



**United Way**  
Guelph Wellington  
Dufferin

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Registered Charitable No. 10745 7053 RR0001



**United Way**  
Guelph Wellington  
Dufferin

# WORKPLACE CAMPAIGN COORDINATOR GUIDE

## 2018



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**THERE'S MORE ONLINE!**  
Find tools and fact sheets  
at [unitedwayguelph.com](http://unitedwayguelph.com)  
and click Campaign  
Toolkit!

**On behalf of the thousands of people in our community helped by United Way funding each year, thank you!**

*Your support plays a key role in our campaign. Together we are improving lives and building community in Guelph, Wellington and Dufferin.*

*Thank-you!*

## Ideas for Special Events

### Creative Canvassing

Make the canvass an event itself by providing incentives for those pledging early, like a draw for a day off with pay or a week in an executive parking spot. Use completed pledge forms in lieu of an entrance fee to an event.



### Sizzling Fundraiser

Hold a BBQ! Advertise your event in advance and sell tickets the week before the BBQ so you'll have an idea of how much food to have on hand. Check for bulk purchase rates at local retailers.



### Casual Fun

Get permission from management to have a jeans day every Friday during the campaign. Sell United Way stickers, available to you at no cost, for \$2 a piece. The sticker lets the purchasers wear jeans on the next Friday.



### Travelling Kick-Off

If your company is too big to get everyone together in one place, hold a travelling kick-off. Coffee, juice and different foods can be served on each floor of your building. At each stop, provide United Way information or special events (show videos, run raffles and so on).

**For more special event ideas see the Special Events Guide in the online campaign toolkit or contact your United Way staff partner.**

*Raise funds,  
create awareness and have fun!*

## Welcome Volunteers!

With over 80% of all dollars raised in 2017 coming from workplace donations (60% from employee contributions), Employee and Union Campaign Coordinators (ECCs/UCCs) are critical to the success of United Way's fundraising campaign.

Your role as an ECC/UCC is to engage 100% of your workplace in your United Way campaign. Workplace campaigns are proven to boost morale and create a sense of community and commitment among staff. You'll get to know your co-workers better, raise money for your community and have fun in the process!

### *We're Here to Help*

United Way staff and sponsored employees—your staff partners—are here to help you succeed. Contact them for details on:

- canvasser and training materials
- videos on how United Way donations are used in our community (online at [unitedwayguelph.com](http://unitedwayguelph.com))
- assistance in running United Way events
- booking a United Way presentation
- tours of United Way funded agencies
- materials for special events
- assistance in receiving media attention

### **Dates to Remember**

#### **Campaign Kickoff**

*Wed. Sept 5*

#### **Day of Caring**

*Wed. Oct 17*

#### **Campaign Close**

*Fri. Nov 30*

#### **Volunteer Celebration Luncheon**

*Fri. Dec 14*

We hope this guide will help you and your organization reach its goals for your 2018 campaign.

# What is an ECC/UCC?

An **Employee or Union Campaign Coordinator—ECC/UCC**—is the key volunteer in the workplace who is responsible for managing and monitoring the United Way workplace campaign and engaging your colleagues to participate and give.

## Responsibilities

- Lead and direct United Way Employee Campaign within your workplace
- Recruit and train canvassers (if applicable), with help from United Way staff partners
- Plan workplace strategies for your campaign
- Inspire employees to give
- Educate colleagues about what United Way does and how their help will directly impact their community
- Monitor progress and report back to the United Way Staff
- Return completed report envelopes to United Way office

## Benefits to You

- Opportunity to develop leadership, organization and presentation skills
- Lead a project from start to finish
- Develop fundraising skills
- Get to know your colleagues while contributing to a great cause
- Make a difference in your community

## Qualities to Ensure Success

- Show leadership and dedication
- Good time management skills
- Ability to communicate with and motivate co-workers
- Good planning and analytical skills
- Well-organized with an attention to detail
- Committed to United Way's mission:  
United Way Guelph Wellington Dufferin strives to meet existing and emerging social needs in order to improve lives and build community.

