



United Way
Guelph & Wellington

United Way. Every Day.

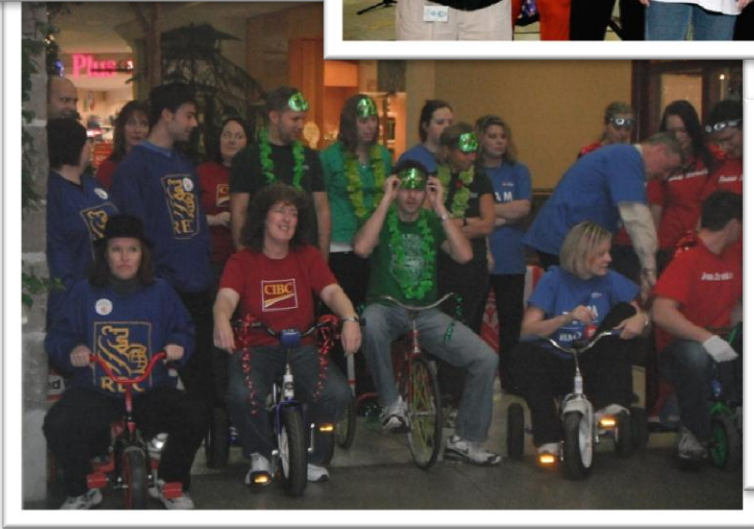
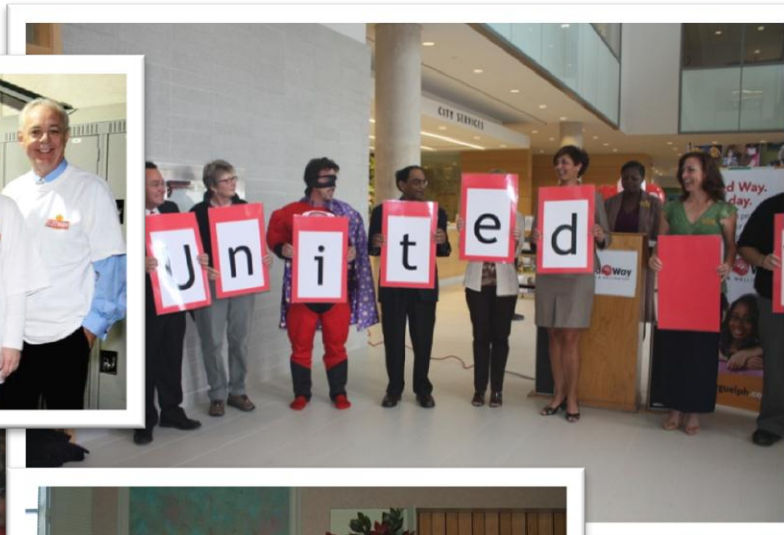
United Way Volunteer Training

Wednesday, September 21

Campaign 2011



Welcome!





United Way – at a glance

Last year...

- We raised \$2.76 million for the Guelph-Wellington community.

This year:

- \$2.85 million goal



How did we achieve this?

YOU!!!



At work in the community all day, every day.

- Serving our community for over 70 years.
- Largest non-government funder of social service programs.
- Donations help support over 80 local programs that improve lives and build community.
- Programs are funded and reviewed by a volunteer committee.





At work in the community all day, every day.

- Money raised in Guelph & Wellington stays in Guelph & Wellington
- Fundraising costs are well below the recognized Canadian benchmark of 26% (\$.74)
- For every dollar we raise, \$.81 goes to fund programs in our community (19%)





Your Donation to the United Way...

