

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 2021 EDITION



[canada.ca/charitable-campaign](https://canada.ca/charitable-campaign)  
[canada.ca/campagne-charite](https://canada.ca/campagne-charite)



United Way  
Centraide

iii HealthPartners  
PartenaireSanté

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# WHY A CAMPAIGN TOOLKIT?

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## To serve you better

As we were planning for the 2020 edition of the Government of Canada Workplace Charitable Campaign (GCWCC), we decided to serve you better by offering a Campaign Toolkit, which would include the documents, training, tools and materials needed to succeed. We have updated it after a first year of use and hope it can serve you well. This toolkit is aimed at newer teams, or small to medium-sized departments and agencies that have expressed a need for simpler and clearer guidance for navigating the GCWCC. We have also taken a new angle into account: the National/Regional campaigns. What does it mean? Some campaigns are held across the country as a National campaign (centralized or not) and others are held from a regional perspective. Therefore, terminology, challenges and opportunities vary greatly.

Due to COVID-19 and the impact it has had on all aspects of our lives, we have adapted our campaign by implementing new technologies and ways to run a successful campaign. To help teams adapt to our new reality, we created a toolkit that will guide them through this process. We have had to quickly adjust our tools, and swiftly shift our practices due to physical distancing. As the situation evolves, more ideas, options and tools will surely spring. Updates will be made available on our [volunteers website](#). We thank you for your understanding and support.

This guide is one of many parts of our "Campaign in a box", a toolkit for a successful campaign. The guide is specifically designed for Campaign Leaders, but feel free to circulate it to your campaign teams. The following elements are included in the toolkit and accessible on [gcwcc-ccmtgc.org](#).

- Training support documents for your teams
- Named Recipients presentations and materials
- ePledge Step-by-step guide
- 2021 Chair's Vision and Key Messages
- Tools and tips for successful events and activities
- Treasurer's Manual
- 2021 Campaign Materials
- A Local Managers contact list (National and Regional)

For more information, please contact our team at:

### GCWCC National Office

[team-equipe@gcwcc-ccmtgc.com](mailto:team-equipe@gcwcc-ccmtgc.com)

### GCWCC National Chair's Office

[gcwcc.ccmtgc@canada.ca](mailto:gcwcc.ccmtgc@canada.ca)



# THE IMPORTANCE OF GCWCC

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## It's what we do

In the National Capital Region (NCR), federal government employees have contributed to annual fundraising campaigns since 1945. For more than 20 years now, the GCWCC has replaced what was known as the United Way Campaign to include HealthPartners and give donors the opportunity to donate to their charity of choice.

The campaign is led by two National Co-Chairs supported by a 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. The campaign is a collective effort by thousands of public servants from across the country who dedicate their time, effort and donations to making this campaign a success year after year.

**In 2020**, we raised more than **29,3 Million dollars** to support our communities, across the country.

## Our Named Recipients

The Government has selected two trusted organizations as Named Recipients of the Charitable Campaign. HealthPartners and United Way Centraide have strong networks across the country, and they are available to support your efforts.

Find out more about our Named Recipients at the end of this document!



**United Way  
Centraide**

United Way/Centraide supports over 3,000 local community agencies across Canada each year, helping to improve lives from coast to coast to coast. Locally and nationally, our goal is the same – to create opportunities for a better life for everyone in our communities.

Our unique approach focuses on meeting immediate needs while also addressing the underlying conditions that make people vulnerable in the first place. When you give to United Way/Centraide, you are investing locally in three areas that are crucial for our country to thrive:

- 1) Moving people from poverty to possibility
- 2) Building strong communities
- 3) Helping kids be all they can be

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

To find out more about the programs and initiatives supported by United Way/Centraide in your community, please visit [unitedway.ca](http://unitedway.ca).





At HealthPartners, we have a simple and clear vision: a healthier Canada. Since 1998, HealthPartners’ donors contributed more than \$204 million for life-changing research, local programs and community support services

- benefiting millions of Canadians from coast to coast to coast.

We work in partnership with 16 national health charity members. In local communities, our trusted partners deliver programs and services directly to Canadians living with a chronic disease or major illness and their caregivers. We could not do this without the support of federal government leaders, champions, and employees like you who join the HealthPartners’ vision as #HealthChampions.

Federal government employees can partner with 16 charitable organizations through their connection with HealthPartners in one of several ways. Employees can donate directly to one or more of our members, and those donations are sent directly to our members. If employees choose to donate to HealthPartners, that donation supports the work of all HealthPartners’ charities. As a result, our charities have access to more donations than they would otherwise have when you participate in the GCWCC—a one-dollar donation results in more than one dollar to our members.

Together our partnerships result in investments in health promotion and well-being, critical research to help prevent chronic disease, and the discovery of treatments and cures that transform and save lives.