**Canvassers** are the “heart” of the campaign. They make the face-to-face ask of their co-workers to donate to United Way.

## FAQs about Special Events

### How do we pay for a special event?

Depending on the kind of special event you're running, there may be very real costs involved. Try to solicit and arrange for the donation of supplies, services and facilities. If sponsorship is not an option, you'll want to compare the estimated cost of the event to the amount of money you expect to raise. You will want to know if the function is financially feasible if raising funds is your main objective.

### Who needs to be involved in your special event?

If you are the ECC/UCC for your company's campaign, then chances are you will be too busy planning the campaign to run a special event - so enlist some help. Recruit an events coordinator to your United Way Committee. Senior management should be encouraged to participate in the promotion of and in the special event.

### Can someone come to speak at my company?

United Way offers a **Speakers Bureau** of staff and volunteers from our funded agencies. These people are available and happy to speak to your group about their agency and the difference United Way funds make to the community. Call for more information.

### What other resources are at my disposal?

There are many resources available to enhance your special events. Contact the United Way office if you would like to use any of the following items:

- campaign videos
- posters
- banners
- display board
- piggy banks
- stickers
- balloons
- volunteer aprons

# Special Events

A special event can raise funds, create awareness, motivate participants, promote team spirit, create friendly competition and be fun!

It is important to note that special events are not intended to replace or take away from employee pledge card donations and are best scheduled after the pledge forms have been distributed.

## Considerations for Special Events

### Receipting Policy for Special Events

If your organization plans to hold a special event, please be aware that income tax receipts cannot be issued. Canada Revenue Agency guidelines state that if an individual receives anything in return for a monetary contribution, an income tax receipt cannot be given. This applies whether the individual is receiving an item, a service or any other tangible or intangible benefit—they are receiving *something* in exchange for their contribution. Note: If you are holding a dinner event and the market value is substantially less than the ticket price, the difference may be tax deductible. Ask your United Way staff partner for details.

### Licensing and Special Event Permits

To hold some special events (e.g., raffles, casino nights, etc.) you may be required to obtain a permit or license. If you're raising money for United Way, an application must be filled out in the name of United Way. It can take up to six weeks to receive your permit, so plan early. For further information regarding rules and regulations, contact your municipal government or United Way staff partner.

### Media

Don't forget to let the media know if you have a fun event planned! Contact your United Way staff partner for more information.

# Six Steps to Campaign Success



## Learn about United Way & Build Your Team

- ❑ Meet with your United Way staff partner.
- ❑ Learn about United Way and its work in the community.
- ❑ Attend the Campaign Training Session.
- ❑ With the support of the United Way staff, ensure management gets behind the campaign and provides visible support along with adequate release time for volunteers.
- ❑ Recruit help from others in your organization who reflect the structure of your workplan (e.g. ensure there is representation from each department, a mix of management/labour).

### Learn more about United Way

- **Visit us online** — W: [unitedwayguelph.com](http://unitedwayguelph.com)  
F: [facebook.com/unitedwayguelph](https://facebook.com/unitedwayguelph)  
T: [twitter.com/uwguelph](https://twitter.com/uwguelph)  
I: [instagram.com/unitedwaygwd](https://instagram.com/unitedwaygwd)
- **Review United Way Materials** — Brochures, posters, displays and more are available. Ask your United Way staff partner how to get your copies!
- **Learn how United Way helps** — Join a "Seeing is Believing" Tour or read about how your donations help people in your community online at [unitedwayguelph.com/stories-videos/](http://unitedwayguelph.com/stories-videos/)

# Step 2

## Develop an Action Plan

- ❑ Review past campaign results and list strengths and weaknesses with your United Way partner.
- ❑ Meet with last year's ECC/UCC or anyone else involved in your campaign. Brainstorm how this year's campaign can be even better. Don't forget United Way staff are always available to help you!
- ❑ Develop an action plan and timetable.
- ❑ Best results come from a short-term, goal oriented campaign—a two-week timeline is ideal. Or consider a one-day blitz campaign.
- ❑ Include in your timeline a participation goal with the number of new donors needed to reach your target.
- ❑ Identify those who did not donate last year—develop a “welcome wagon” for new donors (a special draw, a thank you letter, etc.).

