



**United Way**

# Welcome!

**TO THE UNITED WAY GREATER VICTORIA (UWGV) TEAM**

**Thank you** for showing your commitment to community by volunteering as an Employee Campaign Chair (ECC) at your workplace. We appreciate our many loyal and returning ECC's and welcome all who have joined the campaign this year to show their local love.

You play a crucial role in our ability to accelerate change to improve the lives of our neighbours who need it most while supporting your organization's Corporate Social Responsibility (CSR) priorities. Working closely with UWGV staff and volunteers, you will gain valuable leadership and communication skills as you manage, execute and monitor your workplace campaign.

This year, with the impacts of COVID-19 and social distancing, our campaign and tools are digital to support a virtual campaign; now more than ever, payroll donations will be the focus. This guide, created to help you run the best campaign possible, contains useful hints, suggestions, best practices and special event ideas from workplaces in our community and across the United Way movement.

Through your commitment and with the generosity of your workplace colleagues' payroll donations and other fundraising efforts, we will continue to show our local love and assist those most vulnerable from Sooke through Victoria to Sidney and the Gulf Islands. We are here to support you every step of the way. Please don't hesitate to contact your UWGV staff partner for support.

## LOCAL IMPACT

Donations stay local and are invested right where you, and your colleagues and neighbours live, work and raise families.

Workplace donations improve lives ensuring people in our communities have access to the supports they need the most, when and where they need them.

We are striving to make substantial impacts in three areas of action:



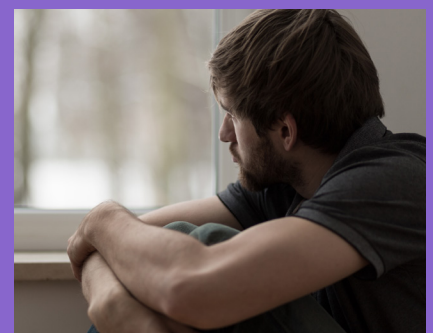
### Isolated Seniors

Help connect isolated seniors to healthy meals and companionship.



### Families in Need

Help create a safe daycare space for children dealing with trauma.



### Mental Health and Addictions

Help save lives by providing outreach and counselling to those facing mental health challenges and addictions.

# BENEFITS OF VOLUNTEERING FOR YOUR UWGV WORKPLACE CAMPAIGN

- giving back to your local community
- increased visibility within your organization
- opportunity for professional development and leadership
- networking opportunities within your organization

If you are looking for even more inspiration, check out this TedTalk:

[https://www.ted.com/talks/eric\\_cooper\\_volunteering\\_the\\_beneficial\\_side\\_effects?utm\\_campaign=ted-spread&utm\\_medium=referral&utm\\_source=tedcomshare](https://www.ted.com/talks/eric_cooper_volunteering_the_beneficial_side_effects?utm_campaign=ted-spread&utm_medium=referral&utm_source=tedcomshare)

## UWGV WORKPLACE VOLUNTEER ROLES

### EMPLOYEE CAMPAIGN COORDINATOR (ECC)

Workplace Campaign Leaders

ECC's work closely with a United Way Donor Relations to ensure a successful and fun United Way campaign



- Plan and oversee United Way workplace campaigns
- Demonstrate leadership in the recruitment and coordination of a United Way committee and ambassadors including union representation where applicable
- Rally support for your company's campaign
- Share information to help co-workers learn about and support your United Way campaign
- Answer questions
- Thank donors

### UNITED WAY WORKPLACE COMMITTEE

Your workplace committee will work collaboratively to generate event ideas fundraising strategies for your campaign.



- Help educate co-workers about United Way
- Recruit United Way ambassadors
- Plan and execute fundraising events

### AMBASSADORS

Ambassadors are the arms and legs of the campaign coming from all areas in your organization and help spread the word and rally support for your campaign.



- Are the go-to resources for information on the campaign and upcoming events
- Collect and return pledge forms and donations
- Fuel passion and inspire colleagues with United Way's work
- Assist with campaign events

# HOW TO RUN A SUCCESSFUL CAMPAIGN IN 10 EASY STEPS

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1. Connect with your UWGV Donor Relations team to learn about United Way's work and the campaign resources available.
2. Set a campaign date, timeline, and goal.
3. Use the resources available on the online Campaign Toolkit ([uwgv.ca/campaign-tool-kit/](http://uwgv.ca/campaign-tool-kit/)) for planning.
4. Build your committee and recruit Ambassadors and union representatives where applicable.
5. Plan fun activities, incentives, and/or contests.
6. Publicize and promote the campaign.
7. Kick-off your campaign.
8. Distribute pledge forms.
9. Complete and deliver pledge forms/summary sheets to UWGV as quickly as possible.
10. Celebrate campaign results and thank all employees and members of your campaign team.

# RUN YOUR CAMPAIGN

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Work as a team with your committee and UWGV Donor Relations team members to build a plan that works for your organization - it doesn't have to be time consuming!

## SAMPLE CAMPAIGN PLAN

### EDUCATION & AWARENESS WEEK 1

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<b>EDUCATIONAL OPPORTUNITIES</b> Make the Month engagement opportunity	<b>AMBASSADORS</b> Present a floor /departmental or virtual meeting		<b>EDUCATIONAL OPPORTUNITIES</b>  Behind the Door video	

### PLEDGE & PLAY WEEK 2

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<b>CAMPAIGN KICK-OFF</b> United Way Impact Speaker, Labour speaker if applicable, ambassadors distribute pledge forms, email, phone tree		<b>MID-WEEK ENERGIZER</b> Team builder event such as early bird draw  Send an inspirational campaign video via email.	<b>SPECIAL EVENTS</b> Virtual or otherwise, here is a chance to add some fun to your fundraising campaign	<b>CAMPAIGN WRAP-UP</b> Celebrate the amazing collective achievement & thank everyone

## 1 DAY CAMPAIGN – A FAST & FUN CAMPAIGN OPTION

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Have your company leader send an inspirational email announcing the company is kicking off a United Way campaign and rally everyone to get involved.

Include a link to a campaign video for an inspirational kickoff.

Distribute pledge forms email and collect them at the end of the day. Don't forget to return these to UWGV! Celebrate your collective achievement and thank everyone with a closing email at the end of the day.

# ENHANCE YOUR CAMPAIGN

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UWGV can offer a number of activities for staff and resources for all things related to your campaign.

## VIRTUAL IMPACT SPEAKER

An individual who shares a compelling story about the work of United Way. Impact speakers help employees understand how their support positively impacts the lives of people living in the Capital Regional District and how they are part of the solution in addressing tough issues in our community.

## ENGAGEMENT ACTIVITY

A United Way-facilitated activity educating employees about UWGV's work and the needs in our community.

## BEHIND THE DOOR VIDEO

A video glimpse into the partner agencies and work they do in our community thanks to you, our donors.

## CAMPAIGN TOOLKIT

Visit the online toolkit to:

- Book an Impact Speaker
- Download templates to make communication easy and impactful
- Access tax information
- Access UWGV digital media materials to make a splash
- Access video links – showcasing the impact your donor dollar is making in our community
- Browse employee and labour engagement ideas and event ideas to create a buzz about your campaign
- **NEW THIS YEAR** are Do-it-Yourself ideas to accommodate those employees working remotely

**Make sure to add UWGV's digital workplace campaign toolkit as your new bookmark!**  
[uwgv.ca/campaign-tool-kit/](http://uwgv.ca/campaign-tool-kit/)

## REMEMBER

We are here to support you every step of the way. Please don't hesitate to call your UWGV Donor Relations team member for support throughout your campaign.