



## THE ABC'S OF A WORKPLACE CAMPAIGN

A Workplace Campaign takes place when any number of employees band together to raise money for the United Way. Usually, this effort takes place with the support of management, but there are exceptions to that standard. A Workplace Campaign is a very effective and affordable way for employees to give back to our community. Such a campaign can include elements from any of the following, although we have listed the most efficient to the most labour intensive.

### PAYROLL DEDUCTIONS:

- Raises the most money with the least work.
- Our office will supply you with pledge forms, powers, brochures, etc., to make your job easier.
- Employees use a United Way pledge form to request an amount of money to be taken off of each pay period to be donated.
- Donations are before tax and are receipted on the employee's T4.
- Deductions can be any amount, but normally range from \$10 – \$100 per month. We receive some as low as \$1/pay period.
- Payroll department handles the deductions, and submits the total amount to the United Way monthly, quarterly, or semi annually.
- Money is deposited into the United Way Community Chest unless employees have directed their donation, such as to any registered Canadian charity/charities.

### SPECIAL EVENTS:

- Many organizations will hold events to supplement their workplace campaign. Events can be held anytime during the year, regardless of when you run your campaign.
- Some organizations like to introduce their employees to the United Way by running special events the first year. This is the most effective when combined with the opportunities for payroll deductions.
  - Money raised through special events cannot be receipted as per CRA rules.
  - Can't decide what kind of event to hold? Our office has many great ideas that we have collected over the years. Our most important advice? Choose events that do not involve a lot of work, because the return can be disappointing.

### CORPORATE DONATION

Perhaps you are not ready to start a Campaign, but still wish to make a donation. A corporate donation is always welcomed. It will not meet the criteria of a Workplace Campaign, but will qualify for other recognition programs.

### PLEDGE DRIVE:

Very similar to payroll deductions, except that donations are not collected through payroll.

- One-time donations can be made with cash, cheques, or credit card payments.
- Monthly donations can be set up using electronic fund transfers (EFT's) or monthly credit card payments.
- Pledge Drives are as much work as payroll deductions, but raise less money, as the amount employees can donate is determined by the amount they have available the day they fill in their pledge form.
- Pledge Drivers can be matched by corporate dollars as outlined in best practices.

## WHEN SHOULD YOU RUN YOUR CAMPAIGN?

The United Way Annual Campaign runs from September 15<sup>th</sup> to March 31<sup>st</sup>. However, your campaign:

- Should run when it is best for your organizations, regardless of the time of year.
- Prior to the beginning of your fiscal year makes deductions easier for your payroll.
- Don't pick your busiest time, but also don't pick a time of the year when employees may be earning less. Spring breakup may not be a good time for oil and gas industries.
- Your campaign should be short—2 or 3 weeks only—with an identified beginning and end. Long campaigns lead to procrastination and tired volunteers.

## BEST PRACTICES FOR A GREAT CAMPAIGN

Workplace Campaigns are most effective when supported by the employer or management team. Effective ways to show support include:

### **Identify a volunteer to serve as Campaign Coordinator.**

Ensure he/she receives your support and remember to allocate resources such as time to do the work. The Campaign Coordinator is the face of United Way at your Workplace. The enthusiasm and drive they exhibit will determine the success of the campaign. We provide Campaign Coordinator Training, a must for first-time coordinations.

### **Match your employee donations with a corporate donation.** This could be:

- A set amount, such as up to \$5,000
- A set match, such as \$1 per \$1, or \$0.25 per \$1
- You are likely already making corporate donations to the community. Re-directing some of those funds shows support for your employees, yet remains within your budget.

### **Build team spirit by sponsoring events.** Match the event to your team's interest, to generate support and funds:

- If your employees are young males, perhaps a Texas Hold'em Tournament or a day at a paint-ball facility would generate interest. Food is an important

motivator and many organizations hold pancake breakfasts, BBQ's, and dessert days.

- Organize incentives and draws. Your employees will see that you recognize such community support does come at a cost to them. incentives can include: Each employees name in a draw for every \$10 donation (the amount is up to you). Draw for items with more prestige than cost, such as that sought-after parking spot near the door for a year or an extra day off with pay. If you are phasing out computers or other equipment, consider having them refurbished and used as a prize. Grocery and travel vouchers are also popular.

### **Show support for the Campaign and Campaign Team:**

- Invite the United Way to your safety meetings and staff meeting to do a presentation. These are about 15 minutes long, and are effective.
- Ensure that you give your volunteers enough time in their day to do a good job. Recognize them for their efforts and be proud of the work they are doing.

### **Welcome new employees throughout the year.**

Include a United Way pledge form in your new hire packages. It's a great way to introduce employees to your company culture.