Together we are touching the lives of the 87% of Canadians who are likely to be affected by one or more of 400 chronic diseases and illnesses throughout their lifetimes.

With you and the tremendous work that our charities do across the country, HealthPartners can genuinely make a positive difference. Join us as a #HealthChampion and join us in that vision of a healthier Canada. Thank you for your leadership and support.

As a #HealthChampion, your support invests vital resources in:

- |                             |                                      |
|-----------------------------|--------------------------------------|
| ALS Society of Canada       | Diabetes Canada                      |
| Alzheimer Society of Canada | Heart & Stroke                       |
| Arthritis Society           | Huntington Society of Canada         |
| Canadian Cancer Society     | Multiple Sclerosis Society of Canada |
| Canadian Hemophilia Society | Muscular Dystrophy Canada            |
| Canadian Liver Foundation   | Parkinson Canada                     |
| Crohn’s and Colitis Canada  | The Kidney Foundation of Canada      |
| Cystic Fibrosis Canada      | The Lung Association                 |

Learn more at [healthpartners.ca](http://healthpartners.ca)



# PLANNING A SUCCESSFUL CAMPAIGN

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## 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. As we are in a unique year, physical distancing affects the way we run the campaign, but the core principles are still relevant, and we invite you to follow them.

Step 1 – Build Your Team

Step 2 – Plan Your Campaign

Step 3 – Build A Culture of Generosity

Step 4 – Make Your Ask

Step 5 – Monitor and Report

Step 6 – Say Thank You

# 1 Build Your Team

## Involve Senior Management

Senior management has an essential leadership role to play in the campaign.

WITH MANAGERS	WITH VOLUNTEERS	WITH EMPLOYEES
<ul style="list-style-type: none"><li>• Establish the campaign as a priority for the organization.</li><li>• Emphasize the links between the campaign and the organization's values.</li><li>• Ensure the commitment of all senior management.</li><li>• Circulate information about the campaign.</li></ul>	<ul style="list-style-type: none"><li>• Allocate sufficient resources (time, budget if possible) to volunteers to fulfill their role.</li><li>• Allow volunteers to use existing meetings/ opportunities to raise awareness among their colleagues.</li><li>• Encourage volunteers and provide recognition.</li></ul>	<ul style="list-style-type: none"><li>• Provide legitimacy to the campaign and the act of donating.</li><li>• Encourage employees to contribute.</li><li>• Explain their personal reasons for giving.</li><li>• Inspire!</li></ul>

## Select Your Campaign Committee

The most important element for a successful campaign is having the right people on your committee. The size of your department/agency will determine how many members your committee needs and what their functions will be. How to choose your committee:

- Recruit people who are truly committed to the philosophy and goals of a charitable workplace campaign.
- Ensure representation from every sector of your department/agency.
- Identify and approach previous campaign volunteers. When possible, have a shadow for each role to train leaders for the next year's campaign and share the work.
- 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. As this year's campaign will largely be virtually based, think about creating a tech-savvy team with strong social media and communications skills to build a solid virtual dimension to your campaign. Participating in the campaign is a 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 we want to give you an idea of ways to share the workload and succeed. You might use a different terminology in your region, so we are trying to map different titles.

### **Champion**

The Champion selects the Campaign Leader for their department/agency. The Champion ensures the availability of human and financial resources and provides visible support to the department/agency campaign. It is an important role, which includes providing the guidance required to succeed, being a spokesperson for the campaign and department, and collaborating with senior leadership to ensure the department is committed. Your Champion is key! In the context of a National campaign, your Champion might 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.

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

The current campaign management structure means that each Local Manager (hosted at United Way) is responsible to provide support to local Departments/ Agencies and Crown Corporations). This can add complexity to the roll out of a national and centralised campaign. If you feel like this is slowing you – contact the National Office for assistance.

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

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

## Campaign Leader

**NOTE:** in some regions, the term Campaign Ambassador is used for this key position. See the role of the Ambassador below too (which we use as the word to describe the person who canvasses and makes the individual asks).

The Campaign Leader is responsible for leading the entire organisational campaign. They acquire the resources needed and skillfully manage the campaign toward a successful result. Depending on the committee's needs, they can offer valuable advice based on their experience from last year's campaign and can also provide documentation on last year's efforts.

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



## Deputy Campaign Leader

**\*Optional\***

A Deputy Campaign 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. Encourage your Deputy Minister/Agency head to recruit a Deputy Campaign Leader.

## Treasurers

The Treasurer is responsible for setting up and maintaining your organization's financial tracking system for the campaign. They will work with their respective GCWCC Local Manager to coordinate the ePledge account, collect donation forms from canvassers, deposit cash donations

and funds raised at events, coordinate the use of donation collection tools during events, and remit gift forms and canvasser reports to the GCWCC local team. The Treasurer also ensures that an appropriate financial system is in place with the support of their Local Manager.