### Campaign Fact Sheets

Learn more about campaign planning by taking a look at our fact sheets:

- One-Day Blitz Campaigns
- Campaign Planning Tools (checklists, calendars)
- Organizing for Larger Workplaces
- Increasing Participation

Link to the Campaign Toolkit at [unitedwayguelph.com](http://unitedwayguelph.com) (Get Involved—Campaign Coordinators-Campaign Toolkit)

## Exciting Ways to Engage

### GenNext

The United Way GenNext initiative promotes a new and exciting way for **young professionals** to get involved in our community. Through unique events and networking opportunities, participants gain a better understanding of the issues facing our community and have a chance to contribute through meaningful volunteering and giving opportunities. To learn more about the program or arrange for a GenNext presentation at your workplace, please contact Emma Rogers at [emma@unitedwayguelph.com](mailto:emma@unitedwayguelph.com)

### Day of Caring

United Way's Day of Caring™ sees teams of employees take time from their workday to volunteer at local charities. Participants paint rooms in shelters, stock shelves at food pantries, and create community gardens. Teams can range from 2 to 10 or more employees. This year, our Day of Caring will be held on Wednesday October 17th, but other opportunities can be arranged throughout the campaign. If you or your colleagues are interested in participating, please contact Brenda Carson at [brenda@unitedwayguelph.com](mailto:brenda@unitedwayguelph.com)

### Seeing Is Believing Tours

Ever wonder where your donations go? What they make possible in our community? There is no better way to understand the Guelph, Wellington and Dufferin communities than through a Seeing is Believing tour. Up close, you can see the work that United Way's funded agencies do to make change happen in the community — and the impact your contribution has on creating positive, lasting change. If your workplace is interested in arranging a Seeing Is Believing tour, contact Brenda Carson at [brenda@unitedwayguelph.com](mailto:brenda@unitedwayguelph.com)

### Retiree Program

The United Way Retiree Program provides opportunities for retirees to stay connected and engaged in the community, through volunteering and giving back. A Retiree Program demonstrates a culture of caring at your workplace, and empowers retirees to remain active and connected with a charity they know and trust. To learn more, contact Isabella Barretto at [isabella@unitedwayguelph.com](mailto:isabella@unitedwayguelph.com)

# Campaign Awards

Every company donating to United Way deserves to be recognized for a job well done. However, every year we recognize a number of workplaces for their exceptional contributions to United Way with our campaign awards.

There are two types of recognition: campaign awards and participation awards.

**Campaign awards** recognize workplaces and volunteers that have gone “above and beyond” in their United Way campaigns. Awards include Campaign of the Year, Leadership Giving Award and Spirit Awards (by division and company size). Recipients are selected by members of the United Way’s Campaign Cabinet—the volunteers that provide guidance and oversight to the entire campaign.

**Participation awards** recognize United Way involvement in the workplace. They are given at the following levels:

- PLATINUM: 90% participation
- GOLD: 75% participation
- SILVER: 50% participation
- BRONZE: 40% participation

Ask your United Way staff partner for more information about campaign awards. Recognition for your involvement with United Way is a great way to show your corporate commitment to the community and social sustainability.



## Get Ready

- ❑ Get your supplies—pledge forms, brochures, posters and more are provided by United Way at **no cost**.