- is directed to where it will have the greatest impact
- stays in Guelph and Wellington County
- provides stable funding to maintain programs for those in need
- allows agencies to focus on delivering programs



In 2010, your United Way donations helped:

- Action Read Community Literacy Centre provide specialized, computer-based, literacy training to 92 people.
- Chalmers Community Services provide food and basic necessities to 4,145 visitors at their downtown food pantry.
- 729 people access transportation services (for things like doctors' appointments) organized by the Community Resource Centre.
- Community Torchlight volunteers answer to 12,400 calls to the Distress Line.
- Family Counselling & Support Services provide 510 hours of credit counselling to 270 families.
- Food & Friends serve 815,800 meals and snacks to 12,000 students at 69 local schools.



How your gift helps

- \$1 a day provides healthy breakfasts to students who are unable to start their day with a nutritious meal.
- \$5 a week provides funding to match a child with an adult mentor through Big Brothers Big Sisters.
- \$10 a week peer support to two people with early stage Alzheimer's disease.
- \$20 a week provides six meals a day to local men and women through the Welcome In Drop-In Centre.



Steps to a Successful Campaign

1. Learn about the United Way & Build your Team
2. Develop an Action Plan
3. Get Ready: Supplies & “Buzz”
4. Kick-off & Canvass
 - ↳ Special levels of giving: Everyday Heroes & Leaders
5. Special Events
6. Wrap Up, Recognition & Evaluation

Always... HAVE FUN!



Canvasser Role

Canvassers act as “ambassadors” for the United Way Campaign within the workplace and provide co-workers with an opportunity to make an informed decision about charitable giving.

- Encourage peers to make a contribution to the United Way and respond to any questions about the campaign
- Encourage peers to attend special events
- Support or organize activities within your area



Canvassing: The Art of the Ask

The number one reason people don't give?

They were never asked.



Making the Ask: Beyond the Basics

Successful workplace campaigns have a personal touch:

- ✓ Personalize pledge forms
- ✓ One-on-one meetings
- ✓ Encouraging new employees to give
- ✓ Ask current donors to increase their gift, even if only a few dollars
- ✓ Lead by example – refer to your own contribution
- ✓ Ask everyone to return pledge form
- ✓ Provide a follow-up date & follow through



Canvassing

- After campaign launch, distribute pledge forms/campaign brochures to each staff member in your assigned area.
- Check in regularly with staff who have not returned a pledge form.
- Submit returned forms on a regular basis for internal processing.
- Report progress regularly to United Way.



Canvassing Tips

- If you can, speak to each staff member directly
 - The most frequent reason cited for not donating is “I wasn’t asked.”
- After initial personal contact, follow up with a chat and/or email to those who haven’t returned their pledge forms.
- Be clear that ALL donations, regardless of amount, are welcome.



Options for Giving

- Employee payroll deduction.
- Monthly donations from credit cards or chequing accounts.
- One-time donations by cash, cheque or credit card.
- Join our **Leadership Donors** by giving at the \$20 per week level (\$1,000 per year).



Key United Way Resources

- unitedwayguelph.com – Campaign Toolkit
- [facebook.com/unitedwayguelph](https://www.facebook.com/unitedwayguelph)
- @uogunitedway on Twitter
- Volunteer e-newsletter



Real Life Scenarios

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Real Life Scenarios



Scenario One—Malicious Email

Several of your coworkers have indicated they are not donating to United Way because they remember seeing an email that said the head of United Way is paid an outlandish salary.

How do you respond?



Scenario One – Malicious Email – RESPONSE

Investigate and be informed

Get in touch with your United Way rep for support/information

Let staff know this is not true (as with so many internet rumors). The facts:

As a professionally managed local charity, United Way strive to pay our staff a wage commensurate with their experience and responsibilities while being mindful of putting each donated dollar to its highest and best use.

United Way is open and accountable.

- United Way is independently and locally run, with financial oversight from a volunteer board of directors.
- audited financial statements are available on website www.unitedwayguelph.com/about_us/annual_reports

- annual listing with the Canadian Revenue Agency (CRA). The CRA requires charities to provide the salary ranges of their most highly paid employees. The salary ranges, without the names and actual salaries, are currently published on its website www.cra-arc.gc.ca/charities/

United Way of Guelph & Wellington spends less than 19 cents to raise one dollar. This money includes all salaries and admin costs related to our annual fundraising campaign.

