

Campaign Guide to Canvassing, Special Events, Promotions and Incentives

***Questions?
Contact United Way!***

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United Way
Lethbridge &
South Western Alberta

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Canvassing

Canvassing in your workplace means talking to your co-workers to gain their support for your United Way Campaign. The more you know about United Way, the better equipped you will be to answer any questions that may come up.

Here are a few ways to talk about your United Way Campaign:

- Provide more information to your workplace and make the “Ask”.
- Asking people for their support is one of the most important, but often overlooked aspects of fundraising. The number one reason people do not give is because they have not been asked!
- Face-to-Face Ask - By committing to a 100% face-to-face ask, you give everyone the opportunity to support the community.
- Peer-to-Peer Ask - Donating is an individual choice and a peer-to-peer (not by management) ask ensures no one feels pressure to give.
- Follow Up - Talk to individuals who have given in the past, and follow up with donors whose pledge you have not received as your campaign nears conclusion.
- Ensure your canvassers understand how important it is to give everyone in your workplace a chance to contribute and make a difference in the community.
- Please see the Campaign Fact Sheet to see how the community benefits from your donation. The fact sheet contains information that is key in demonstrating how various amounts can make a difference when using payroll deduction.
- See the Guide to Getting Involved for some ways to bring the community closer together.

Did you know?
**Making many smaller donations
 through payroll deductions
 is the easiest way to make
 a BIG impact on the community!**

Incentives

Incentives are proven to be effective if designed to achieve a specific objective. An incentive is a reward to an individual or group for participating in the campaign in a specific, pre-determined manner.

You may find that certain types of incentives will work best when senior management is involved in your campaign (see item #4 on page 7 in the 'Best Practices For a Successful Campaign' section of your Campaign Guide). The following are just a few ideas for incentives your co-workers might get excited about. The possibilities are endless!

What you want people to do:

- Contribute within a certain time frame: e.g. Early Birds
- Pledge at a certain level: e.g. Everyday heroes give \$1 a day
- Donors who contribute through payroll deductions
- Department/location specific achievement

Offer one of these incentives:

- Day/week off with pay
- Day off for Christmas shopping or Birthday (with pay)
- CEO's/other prime parking spot for a certain period of time
- President delivers coffee each morning for a week
- Gift cards for - Tim Horton's, gas, oil change, movies, dinner out...
- Company promotional products/items
- Lunch with the President/CEO
- Win the boss' office chair for a day
- Flower arrangements

Remember, incentives don't need to cost a lot. You may want to ask for items to be donated to your campaign to use as prizes and incentives. You may be surprised at what people will give you when you simply ask!

Just ask!
Asking for help is the easiest way to boost your campaign!



Special Events

Special events have three main purposes:

- To create awareness about the United Way campaign.
- To raise funds or, at minimum, to cover costs.
- To make the campaign fun for everyone!

There are three types of special events that may benefit your campaign: team-building and engagement, educating, and fundraising. On the next few pages are a few ideas for each category that you may find useful. You'll find more ideas in the separate "Special Events: Fun For Everyone" guide.

Popular Special Events for Team-Building and Engagement

OFFICE OLYMPICS

Time: 30 minutes

Cost: low

Difficulty: medium - high

Size: 25+

Keys to success:

- Schedule noon-hour events each day of the week during your campaign.
- Charge a flat fee per team and donate proceeds to campaign.
- Schedule fun events like a paper airplane throwing contest, an obstacle race, a briefcase toss, wheel chair chuckwagon race, etc.
- Encourage departmental/agency sector to enter employees in each event.

MINI GOLF

Time: 1 - 2 hours

Cost: low - medium

Difficulty: low

Size: 10 - 50 (could be a good Executive Challenge!)

Keys to success:

- Get teams or individuals to enter in advance.
- Make scorecards for participants.
- Set up the mini-putt golf course through hallways, offices, interior staircases, etc.
- Be creative: make water traps with buckets, sand traps made of pop- corn, etc.
- Arrange prizes: look for old golf trophies at a thrift shop.