*E-Pledge may be available to your workplace. To learn more about E-Pledge and how it could work for your campaign, please contact Jillian Tausky (jillian@unitedwayguelph.com)*

- ❑ Talk to your United Way staff partner to arrange for speakers from programs receiving United Way funding.
- ❑ Personalize United Way packages for employees in your workplace. Packages might include:
  - pledge card
  - United Way brochure
  - letter explaining why you and/or your workplace is supporting United Way
  - blank envelope for returning pledge cards

*\* Personalized United Way packages have been found to increase participation.*

- ❑ Promote your campaign in advance—display posters, advertise campaign dates and events, and create enthusiasm.
- ❑ Train canvassers with the help of United Way staff. Copy the *Short Guide to Canvassing in your Workplace* to support your training efforts. (This guide is on the coloured paper in the middle of this booklet. You can download copies of just the canvassing guide from the Campaign Toolkit at [unitedwayguelph.com](http://unitedwayguelph.com)).
- ❑ Get people thinking and talking about United Way!

# Step 4

## Kick-off & Canvass

- ❑ Mark the beginning of your campaign with a kick-off and announce your goal. A picnic, BBQ or United Way coffee break are just some ideas.
- ❑ Canvass all employees; a one-to-one ask is the most effective approach. Enlist the support of a canvassing team to make one-to-one asks possible.
- ❑ Talk about United Way. Distribute pledge cards and information.
- ❑ **Promote the payroll deduction option as the easiest, most convenient way to give.**
- ❑ Monitor the progress of your campaign to ensure that pledges are being returned.
- ❑ Ask all employees to return their pledge cards regardless of whether they donate.
- ❑ Consider putting a Leadership Giving Program in place. Leaders give at the \$1,000+ per year level.

### Keep in the Know

Stay up-to-date with the United Way campaign by subscribing to the volunteer e-newsletter. During campaign, you'll receive weekly updates sharing campaign success stories, highlighting upcoming events, and talking about how United Way dollars are being used in our community. To sign-up, email [colleen@unitedwayguelph.com](mailto:colleen@unitedwayguelph.com)

## Community Investment

United Way and our network of funded agencies invest in five building blocks, under three focus areas, to create strong neighbourhoods and thriving communities:

### From Poverty to Possibility

**Goal: Individuals and families have a network of basic needs supports.**

Many of our communities' most vulnerable are families and children who simply can't make ends meet. United Way funds programs to ensure basic needs—food, shelter, clothing and employment are available to those who need them. We also work with community partners to help break the cycle of poverty for future generations.

**2018-2019 Funding**—14 Programs—\$646,200

### All That Kids Can Be

**Goal: Children and youth believe in themselves and get involved.**

Children and youth need to live and grow in a supportive, inclusive and nurturing environment. By investing in young people, we help them grow up to be all that they can be, ensuring everyone's future is stronger.

**2018-2019 Funding**—20 Programs—\$341,678

### Strong Communities

**Goals: (1) Individuals and families feel a sense of belonging and inclusion in their neighbourhoods and community. (2) Individuals and families have positive mental health and are better able to handle life's challenges. (3) Seniors have the social supports they need in order to be connected to their community.**

United Way invests in programs that make our community vibrant and safe and create opportunities for individuals, families and neighbourhoods. We focus on improving access to social and health-related support services, as well as supporting community integration and engagement.

**2018-2019 Funding**—35 Programs—\$1,207,158

# About United Way

United Way is the largest non-government funder of the social service and voluntary sector in Canada. A donation to United Way supports a network of local programs that help thousands of people in our community on their journey to a better quality of life.

In Guelph, Wellington and Dufferin, United Way provides stable funding to 76 local programs at 53 community agencies. These programs provide basic needs to those struggling financially, keep our community active and engaged and support kids as they grow and develop.

## United Way is partnership.

United Way brings together community leaders, social service agencies, the labour movement and businesses to identify needs, engage local residents and deliver results. We inspire co-operation and partnership by sharing knowledge and funds with our community.

## United Way is local.

United Way is directed by a volunteer board, managed by committed staff and supported by thousands of donors and volunteers from all areas and sectors of the community. The funds raised through the generosity of local donors stay in the community to support local programs.

## United Way has impact.

This year, United Way will support 76 vital social and voluntary sector programs at 53 organizations in Guelph, Wellington and Dufferin. Chances are these programs will help someone you know—your family, friends and neighbours—every day.

