



United Way
Guelph & Wellington

Increasing Participation

Increasing workplace participation begins at the planning phase of your campaign. Use this checklist to see whether you are on-track to increase participation this year!

PLANNING:

- Meet with your United Way staff representative to review previous results and identify areas of opportunity, strengths and challenges.
- Look at last year's results and determine which areas need to be focused on to attract new donors.
- Time events to protect the canvassing period.
- Put in place an awareness raising plan, including group information sessions, agency tours and/or agency speakers.
- Ensure there is a plan in place to thank all donors, volunteers and employees to ensure high participation next year.

RECRUITMENT:

- Ensure United Way committee members are representative of the structure, make-up and locations of the organization.
- Recruit a Canvasser Coordinator to the committee to ensure that sufficient canvassers have been recruited, trained and mobilized and every employee is "asked" to participate in the campaign.
- Name an Events Chair to oversee all campaign events including awareness opportunities and fundraising events.
- Appoint a Leadership Champion to canvass leadership donors and senior management. (Leadership donors give \$1,000 or more per year.)

WORKPLACE CANVASS & SUPPORT:

- ❑ Ensure management and union leadership support the campaign and provide visible support along with adequate time for volunteers.
- ❑ Set a participation goal. Including identifying the number of donors required to achieve this goal.
- ❑ Personalize pledge cards.
- ❑ Promote payroll deduction as the easiest, most convenient way to give.
- ❑ Develop a plan to approach all employees, including retirees, part-time workers, shift workers, field workers, new hires, etc.
- ❑ Offer a prize/draw/incentive to encourage increased participation, including participation awards to areas/departments that reach a certain level of participation.

Thanks to the United Way serving Kingston, Frontenac, Lennox and Addington for sharing this information.

United Way of Guelph & Wellington

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