Raise awareness

- A person should feel moved to give!
- Use United Way and HealthPartners materials and examples

Canvass

- A person will not give if you don't ask them!
- Objective: 100% individual canvass, *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!

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!

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