### Donations to United Way

- are directed to where they will have the greatest impact
- are 100% local—stay in Guelph, Wellington and Dufferin
- provide stable funding to programs that make positive and lasting change in the lives of people in our community.

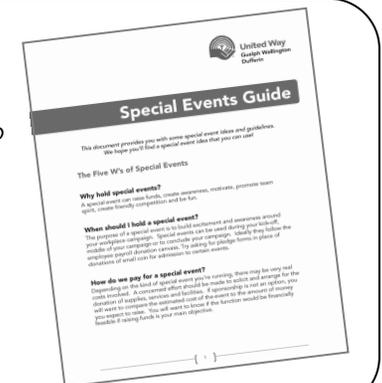
# Step 5

## Special Events

- ❑ Hold special events when your payroll campaign is complete—quality not quantity is what counts with special events!
- ❑ Review the notes in this guide (see page 14) and the online special events booklet for ideas and FAQs.
- ❑ Promote your event within your workplace—make sure everyone knows what the event is and where it is being held.
- ❑ Let the local media know about your event.
- ❑ Consider holding inter-departmental challenges to get everyone involved.
- ❑ Communicate event dates and activities with your United Way partner.

### Special Events Guide

Learn everything you've ever wanted to know about special events! The special events guide is available for download from the Campaign Toolkit or by request from your United Way staff partner.



# Step 6

## Wrap Up, Recognition & Evaluation

- ❑ Congratulations!
- ❑ Signal your campaign wrap-up—it should announce the end of your campaign, your achievement and should recognize your donors.
- ❑ Be sure to thank and recognize all donors and volunteers. Don't forget to recognize your campaign team: senior company leadership, committee members, labour representatives, canvassers and any companies sponsoring prizes.
- ❑ Report your results and submit your donations to United Way staff by the end of November. Early submission ensures your colleagues' gifts are processed and Leadership donors are thanked in a timely manner.
- ❑ Plan to attend the United Way volunteer celebration luncheon in December.

## Submitting Pledges

### The Paperwork

*Some things just can't be avoided...*

Pledges can be submitted at the end of your campaign or, if you are in a larger workplace, every week or month. You can also submit funds from special events, etc. as they occur rather than holding funds in your office.

Pledges should be returned in a sealed 9 x 12 envelope with a campaign contribution form, like that shown below, completed and attached to the front of the envelope. Forms are available in the campaign toolkit or from your United Way staff partner.

**Before submitting, please check that:**

- ❑ all contribution forms are signed by donors;
- ❑ all cheques are made payable to United Way;
- ❑ the values on your contribution form equal the funds in the envelope.

You can either drop off your envelope at the United Way office during business hours, or arrange for your United Way staff partner to come collect it from you.

Submitting information to United Way promptly allows ample time for processing, helps us ensure the campaign is on-track to meet its goal, and allows us to thank our donors for their generosity.

**United Way**  
Quebec Wellington  
Dufferin

**Campaign Contribution Form**

Company \_\_\_\_\_

United Way Use Only  
PU Date: \_\_\_\_\_  
Initial: \_\_\_\_\_ Date: \_\_\_\_\_

Name & Title of Employee Campaign Coordinator (ECC)  
Phone/Email \_\_\_\_\_

Name & Title of Union Campaign Coordinator (UCC)  
Phone/Email \_\_\_\_\_

Number of employees working with your Company's United Way campaign \_\_\_\_\_

**CAMPAIGN CONTRIBUTIONS**

Employee Contributions	Amount	Notes
<input type="checkbox"/> Debitally <input type="checkbox"/> Non-Debitally <input type="checkbox"/> Monthly	\$	
Cash	\$	
Cheques—One Time Gifts	\$	
Cheques—Payroll Pre-Authorized	\$	
Credit Card—One Time Gifts	\$	
Credit Card—Payroll Pre-Authorized	\$	
<b>Subtotal, Employee Contributions</b>	<b>\$</b>	

