



One-Day Blitz Campaigns

A blitz campaign – in-and-out in one day – can be a great success. Average participation rate for organizations using this style is 80%.

- *Most effective and time-efficient method.*
- *Great motivational tool for all employees fostering team work and team spirit.*
- *Less stressful for canvassers as they work in teams (buddy system).*
- *Majority of the campaign is finished within a very short timeframe with only follow-up canvassing and special events to follow.*

Five Steps to a Successful Blitz Campaign

1. PREPARATION: This is the most important step to realizing a successful blitz campaign. The campaign will run smoothly if you have invested the appropriate amount of time to this step and have all of the pieces of the puzzle in place well in advance of the campaign. Some of the things you should do to be well prepared are:

- Segment your workplace in advance by physical department, job type, union or shift. Decide which areas will benefit from the blitz and which would benefit more from a different style of campaign.
- Orientation for the United Way Workplace committee and canvassers is crucial. All volunteers need to be aware of the process and schedule for the day. They also must be comfortable answering questions about United.
- Make sure that you have the support of management and union leaders.
- Prepare personalized pledge forms or a canvassing list to ensure all

employees are accounted for. This allows for easier tracking for follow-up canvassing.

- Develop awareness materials including letter/memo either from the committee, management or a joint memo from both.

2. PROMOTION: The most important thing to keep in mind is to make sure that all employees are well aware in advance of the blitz that it will be taking place, when it is happening and what will be expected of them on the day of the blitz. There are several critical steps you can take to ensure that this communication has been successful:

- A letter of support for the upcoming campaign should be sent to all employees from management well in advance of the campaign urging them to participate. This could also be a joint letter from management and labour leaders and/or the committee. Letters can be sent to all staff, posted on staff bulletin boards or incorporated as part of a newsletter.
- Information regarding the logistics of the day or week of the blitz also needs to be communicated to the work population so that they are aware of the schedule of events for that day. This information can be distributed at staff meetings, through the company newsletter, union meetings, staff bulletin boards, broadcast fax or email.
- Posters promoting the upcoming campaign should be visible throughout the workplace for the week prior to the campaign.
- A reminder that works well the day before the campaign is some form of a hand-out as employees arrive for their shift. For example, volunteers stand at the entranceway and hand out United Way mints or cafeteria cookies to employees as they arrive at work reminding that tomorrow is the blitz.
- Offer prizes, incentives or draws to encourage attendance at blitz sites. It is suggested that you also communicate the idea that any returned pledge form whether they are giving or not is eligible for prizes.

3. PRESENTATION: This is the portion of the blitz where employees have the opportunity to learn about the United Way for themselves. Awareness is very important so that donors are educated about where their gift is being directed and just how important their support is to the overall strength of their community.

- Agency speakers are the most effective way to bring the United Way message and a personal connection to the programs and services that are funded. United Way staff can help arrange a speaker for you.
- A brief message from management or the campaign coordinator can help

supply more information regarding the process, how their particular workplace can play a strong role in the community and why it is important to support the campaign.

- Agency materials could be readily available.
- United Way staff could be present to help answer any questions that the canvassers/volunteers have trouble answering.

4. CANVASS: How you choose to arrange for the opportunity for employees to fill in their pledge forms can take several different forms. The recommended model is to arrange for a room where canvasser volunteers work in shifts and all employees are given time to go there and to fill in their pledge forms. There a couple of things you need to do to ensure that this model works:

- Election style booth can be set up to ensure privacy.
- Volunteers are well prepared to answer questions both about how the form is to be filled out and any other question employees may have about donor choice, etc.
- Employee lists must be available to ensure accurate monitoring of which employees have filled in their forms.
- Employees have been assured by management that they will be given and encouraged to take the time to participate.

5. FOLLOW-UP: This is a crucial step to ensure that you have maximized your potential for participation.

- Accurate employee lists and monitoring during the canvass is very important. All canvassers are responsible for identifying which employees within their segment of the workforce have not yet participated.
- Canvassers should be given firm timelines on the follow-up portion of the campaign.
- Make sure that you communicate how the campaign is doing to the entire workplace. People enjoy knowing that they have participated in a successful campaign.
- Thank everyone for their time, for their participation and for their generosity. This can take the form of personalized thank you's from each canvasser to those employees within their segment, or a communication from the committee to the entire workforce. This is the most important step in the process.

Checklist to a Successful Blitz Campaign

- Meet with you United Way staff partner and plan the logistics for your blitz.
- Segment your workplace and target those areas of the workforce most likely to respond to this style of campaign. Make alternative plans for the other segments.
- Secure management support for the campaign and the time necessary for employees to attend the presentation and have ample time to make their pledge. Send out a letter of support from management and Union leaders encouraging employees to participate.
- Promote the campaign in advance with lots of visible posters, email communication, company newsletter, staff bulletin board, etc.
- Preprint pledge forms for easy tracking and follow-up or generate accurate employee lists for each canvasser.
- Invest time in the training of canvassers to ensure that they are comfortable with both the process and communicating the United Way message.
- Plan to include videos, agency speakers and messages from the management, union leaders or campaign coordinator in your presentation to the staff the day of the blitz.
- Remind co-workers the day before the blitz by having canvassers greet all employees at the door with mint, cookie or sticker to remind them that tomorrow is the day.
- Prepare the pledge room in advance with a clear schedule for canvassers, a voting booth-style area for filling out the forms, posters and other agency material and employee lists for the canvassers to cross off names as the employees fill in their forms.
- Provide prizes and incentives if possible including all participants whether they choose to donate or not.
- Provide ongoing communication to the workplace regarding how the campaign is doing.
- Thank everyone for their time, participation and generosity.

Thanks to the United Way serving Kingston, Frontenac, Lennox and Addington for sharing this information.

United Way Guelph Wellington Dufferin

85 Westmount Rd, Guelph ON N1H 5J2
519-821-0571 – info@unitedwayguelph.com – www.unitedwayguelph.com