IRON CHEF

Time: 1-2 hours

Cost: medium

Difficulty: medium-high

Size: 25+ (this could be a good Executive Challenge)

Keys to success:

- Try to purchase food in bulk to get a discount from suppliers, or ask for some items to be donated.
- Find a venue where participants can cook or assemble food items.
- Consider inviting the media if it's a large enough event.

MINUTE TO WIN IT

Time: 1 - 2 hours (variable)

Cost: medium

Difficulty: medium to high

Size: 25+

Keys to success:

- Research some fun challenges for your staff.
- Find some game ideas.
- Find some video examples.
- Get all the right supplies
- Arrange prizes for winners or a celebration for all the participants.

6 Educating your co-workers about United Way

SPEAKER

Time: 10 – 20 minutes
Cost: low **Difficulty:** low
Size: 10+

Keys to success:

- Book speaker with your campaign representative at least 2 weeks in advance.
- Consider what kind of speaker will resonate with your audience.
- A United Way staff member will be happy to speak if an agency representative is not available.
- The purpose is to help employees understand what United Way does, the benefits of supporting United Way and how easy it can be.

'SEEING IS BELIEVING' AGENCY TOUR

Time: 2 - 3 hours
Cost: medium
Difficulty: low
Size: Dependant on agency chosen

Keys to success:

- Book your tour a minimum of two weeks in advance.
- United Way supports more than 20 organizations in Lethbridge and South Western Alberta. Consider which of them may resonate with your fellow employees.
- The purpose is to allow our community members and media a chance to change their perception of the people who are accessing the social services United Way funds.

DAY OF CARING™

Time: 3 - 4 hours or more
Cost: low
Difficulty: low
Size: 4-8

Keys to success:

- United Way Day of Caring™ is an agency-focused event that connects volunteers to local non-profit organizations, and promotes volunteerism through community service.
- Employees benefit from seeing first-hand what agencies do for the community.
- Employees come away with increased morale by supporting community projects. Agencies need your skill and experience to help them sustain their operations.

POVERTY SIMULATION

Time: 2 - 4 hours
Cost: medium - high
Difficulty: medium
Size: Varies

Keys to success:

- Consult United Way about simulation availability.
- The purpose is to show participants what life can be like for about 12 per cent of South Western Alberta residents who are living at or below the poverty line.
- Consider holding a debrief session afterwards so participants can share their feelings about the experience.
- Participants come away with a new outlook on what is needed to improve lives across the community.

7 Popular Special Events for Fundraising

WINE SURVIVOR

Time: Varies
Cost: low
Difficulty: low
Size: 20+

Keys to success:

- Each employee bring a bottle of wine and pays an entry fee.
- Depending on the length you choose for the event, you can pull out one or multiple names daily.
- Allow participants to buy immunity each day/week by paying to keep their name in the contest to win the wine.
- Make it interesting by allowing participants to donate in order to sabotage one another.

BAKE SALE

Time: 2 - 4 hours
Cost: low
Difficulty: low
Size: 50+

Keys to success:

- Ask employees to bring baked goods in to sell to co-workers and clients entering your business.
- Volunteers (ideally executives) take the cart around to each office sell goods.
- Set up a table in the foyer so that clients can buy as well.
- Canvassers can use this time as an opportunity to talk about United Way.

RAFFLE

Time: 1-2 hours
Cost: low
Difficulty: low
Size: 50+

Keys to success:

- Get raffle license from Alberta Gaming and Liquor Commission (contact United Way for help).
- Get prizes donated from staff or vendors.
- Donate proceeds to United Way.

JEANS DAY/WEEK

Time: day/week
Cost: low
Difficulty: low
Size: 10+

Keys to success:

- Get senior management's permission to have a casual day/week.
- Sell "I am dressed this way for United Way" stickers (contact United Way to get some). Each sticker entitles employees to dress casually for the allotted time.
- Only those wearing the stickers are allowed to dress casually.

SILENT OR LIVE AUCTION

Time: Varies
Cost: low - medium
Difficulty: low
Size: 50+

Keys to success:

- Ask each employee to donate one interesting item to be auctioned off, or solicit items from organizations that do business with your company.
- Ask senior management or a local personality to be guest auctioneer, or hire a local professional auctioneer.
- For a silent auction, be sure to make all employees aware of when and where it is taking place and what time bids will close.