**Special Event Funds**

Event Description	Cash	Cheque
Event Description	\$	\$
Event Description	\$	\$
Event Description	\$	\$
<b>Subtotal, Special Event Funds</b>	<b>\$</b>	<b>\$</b>

**Corporate Donation**

Amount	
Cheque (attached)	\$
Pledge (Date of Payment)	\$
<b>Subtotal, Corporate Donation</b>	<b>\$</b>

**TOTAL CONTRIBUTION (Employee + special events + corporate)** \$ \_\_\_\_\_

This is the total contribution for our campaign.  
 This is a partial contribution from our campaign. It covers the period \_\_\_\_\_.

**Payroll Deductions**

Our payroll deduction will be remitted to United Way  
 Monthly  Quarterly  Other \_\_\_\_\_  
 Our first remittance date will be: \_\_\_\_\_  
 Our employee payroll deductions will be recorded on T4 slips.  
 Yes  No

**United Way Use Only**

Received by: \_\_\_\_\_ Date: \_\_\_\_\_  
 Collected by Campaign Manager  
 Authority: \_\_\_\_\_ Date: \_\_\_\_\_  
 Forwarded by: \_\_\_\_\_ Date: \_\_\_\_\_

A campaign contribution form must accompany all donations submitted to collect this tax and any property and securities held (except cash) for donor recognition and audit purposes.  
 This campaign form is not valid unless it is properly completed and signed by the donor. If you are submitting an income amount, please indicate the period covered by the contribution (e.g. 1st 1/2, 2nd 1/2, 3rd 1/2, 4th 1/2) and the period for which the contribution is being made. Add extra sheets to provide detail as required.  
 If you have any questions contact Carol Ryan, Financial Manager at 514-867-1231 x33 or carol@unitedwayquebec.org.

## Let them know you are coming! Sample Email Message

Hi!

I am your United Way canvasser. I will come by your desk tomorrow to personally invite you to contribute to our United Way campaign.

Did you know:

- Last year, we raised \$ \_\_\_\_\_ in employee dollars.
- \$ \_\_\_\_\_ was raised through special events.
- We had \_\_\_\_\_% participation.

Our 2018 goal is to raise \$ \_\_\_\_\_ with \_\_\_\_\_% participation and I am confident we can achieve that goal with your help. Canvassing will be limited to \_\_\_\_\_ and I will ask you to return your pledge card (in a sealed envelope) to my attention.

If you are interested in learning more about United Way prior to our meeting, you can visit [unitedwayguelph.com](http://unitedwayguelph.com). Why not learn more about the charities and programs that United Way supports?

I look forward to speaking with you tomorrow and thank you in advance!



**United Way**  
Guelph Wellington  
Dufferin  
Change starts here.

# A Short Guide to Canvassing in your Workplace

## What is a Canvasser?

Canvassers are the **front line** of a United Way campaign!

In some workplaces, the United Way Employee or Union Campaign Coordinator (ECC/UCC) will also serve as the main canvasser; in others, there may be a large group of canvassers. In any case, **a canvasser is someone who believes in the work of United Way. They approach and follow-up with co-workers to ask for their financial support of the United Way campaign by:**

- explaining what United Way does and why it is important to support its work.
- explaining the key dates in the campaign, your workplace's goal, and any prizes, events, etc.
- requesting donations from co-workers, and following-up on the requests.
- providing United Way agency information to those who may need it.
- answering questions about United Way.



