

Campaign Leader Welcome Kit

The role of Campaign Leader is pivotal to the success of any GCWCC campaign. Leaders recruit and oversee the volunteer fundraising team and provide inspiration and motivation. Leaders are also decisionmakers responsible for the planning and execution of the campaign in their workplace. The main responsibilities of the Campaign Leader are:

PLAN

- Recruit the volunteer team and gather resources
- Analyze previous campaigns
- Develop a campaign and engagement plan to raise employee awareness and achieve fundraising objectives.

INSPIRE

- Mobilize and motivate their campaign team for the cause
- Obtain support and participation from senior management
- Lead by example, sharing personal reasons for giving and participating in outreach activities.

COORDINATE

- Lead awareness and fundraising activities in their workplace
- Monitor the progress of the campaign and adjusts strategies as needed
- Collaborate regularly with the Local Manager to follow best practices and achieve results

Campaign tools and resources

Local managers are professional United Way Centraide fundraisers with resources and expertise to help Campaign Leaders succeed in their campaign. Contact your local manager early and often to access support for your volunteer team to develop and execute a campaign that focuses on local issues. Find your local United Way at unitedway.ca

gcwcc.org is the volunteer resources page for the GCWCC. On this page, you will find GCWCC reference materials for each of the campaign team's primary roles. You will also find communications tools, training materials, local contact information and many other resources to help you run a successful workplace campaign.

Canada.ca/charitable-campaign is a publicly-accessible site that describes the GCWCC. It contains links to the GCWCC's donation portal, donor FAQs, information about national events, and more.

GCWCC Chair's Office gcwcc.ccmtgc@canada.ca If you have questions about the annual vision of the campaign or want to share stories or social media content

GCWCC National Office team-equipe@gcwcc-ccmtgc.com
Contact the National office for general questions about the GCWCC

The Volunteer Team

Campaign Leaders

The engine that powers a successful campaign. Leaders oversee the planning and execution of all aspects of campaigns and are a vital source of inspiration for their teams. We recommend that you appoint leaders and teams for each office in your department or agency.

Champion

The champion is the voice of the campaign within the senior management team and can positively influence executive colleagues. In some organizations, only one champion is appointed nationally. In other organizations, regional champions are appointed.

Treasurer

Responsible for all financial aspects of the campaign

Ambassador Leader

Supports the volunteer team of ambassadors, by providing guidance, training, and structure for employee canvassing

Fundraising Events and Activities Coordinator

Responsible for coordinating the events and activities that are held to supplement and celebrate your campaign fundraising efforts

Ambassadors The heart and soul of your campaign. Responsible for educating and canvassing colleagues

Together, we are building stronger communities and healthier people

Government of Canada Workplace Charitable Campaign

Campagne de charité en milieu de travail du gouvernement du Canada

I care
I give
It matters