BBQ

Time: 4-5 hours
Cost: medium - high
Difficulty: high
Size: 25+

Keys to success:

- Advertise barbeque well in advance and sell tickets (if necessary) at least a week in advance.
- Arrange for some items to be donated to cut down on costs.
- Provide chefs with United Way aprons.
- Donate proceeds to United Way.

Did you know?
The success of a special event will depend on the size of your workplace, the amount of time you have, your budget and more. Be sure to choose the right type!

BEST PRACTICES for special events

So you've got a great idea for special event! Now what? Here are a few ideas to make YOUR event the one that people won't want to miss out on:

Get people excited! **ADVERTISE** your event in advance. Use social media, posters, radio PSAs, etc. Don't forget to **LET UNITED WAY KNOW** about your event so we can help promote it too!

BOOK ENTERTAINMENT IN ADVANCE or recruit a talented employee (ex. DJ, hypnotist).

If your event serves alcohol, provide **TAXI VOUCHERS** to help employees get home safely.

Provide **FOOD**. It's a surefire way to attract people to your event.

Give out **PRIZES**. To cut cost, see if you can get these items donated or sponsored.

RECRUIT VOLUNTEERS for event set up and clean up.

Invite a **UNITED WAY SPEAKER** to connect your employees to the community.

CONNECT the name of your event to your United Way Campaign.

Get **EXECUTIVE PARTICIPATION** and have invitations sent from the executives.

Confirm a **VENUE** well in advance.

Use your event as a **TEAMBUILDING ACTIVITY**.

For big events consider inviting **LOCAL MEDIA**.

The "Special Events - Fun For Everyone" guide contains more ideas to use during your campaign. Keep in mind the resources you have when choosing events!



PROMOTIONS

The purpose of promotion is:

- To increase campaign awareness
- To create a sense of community spirit
- To offer information encouraging an informed decision

Suggestions and ideas:

- Hold a contest for song writing, posters, videos, poems, etc. encouraging the theme of the campaign – donate to vote for the best
- Auctions - Online, live or silent
- Community challenges
- Lunch served to staff/employees by senior management
- Display campaign material in prominent areas such as lobbies, staff rooms, elevators, cafeteria, etc. (posters, charts, videos and/or United Way agency displays)
- United Way promotion in a variety of company communications: in-house e-news, company's national paper i.e. "Did you know?..."
- A United Way message on company communications, payroll, intercom, messages and inter-office electronic correspondence
- Alternatives to thermometers— appropriate to your industry, strong visual
- Dress up days, Wear RED for United Way or dress according to a specific theme to build energy and excitement for the campaign or host an ugly sweater/ugly tie day
- Share United Way newsletters with staff and management

Like incentives, promotions don't need to cost a lot, or even anything at all. If you find a certain promotion works very well in your workplace, share it with us so we can pass it along to others who may need a bit of help with their campaigns!



Promotions increase awareness and encourage people to participate in your campaign!

Tax Receipts

Tax Savings

An employee's T4 slip will reflect donations made through payroll deductions. Other types of donations will be receipted by United Way. Special event money (ex: BBQs, merchandise sales) are not eligible for tax receipts.

If you are a new donor or haven't contributed to a charity since 2007, you may be eligible for the Super Tax Credit. **Please Note:** tax rates are subject to change and depend on your income and personal circumstances.

United Way acts as a steward for your donation. Through our evaluation and monitoring process we ensure the greatest return on your investment as we hold our partner agencies accountable for the money they receive.

For more tax information, visit cra-arc.gc.ca.

Saying 'thank you!'

Saying 'thank you' is one of the most important parts of your campaign. Unfortunately, it is sometimes overlooked.

Be sure to thank everyone in your workplace, whether they volunteered, donated or not. Expressing gratitude for support is a great way to encourage participation in future campaigns!

Thank you!

Together, we are possibility and with your help, we are building communities full of opportunities. Behind every changed life is someone who made it happen. Thank you for being that someone!

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