## Steps to Successful Canvassing

### 1: Introduce yourself as a volunteer with your company's United Way campaign

- *Canvassers DO NOT pressure donors to give.*
- *Set the tone—be honest and open.*
- *Canvassers participate because they want to and believe in the United Way's work.*
- *By introducing yourself as a volunteer, peers will be more likely to listen.*
- *Before you ask, set an example & make your own pledge to the Campaign.*

### 2: Engage them with a question

- *By engaging with a question, you are opening the conversation up to two way dialogue.*
  - *"Did you receive my email?" (see sample page vii) "Did you get the online link?" "Have you seen our schedule of events?"*
- *Outline/highlight the key facts about your campaign, i.e. past achievements, this year's goal, events, etc.*

### 3: Ask if they have any questions

- *Questions and concerns can be opportunities to inform and provide facts.*
- *Listen carefully to any concerns, and answer questions to the best of your ability. (The most common concerns and the suggested responses are provided for you in United Way's Frequently Asked Questions that follow.)*
- *If you are unable to answer a question, make a note of it and tell your co-worker you will get back to them with an answer. Then contact your ECC/UCC or United Way staff partner to obtain a satisfactory response.*

## Leadership Giving

Leadership Giving is a United Way program for individual donors who make annual gifts of \$1,000+. Promoting Leadership Giving among your colleagues is one of the best ways to increase the success of your organization's United Way workplace campaign.

### Step 1: Request management's support

- Meet with your CEO to request his or her personal involvement in the Leadership Giving Campaign.

### Step 2: Recruit and train a team

- Ensure you have enough canvassers to speak to potential Leadership donors one-on-one.

### Step 3: Develop a plan

- Meet with your United Way Campaign Manager to review your campaign's Leadership Giving history and help plan your campaign.
- Identify your existing donor base—review the list of past Leadership donors and check which individuals are still present in your organization.
- Identify prospective donors by salary range, title, organizational level etc. and set goals for the Leadership Giving campaign based on dollar amounts and the number of Leadership donors.

### Step 4: Make the ask

- The ask is the most important part of the Leadership Giving Campaign. Whether the presentation is at a special event or during an existing meeting, consider the following:
  - Ask the CEO/President to participate
  - Invite a United Way Leadership presenter to speak about the impact of a Leadership gift.
  - Visit each Leadership donor. Ask for 100% return of pledge forms whether or not people choose to make a gift.

### Step 5: Monitor the progress

- Develop a tracking system and monitor returns
- Follow-up with outstanding donors until the gift is secured or the donor clearly indicates he or she is not contributing this year
- Submit pledge forms to United Way as soon as possible to ensure timely thank you to donors

### Step 6: Say THANK YOU!

- Thank donors for their generosity and for making a difference in our community! Their gift is very much appreciated.

# Options for Giving

**Employee payroll deduction plans** through workplaces are the easiest way to give to United Way. Other options for giving include:

- Monthly donations from credit cards or chequing accounts.
- One-time donations by cash, cheque or credit card. Donations are accepted by mail, phone or online at [www.unitedwayguelph.com/donate](http://www.unitedwayguelph.com/donate).
- **Everyday Heroes** give at the \$1 a day level. It is amazing what a donation of a dollar a day can do in our community. Consider giving—and asking for—gifts of this amount.
- **Leadership Donors** give at the \$20 per week level (\$1,000 per year). Leadership gifts are recognized at the following levels:
  - Leaders \$1,000–\$1,499
  - Builders \$1,500–\$2,499
  - Patrons \$2,500–\$4,999
  - Pathfinders \$5,000–\$9,999
  - Champions \$10,000 or more

## Double the impact of your gift!

The Leadership Challenge Grant will match up to \$60,000 in Leadership donations (\$1000 or more), which means your Leadership donation will now go even further!

New leader donor? Your gift will be **doubled!** Current leaders will be matched with an **additional 10-25%**. Ask your campaign manager for more information.

### Tax advantages of gifts to United Way

Donation amount	Total tax savings	Actual cost to you
\$365 (\$1 day)	\$106	\$259
\$156 (\$3/week)	\$31	\$125
\$260 (\$5/week)	\$64	\$196
\$520 (\$10/week)	\$168	\$352
\$1,040 (\$20/week)	\$377	\$663

\*Estimated tax savings. Donors should ask their financial advisor for their personal details.

## 4: Offer your own reasons for supporting United Way

- Identify a compelling fact or message about United Way’s impact on the community, which has meaning for you and helps to explain United Way.
- Explain your personal reasons for supporting United Way.

