



**United Way**  
Winnipeg

# Building a Workplace Campaign

AN EMPLOYEE CAMPAIGN CHAIR GUIDE

# Your rewarding experience awaits!

Success is measured as much by the quality of your co-workers' experience as it is by results. Running a workplace campaign should be a fun and meaningful experience for everyone, including you.

This guide will help you stay organized and on track while running a fun, successful campaign.

## We're here for you

Along with our website ([unitedwaywinnipeg.ca](http://unitedwaywinnipeg.ca)), your Sponsored Executive (SE) is a great source for additional resources, including:

- Ambassador guides and training resources
  - Leadership program guides to help plan and execute a Leadership campaign
  - Employee brochures and pledge forms
  - Ideas for special events
  - Request forms for additional campaign materials
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- Links to United Way Winnipeg's impact stories/videos
  - Partnering for a Purpose brochure, which outlines how United Way Winnipeg can help you engage staff in meaningful community initiatives

# 01 MAKE YOUR PLAN

*Meet with your Sponsored Executive as soon as possible. They can help you map out strategies for a successful campaign and brainstorm ideas for themes, events, and activities.*

## **Leadership support**

Seek support from senior management and union leadership (see the Engaging Labour page). These influential people can help kick-start your campaign and stand as examples for others. Senior management may appoint an executive sponsor to work with the ECC and committee.

## **Recruit your team**

Begin with your committee – a cross-section from your workplace, including management and non-management, as well as unionized and non-unionized employees. And consider contacting engaged retirees to help. These dedicated, positive folks are excellent at communicating progress and inspiring participation.

Some of the most important members of your team will be your Ambassadors. These are the people who will support the ECC and committee members by making peer-to-peer asks to their co-workers.

## **Review last year's results and set your goals**

Set ambitious yet realistic goals using the challenges and successes of previous campaigns as benchmarks.

For example:

- Increase last year's fundraising or participation by 5% or 10%.
- Increase Leadership gifts (\$1,200 or more) by five individuals.

## **Create a calendar or timeline for your campaign with key milestones**

This calendar can include your campaign kickoff, a Leadership presentation, special events and a wrap-up event. Your campaign should run for a finite period (ideally one to three weeks).

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## 02 LAY YOUR FOUNDATION

### Leadership matters

Leadership donors are the generous Winnipeggers who give \$1,200 or more per year – an inspiring example for others.

Consider running a Leadership campaign by recruiting a Leadership Champion – an existing Leader who can personally ask colleagues to make a similar commitment.

Together, you can plan a Leadership presentation to give potential Leaders more detailed information on the powerful impact this level of generosity can have.

This presentation can be incorporated into your kickoff, held as a separate event, or held at an agency partner.

### Schedule Ambassador Training

Teach your Ambassadors how to make the all important ask. Ask your SE about training sessions.

### Engagement Opportunities

Your co-workers will be more invested when they can see and feel the difference they are making. Consider the following:

1. Work with one of our agency partners to complete a meaningful community project as part of a **Day of Caring** or **Collection Drive**, so they can experience first-hand the need in the community.
2. Host a **Living on the Edge poverty simulation** – a unique and transformative group experience designed to provide a glimpse of what life might be like for families living in low-income situations.
3. Promote **Make the Month.ca**, United Way Winnipeg's online poverty simulation, in your workplace.
4. Connect with United Way Winnipeg's **GenNext program**, which offers flexible opportunities for up-and-coming leaders to get involved in their community.



# Engaging Labour

## How to Get Your Union Involved

United Way Winnipeg and Labour have a long-standing partnership that spans decades! If your organization is unionized, consider running a workplace campaign that engages both unionized staff and management. Here are some tips:

### **Union representation**

Ask your union to consider naming a Campaign Representative. Union Campaign Representatives help secure joint union/management endorsements and assist in building strategies and campaign events that appeal to all members.

### **National union and joint union/management endorsements**

Provide a union letter endorsing the campaign. United Way Winnipeg's Labour Director can help you develop your letters.

### **Ambassadors**

Recruit Ambassadors who are members of affiliated unions on-site.

### **Labour-focused presentations**

Ask United Way Winnipeg's Labour Director, or a union leader serving on United Way Winnipeg's Labour Committee, to speak about our partnership with Labour at a union meeting and at key campaign events, such as kickoff, wrap-up, etc.

### **Recognition**

Include union logos on all marketing materials produced in-house; use social media to show your union's support of United Way Winnipeg; and credit both union and management's support of the campaign at events.



For more details on how to engage Labour in your workplace campaign, contact United Way Winnipeg's Labour Director at [LabourDirector@unitedwaywinnipeg.ca](mailto:LabourDirector@unitedwaywinnipeg.ca)

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## 03 BUILD YOUR CAMPAIGN

### Some fun ways to get things moving along!

- Have a formal **kickoff event** that gets staff revved up and ready to participate. Reveal your workplace goal with flair and fanfare to generate even more excitement.
  - Invite an **impact speaker from United Way Winnipeg's Speakers Bureau** to motivate people at your kickoff. Take it one step further and organize an agency visit. See your support in action!
  - If there isn't time for an impact speaker or agency visit, direct staff to United Way Winnipeg's impact videos/stories on the website.
  - Promote a **wide variety of giving levels and payment options** for flexibility and convenience.
  - Provide **encouragement** using a variety of channels, such as a "Did you know?" email.
  - Give co-workers regular **updates on your campaign progress** and how close you are to achieving your goals.
  - People give to people. Commit to a **100% face-to-face ask** and allow everyone to support our community. Since donating is an individual choice, peer-to-peer asks ensure no one feels pressured to give.
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- Use social media to help give your campaign momentum. Share your highlights and results. Add United Way Winnipeg on Facebook, Instagram, and Twitter so we can celebrate with you!
- Personalize! We can provide **individualized pledge cards** that include a giving history – a useful resource when soliciting an increase.
  - If your workplace is able to support online giving, promote **ePledge**, our online pledge system as an easy, environmentally-friendly way of donating.
  - Ask your SE for fun and creative special event ideas. Where possible, hold special events after you have completed your pledge asks to minimize donor fatigue.

## 04 WRAP-UP



### **Re-canvassing**

Once you are coming to the end of your campaign, plan for re-canvassing to ensure that everyone has been given an opportunity to make their gift.

### **Recognize your donors**

Two of the most important words in fundraising are THANK YOU. Plan a celebration to announce your campaign achievement and thank each and every employee for their support and participation. Consider sharing stories about the impact of their investment.

### **Recognize your team**

Plan an event for your campaign committee and Ambassadors to thank them for their hard work and commitment.

### **Get ready to party!**

Once you've run your successful campaign, you'll want to celebrate! Watch for your invitation to Celebration, United Way Winnipeg's annual event honouring campaign excellence, and book your company table!



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