



# WORKPLACE CAMPAIGN GUIDE

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YOUR GUIDE FOR **DOING LOCAL GOOD**



**United Way**  
Calgary and Area

# VOLUNTEERING FOR **LOCAL GOOD!**

Thank you for taking on this role and volunteering as part of your company's United Way campaign. It's people like you who show interest, enthusiasm, and determination around the #unignorable social issues facing our community. Your work helps ensure a successful campaign and improves lives locally.

We're here to support you every step of the way! Don't hesitate to call your United Way staff partner for information or inspiration.

A close-up photograph of a person's hands holding a small green seedling with soil. The person is wearing a blue shirt. The background is blurred, showing other people and greenery. A white text box is overlaid on the right side of the image.

## VOLUNTEER **BENEFITS**

- **giving back** to your local community in a meaningful way
- **increased visibility** within your organization and among your colleagues and peers
- opportunity for **professional development**
- **networking opportunities** within your organization

# VOLUNTEER ROLES

Volunteer structure may vary depending on the size and scope of campaign.

## **EMPLOYEE CAMPAIGN COORDINATOR (ECC)**

Local Campaign Leaders  
**1 or 2 volunteers**

The ECC works closely with a United Way staff partner to ensure a successful and fun United Way campaign.



### **ECCS:**

- Plan and oversee United Way workplace campaigns
- Demonstrate leadership in the recruitment and coordination of a United Way committee and ambassadors
- 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 COMMITTEE**

Local Campaign Champions  
**5-50 volunteers**

Your United Way committee will work collaboratively to generate event ideas and fundraising strategies for your campaign.



### **COMMITTEE MEMBERS:**

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

## **UNITED WAY AMBASSADORS**

Local Campaign Promoters  
**1-3 per floor or business unit**

Ambassadors are the arms and legs of the campaign and help spread the word and rally support for your campaign.



### **AMBASSADORS:**

- 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





# TOP 3 REASONS

## TO GIVE TO UNITED WAY

Your donation will stay local and be strategically invested right where you live, work, and raise your family.

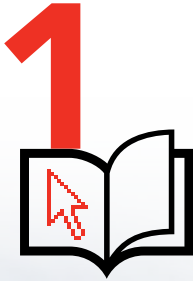
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Your investment improves lives: it ensures people in your community have access to the supports they need the most, when and where they need them.

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United Way is committed to a rigorous measurement process with annual reporting and we generate high return on community investment.

# HOW TO RUN A **SUCCESSFUL**



Connect with your United Way staff partner to learn about United Way's work.



Set a campaign date, timeline, and goal.



Use the resources available on the online Campaign Toolkit for planning and event ideas.



Recruit Ambassadors and build your committee.



Plan fun activities, incentives, and/or contests.

# CAMPAIGN IN 10 EASY STEPS

# 6



Publicize and promote the campaign.

# 7



Kickoff your campaign.

# 8



Personally distribute pledge forms.

# 9



Complete and deliver envelopes to United Way as quickly as possible.

# 10



Celebrate campaign results and thank all employees and members of your campaign team.

# ENHANCE YOUR CAMPAIGN

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



## IMPACT SPEAKER

An individual who shares compelling stories about the work of United Way and our partner agencies. Impact speakers help employees understand how their support positively impacts the lives of people living in Calgary and the surrounding area.



## ENGAGEMENT ACTIVITY

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



## DAY OF CARING®

A volunteer opportunity that connects your company interests with the needs of our partner agencies and promotes team building.





# CAMPAIGN **TOOLKIT**

Visit the toolkit to:

- Book an impact speaker
- Arrange a Day of Caring®
- Download templates to make communication easy and impactful
- Access tax receipting and special event forms
- Access posters, templates, information, and materials
- Access video links – such as impact speaker videos
- Browse activity ideas, and more

**[calgaryunitedway.org/toolkit](http://calgaryunitedway.org/toolkit)**

# BUILD YOUR CAMPAIGN

Work as a team with your committee and United Way staff partner to build a plan that works for your organization - it doesn't have to be time-consuming!

## SAMPLE CAMPAIGN

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p><b>EDUCATIONAL OPPORTUNITIES</b></p> <p>Make The Month, Brain Game, Day of Caring®, or Agency Tour</p>	<p><b>AMBASSADORS</b></p> <p>Present at floor/departmental meetings</p>		<p><b>EDUCATIONAL OPPORTUNITIES</b></p> <p>Make The Month, Brain Game, Day of Caring®, or Agency Tour</p>	
<p>← EDUCATION &amp; AWARENESS WEEK →</p>				
<p><b>CAMPAIGN KICK-OFF</b></p> <p>United Way speaker, ambassadors distribute pledge cards</p>		<p><b>MID-WEEK ENERGIZER</b></p> <p>Team builder event such as mini golf, family feud, minute-to-win-it challenge, or early bird draw</p>	<p><b>SPECIAL EVENTS</b></p> <p>Bingo, bake sale, pie challenge</p>	<p><b>CAMPAIGN WRAP-UP</b></p> <p>Celebrate collective achievement &amp; thank everyone</p>
<p>← PLEDGE &amp; PLAY WEEK →</p>				

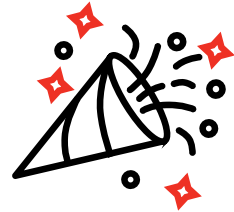
# 1 DAY CAMPAIGN



Have your president send an exciting 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 in the morning and collect them at the end of the day. Don't forget to return these to United Way!



Celebrate your collective achievement and thank everyone with a closing email at the end of the day.



## REMEMBER

We're here to support you every step of the way. Please don't hesitate to call your United Way staff partner for support throughout your campaign - it's what we're here for!

**DO LOCAL  
GOOD.**



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