## 5: Invite them to give

- “I hope that you will join me in supporting our community by giving to United Way.”
- Introduce and discuss giving options (Pledge Card/UW@Work).
- Explain the personalized pledge form.
- Highlight the impact of giving and the benefits of payroll giving.
  - Payroll giving: annual donation can be spread over pay periods, donations are recorded on T4 slips, and it can be easier on your budget to manage small gifts throughout the year.
- Let people know you are hoping for a timely response and establish a date for follow-up.

## 6: Thank everyone for considering—whether they give or not

- It is not just about the money; it is also about building awareness.
- Thank people for their time and contribution.
- You may choose to send a thank-you note, email or leave a voice mail as well.
- The impression you leave is the one that people will remember when they think of United Way.

## 7: Follow Up. Get back to them with answers, materials etc.

- Follow-up on outstanding pledge cards.
- Follow-up on any questions that you were not able to immediately answer.
- Return all pledge cards, cash and cheques to your ECC/UCC or designated company contact within the time frame of your campaign.



## FAQs

Below are some frequently asked questions about giving to United Way. If you get asked a “stumper,” call your United Way staff partner. We’ll be happy to get you the right answer!

### **What does United Way do?**

Thanks to the generosity of local donors to our annual fundraising campaign, United Way provides millions of dollars in funding to social service and voluntary sector agencies in Guelph, Wellington and Dufferin. This year, United Way will provide long-term, program-specific funding to 76 programs at 53 local agencies.

### **How does United Way keep costs so low?**

**Volunteers.** ECCs, Union Campaign Coordinators, workplace canvassers, and our volunteer board and cabinet members help us keep our costs low. We conservatively estimate that in 2017, more than 1,000 volunteers contributed to United Way.

### **Why does United Way give out less money than it raises each year?**

We give out less than we bring in through our annual campaign in order to allow for emergency needs in the community, pledged funds that are not received, reserves to allow for funds to continue to flow to our agencies should the unforeseen happen, and fundraising costs.

### **What are your fundraising costs?**

In 2017, it cost United Way Guelph Wellington Dufferin 18 cents to raise \$1 dollar. Our fundraising costs are well below the recognized Canadian benchmark of 26%. See page vi for more details.

### **I can only give a very small amount each week.**

Every donation adds up over the course of the year. When put together with donations of all levels from across the community, United Way is able to provide millions of dollars of funding to local programs annually.

### **How can I be sure my donations will be well used?**

Our volunteer fund allocation committee reviews each program we fund once every three years. This thorough review includes a site visit and a complete financial review. In between, United Way staff annually reviews each program to make sure it is meeting its stated goals and objectives.

### **Can I donate to other charities through United Way?**

Yes, you can designate your donation to one or more specific programs that United Way funds or to other charities that you may wish to support. You can also designate your donation to support funds in your community – give where you live.

### **Why should I give to United Way rather than giving to the charities directly?**

With one donation to United Way, you support a broad range of community programs, making sure that this network of services are available for people when they need them.

Plus, by pooling your donations, United Way is able to provide charities a source of stable, long-term funding they can count on, allowing them to put in place programs with real and lasting impact over multiple years. Charities are also relieved of some of the burden of raising funds, and instead can focus on delivering programs and services.

### **When will I receive my tax receipt?**

A tax receipt is issued for voluntary donations by cash, cheque, credit card and payroll deductions over \$20. Receipts can be issued for lower donation amounts upon request. If you donate through payroll deduction, you will see your total gift for the year on the charitable donation line of your T4. Donations made by cheque or cash receive tax receipts by mail within a few weeks of the gift being received at the United Way office. Note that ongoing monthly donations are receipted at the end of each year.

### **What is United Way doing about my right to privacy?**

United Way is committed to protecting your right to privacy. Information you or your employer provide is used to process and receipt your donation, and respond to your information requests. Your information is not shared with other organizations.