



## Campaign Best Practices

The strongest workplace campaigns have a number of things in common – we call them our Campaign Best Practices. Incorporating these elements into your campaign can dramatically increase your success.

### 1. Establish a Campaign Committee

Running a workplace campaign is much easier if there is a group of people from all departments and levels of a workplace involved in planning and sharing the workload.

Those who you may consider approaching to become involved in creating a team include: management, a labour representative (if applicable), a representative from each department including human resources and payroll, new employees and anyone who is eager to contribute time and energy.

### 2. Obtain Management Support

It is essential to have visible support from your senior management team. Getting involved in a UWNBC campaign is a great way for management to interact with employees and demonstrate their commitment to our community and region.

#### Here are some suggestions:

- Identify a 'mentor' from the senior management team. This person serves as your link with senior management and may sit on your Campaign Committee. He or she is helpful in conveying your campaign plans to the senior management team, canvassing, trouble-shooting and securing management support for campaign events.
- Include UWNBC on the agenda of all senior management meetings. Request time to share previous campaign results, current campaign plans and other resources.
- Ask senior management to play an active role in the campaign by supporting volunteers in their individual areas and asking them for regular campaign updates, offering assistance and providing appropriate recognition.

#### A visible senior management representative can:

- Announce your role as ECC to the workplace.
- Attend the first Campaign Committee meeting to give a personal endorsement.
- Attend the Corporate Call with a UWNBC rep.
- Send a letter to all employees asking for their support and inviting them to participate in campaign activities.
- Attend group presentations and give a personal endorsement.
- Arrange for and attend a wind-up event for the Campaign Committee (e.g. wine and cheese reception).

### 3. Recruit a Union Representative (Where Applicable)

United Way has a strong partnership with Labour. If your workplace is unionized, please ensure unions are represented on your Campaign Committee.

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#### **4. Include Leadership Giving As A Goal**

Leadership donors are those who make an annual gift of \$500 or more. Setting goals around the number of leadership donors you would like to have contribute as a part of your workplace campaign and encouraging leadership giving throughout your campaign encourages people to give at this level.

#### **5. Set a Participation Goal**

By setting a participation goal, employees can rally together to encourage more people to give. Remember, every gift counts.

#### **6. Ensure Every Employee is Personally Asked to Give**

People do not give if they are not asked. Going out of your way to ensure all of your colleagues are asked to donate to your workplace campaign gives people the opportunity to ask questions and make an informed choice about donating.

Remember to track those who have been spoken to and what their response was so as not to approach the same person twice.

#### **7. Distribute Personalized Pledge Forms**

Use personalized pledge forms to ensure everyone has the opportunity to give. Often Human Resources or Payroll Departments can assist with personalization of pledge forms.

#### **8. Inform and Inspire Employees**

When employees hear about the impact UWNBC makes in your community and region, and see the evidence first-hand, they are eager to invest. Give employees ample opportunity to learn about UWNBC by offering a variety of educational events such as Seeing Is Believing Tours where organizations in your community or region delivering services can be visited.

#### **9. Offer Incentives for Giving**

Offering Early Bird incentive prizes for pledge forms returned by a specified deadline and other incentives throughout your campaign encourages people to donate.

The following are ideas of incentive prizes:

- Vacation day(s)
- Coveted parking spots
- Lunch/dinner with the CEO
- Company merchandise
- Donations from your organization's vendors
- Restaurant or mall gift certificates
- Tickets to movies, sporting or cultural events

#### **10. Create a Theme for Your Workplace Campaign**

Many workplaces create a new theme for each year's UWNBC campaign to make it more participatory and fun. Themes are a great way to tie your campaign activities together.

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Ideas from previous campaigns include:

- Super hero theme – Real Heroes Work Here!
- Be a Lifesaver – give to United Way (hand out Lifesavers with pledge forms)
- The Dream Team – Making Dreams Come True
- If I could Change the World
- A Little Help from My Friends

## 11. Run Your Employee Pledge Component Prior to Holding Special Events

Ensuring the pledge component of your workplace campaign is completed prior to holding special events encourages people to participate in both.

## 12. Offer Year-Round Communication

Take advantage of non-campaign months to educate employees about UWNBC. Many organizations use intranet, email and community speakers to educate employees and to grow future campaign participation rates.

Stay in touch with your UWNBC rep and visit [www.unitedwaynbc.ca](http://www.unitedwaynbc.ca) periodically to get new information.

## 13. Institute a New Employees Program

When new employees start with your workplace, make sure to give them a pledge form and discuss your organization's commitment to supporting the community through UWNBC. Most new employees are happy to start their giving right away and will continue to give when you run your campaign.

## 14. Establish a Retiree Campaign

Retirees represent a pool of potential donors who may not be captured in your current campaign. With more people retiring every day, a Retiree Campaign is also an excellent way to ensure existing donors stay connected.

Your organization may already be communicating with this group. Your Retiree Campaign may be as simple as including a brochure and pledge form with an existing mailing, sending a separate mailing to this group, or arranging for a presentation at a retiree gathering. Better still, involve an active retiree in the Campaign Committee.

From poverty to possibility

We help people who are struggling financially get back on their feet

Healthy people, strong communities

We help people get healthy and stay healthy, physically and mentally.

All that kids can be

We help kids get the education and opportunities they deserve.

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