



United Way Durham Region

Workplace Campaign Guide For United Way Ambassadors



TD Canada Trust Campaign Team receiving the Exceptional Achievement Banks Award at the 2017 Campaign Appreciation Lunch

Why support United Way Durham Region

We believe that for a community to be great, it has to be great for everyone.

Together, thanks to the help of volunteers like you, we are changing lives in Durham Region.

Last year, United Way Durham Region support meant that:

- ✓ **1,310** people received support through the COPE Mental Health Program
- ✓ **2,000** individuals received emergency shelter
- ✓ **12,447** crisis line calls and texts were answered by trained volunteers
- ✓ **24,000** people accessed the food bank/emergency assistance programs
- ✓ **25,000** boys and girls received adult mentorship



Steps to running a successful campaign

Every workplace campaign is different, shaped by your organization's unique culture and aspirations. Running a campaign is simple, and we are here to help.

Plan

- ✓ Contact your United Way Account Manager to learn about what United Way does in Durham Region, campaign best practices, and to review your workplace stats
- ✓ Work with your workplace leadership to determine if your campaign will have a specific area of focus (ex. Kids; Homelessness; Mental Health)
- ✓ Work with your workplace leadership /United Way Account Manager to determine any incentives you can offer campaign participants
- ✓ Get people from your office to help you plan your campaign and meet with them to clarify responsibilities
- ✓ As a team, set attainable fundraising and participation goals
- ✓ Brainstorm what things you will do to reach your goals
- ✓ Decide whether you prefer to use paper forms, online giving tools (which United Way can build for you), or a combination of both.

Execute

- ✓ Communicate campaign timelines to everyone in your workplace
- ✓ Host a kickoff event, handing out pledge forms or web links
- ✓ Set a deadline for donors to make their pledges
- ✓ Inform employees about United Way's impact in the community
- ✓ Have a United Way Speaker come to your workplace
- ✓ Build excitement with campaign materials and videos
- ✓ Hold events to share information on how United Way's work is helping our community, participating in things like our Seeing is Believing Tour
- ✓ Ask for support on a personal basis where possible
- ✓ Collect pledge forms and remit campaign envelopes to United Way

Wrap Up

- ✓ Announce your achievement(s) for the campaign
- ✓ Thank volunteers, colleagues, senior leaders, and vendors for their participation and for helping you reach your goals
- ✓ Engage your United Way Account Manager to learn more about the impact of the dollars your team raised specifically in the community.

We're here to help you every step of the way. Please contact your United Way Account Manager if you have questions or want to talk through some ideas for your workplace.



What to say about United Way

Elevator Pitch

United Way Durham Region serves as the most efficient impact not-for-profit organization, engaging individuals and mobilizing collective action to generate funds for those in need in our community.

The Long Version

When we help each other, our community is stronger. United Way Durham Region has established a powerful network of non-for-profit organizations and services that support people who need help. Every organization has a focus and a particular expertise in its mandate.

United Way's mission is to improve lives and build community by engaging individuals and mobilizing collective action. To fulfill this mission United Way's work focuses on three key strategies that create opportunities for everyone in our communities to live a better life.

Moving people from poverty to possibility addressing:

- *Housing stability*
- *Food security*
- *Employment and financial security*

Helping kids be all they can be addressing:

- *Engagement in learning*
- *Connectedness and community involvement*
- *Emotional and physical wellbeing*

Building strong and healthy communities addressing:

- Connection to supports
- Neighbourhood and community engagement
- Personal wellbeing and safety

United Way Durham Region is putting your donations to work where they get the greatest results.

Tip: Pledge based incentives are a good way to help your one-on-one ask. consider using a filled in pledge form as an all-access-pass to the office special events!

Additional Resources

In addition to your United Way Account Manager, we have self serve tools at your fingertips including the United Way Durham Region website and our online toolkit at <https://unitedwaydr.com/other-resources/publications-campaign-toolkit/>.

A few key resources in our toolkit include:

- ✓ Fundraising Ideas
- ✓ Engagement Opportunities
- ✓ Videos
- ✓ Donation Information and Forms
- ✓ Digital Posters

Protecting Donors Rights and Privacy

Every year, thousands of people across Durham Region help United Way funded programs make our communities safer, healthier, and stronger for all. We deeply value the trust placed in us by our donors and the communities we serve. We work hard to ensure that trust is well-founded.

How you handle employee campaign information will be determined by your organization's current practices and policies. Your organization may already have clear rules about confidential information related to the campaign. If you have a question or concern about privacy, or wish to learn more about how this works for other organizations who run campaigns, please contact your United Way Account Manager.

Thank you!

Thank you for all the work you do in running your campaign, and making our community a better place for all.

100% LOCAL

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