- The Canadian benchmark for fundraising costs is 26%.
- United Ways across Canada report fundraising costs between 14.3% and 22.5%.

Contributions to United Way improve lives and build community.

- This year, donations to the United Way are financially supporting over 80 local programs.



Real Life Scenarios



Scenario Two—Celebrate with All

You work in a large company with many shifts and both unionized and non-unionized staff. You've run a fantastic workplace campaign and have exceeded your goal.

How can you incorporate everyone as you celebrate your success?



Scenario Two—Celebrate with All – RESPONSE

- Ensure that staff are recognized as making the donation, not just the company
- Celebrate with each branch/shift
- Recognize the employees donations (not just from the company, but from the staff)
- Publish success in weekly e-mails or newsletter
- Event to celebrate the success
- Recognition of accomplishments of specific groups within your organization (shift X or union Y)



Real Life Scenarios



Scenario Three—Increasing Participation

Participation in your payroll deduction campaign has stagnated at 15% for the past three years.

What steps could you take to increase participation?



Scenario Three—Increasing Participation – RESPONSE

- Get in touch with your United Way staff rep for help with ideas specific to your workplace
- Ensure your United Way committee has reps from all parts of your organization (union, office vs. plant staff, etc)
- Set participation goal, not just dollar goal
- Good canvassing: Personalize pledge forms, offer incentive prize to departments that reach certain level of participation
- Talk about community benefits, tax benefits and payroll deductions
- Posters showing where the money is being utilized
- Use agency speakers
- Seeing is believing tours
- Special events after payroll deduction complete – maybe use completed pledge forms in lieu of entrance fee for event
- Buddy system – ask full-time staff to “buddy” with part-time staff to ensure everyone gets information about the United Way Campaign



Real Life Scenarios



Scenario Four—Special Events

Your co-workers love special events! BBQs, bake sales, head shaves and raffles are always well attended, raising limited funds. However, your payroll deduction program has not been as very successful over the last few years.

How would you promote payroll deduction as the best option without taking away from the fun of special events?



Scenario Four—Special Events – RESPONSE

- Hold special events after the payroll slips have been handed out and returned.
- Promote payroll deduction by informing them of the benefit of getting a tax receipt for their donation, and how easy it is to give back each week. Most people don't even notice that the amount is coming off their paycheck each week.
- Early bird payroll incentives also work very well.
- Ask your employees to return the payroll pledge form regardless if they fill it out or not, as this will keep the forms from getting lost under piles of paperwork, and most people will at least give something even if it is small because they don't want to hand in an empty form.
- Use your pledge forms as your “ticket” for admission to any United Way special event.
- Have one person/group organize payroll and canvassing activities, and another person/group organize events. Ask people to fill out their forms face to face.
- Focus on events as awareness raising opportunities
- Make sure your events/speakers cover all parts of your company or organization, from the board down and at different locations.



Real Life Scenarios



Scenario Five—Teeny, Tiny Workplace

Your workplace consists of five employees all working part-time. You know United Way is important to your community and want to run a campaign. What are some options for raising funds in your workplace?



Scenario Five—Teeny, Tiny Workplace – RESPONSE

- Joint events with other small workplaces – your United Way staff rep can help put you in touch
- Creative competitions
- Engage the staff
- Buddy system to ensure that all staff hear about the United Way campaign
- Focus on awareness raising with clients – particularly if your charity is funded by United Way
- Remember every little bit helps – even a small workplace campaign has big effect when added with the donations of everyone



Thank you!

- Save the dates:

Campaign Touchdown: Wednesday, December 14, 2011

Campaign Celebration & Awards Luncheon: Wednesday,
February 8, 2012

- Complete the evaluation form.
- Pick up your campaign package.

Give us a call!

We are here to help you run a successful workplace campaign.



Questions?