## Ambassador Leader

**\*Recommended\***

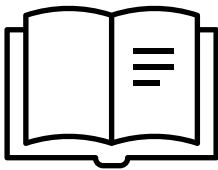
If you work in a larger organisation, this role might be helpful. If you work in the context of a centralized campaign, you might want to explore options for this coordination role. The idea is to ensure that all Ambassadors (canvassers) get trained, receive key messages on Named Recipients and know 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

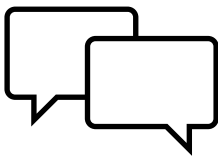
The Ambassador (canvasser) is one of the most important roles in the campaign. It's recommended that there is one Ambassador per 10 to 15 employees. It's important for your Ambassadors to believe in the campaign and be willing to connect with colleagues to make a fundraising ask.

The main responsibilities of the Ambassadors are:



### 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

## Fundraising Events & Activities Coordinator

**\*Recommended\***

To allow the rest of the committee to focus on the employee campaign, the Fundraising Events & Activities Coordinator is responsible for coordinating the special events 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 planning and executions of events, to ensure that the right tools are used, that the TBS guidelines are respected, that Named Recipients have an equal opportunity to be represented and that funds are distributed properly.

## Communications Officer

**\*Recommended\***

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. Through different channels, the GCWCC National Office will support awareness raising by supplying content and stories you can use during the campaign.

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

## Recruit Ambassadors

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

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

- Peer-to-peer recruitment.
- Respect in mind – 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 and convincing Ambassador.
- Training and setting expectations – when you offer good training and set realistic expectations (10 to 15 peers to canvass per Ambassador), you set your team up for success.

To learn more about the Ambassador's role, consult page 11.

## 2 Plan Your Campaign

### Coordinate a Virtual Strategic Planning Session

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. Given the COVID-19 situation, this year again, we recommend holding this session virtually.

If you are holding a regional campaign which includes more than one Local Manager, you might want to invite them all to join you!

Participating in a virtual 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.
- 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 virtual 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 2021 context, and based on 2020 learnings, many aspects of this campaign have been revisited. Your Local Managers are working with philanthropic experts to evaluate and update tools and ways of raising funds. Their universe is swiftly reshaping, and you will continue to be a part of its redesign.

Your contribution is greatly valued, and your patience is, too. In these changing circumstances, we shall rethink workplace giving together! Don't hesitate to contact your local GCWCC Manager to share your ideas.

## Establish Your Objectives and Strategies

Goal setting should be **SMART**: **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**imely. Given the current context, goals and objectives will have to be adjusted. In-person and group events are not possible for a while, so the best way to raise funds will be to focus on payroll deduction and find new ways of organizing events virtually. If employees were making donations at special events, invite them to consider making a one-time gift or try payroll deduction.

Payroll deduction makes greater sense because:

- You don't need to chase your tax receipt.
- It "splits" the gift over time and allows for smaller payments.
- You don't need to worry about it!

Examples of refocusing on payroll deduction:

- 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 donors (giving on average \$100 per year) into payroll deductions donors, at an average of \$5 per pay.

## 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 light of COVID-19.
- **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 in the province your work in and to be creative about virtual / remote challenges. [Consult the Special Events Guide](#) (will be available soon).



**Did You Know?** In previous years, approximately 15% of GCWCC donations were raised through events. In 2020, this number lower significantly to approximately 8% 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. In the context of COVID-19, we had to rethink how it was done, and we will continue to work on increasing our tools offering for an easier activation of online 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](#)

**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:

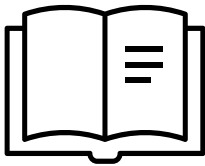
- Thanking donors for their support
- Informing them about the impact of their gift
- Sharing named recipients impact stories

## 4 Make Your Ask

### Get prepared, Canvass and Follow-Up

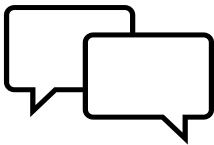
At the GCWCC, our philosophy is to give everyone the opportunity to make an informed decision about whether or not to donate to United Way/Centraide, HealthPartners or any other registered Canadian charity. Research shows that the most common reason individuals do not give is, quite simply, that they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

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



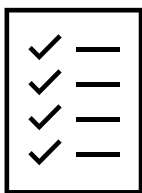
#### GET PREPARED

- 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/Campaign in a Box](http://GCWCC-CCMTGC.org/Campaign%20in%20a%20Box) - 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](mailto:epledge_support@unitedwayeo.ca)

## 5 Monitor and Report

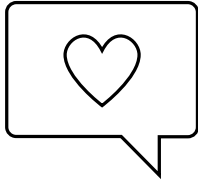
### Keep track of results

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