



# CHAMPION PLAYBOOK

A RESOURCE GUIDE



**United Way  
Centraide**  
Windsor-Essex County

**Champions make the difference!**

**This guide will help you communicate, raise funds for United Way and have fun.**

**Visit [www.weareunited.com/campaign](http://www.weareunited.com/campaign)**

*Cover Photo: Dave Cassidy, President, Unifor Local 444, 2020 Campaign Lead Organization, and fellow Unifor Local 444 members attend United Way's 2019 Campaign Kick-Off.*

# HOW YOUR DONATION HELPS

COVID-19 has pushed our most vulnerable residents to their limits. Our social safety net was already stretched thin before the pandemic hit. Now, demand for community services is climbing and we have a long road to recovery ahead of us. Our community can't recover without champions like you.

United Way remains committed to putting your donations to work in our community in the most effective way possible, when and where they're needed the most. We'll continue to provide vital supports for kids and families whose lives have been affected by the global crisis. Your supports ensure we can respond to urgent needs right now and plan for the future.

We're in this together. We'll get through this together. That's the power of community and a coalition of care that is there to make sure no one gets left behind.



# YOUR CHAMPION ROLE

Thank you for being a champion! Your workplace campaign is a vital part of helping our community recover. Your time and generosity – and the generosity of your colleagues, will fuel our work and the support we can provide to our most vulnerable residents. As our United Way Champion, we rely on your leadership and ability to inspire others into action.



## As Champion, your role involves:

- **Being** a passionate and knowledgeable ambassador for United Way in your workplace
- **Leading** the campaign in your workplace
- **Inspiring** and motivating your campaign team and colleagues to give and get involved
- **Communicating** the real life impact of a donation to United Way
- **Giving** everyone in your workplace the opportunity to invest in our local community

## Benefits to Champions:

- Develop great leadership, fundraising and project management skills
- Understand the important issues facing our community
- Build and strengthen lasting relationships with your colleagues and gain knowledge about your organization
- Connect with other workplace Champions
- Be recognized within your workplace and by United Way
- Have a great time while giving back to a great cause!

**Thank you for your commitment, your passion and for being an incredible champion - right here at home.**



# BEST PRACTICES FOR RUNNING A SUCCESSFUL CAMPAIGN

## 01 Build your team and set your goals

- Meet with your United Way staff partner to plan your campaign
- Assemble a team including senior management, labour and other colleagues
- Set fundraising and participation goals and develop plans for reaching both
- Develop a communications plan to promote the campaign and keep staff up-to-date

## 02 Communicate impact & build awareness

- Hold a kick-off event to officially start your campaign
- Build excitement by sharing videos and impact stories with colleagues
- Promote staff challenges to boost participation

## 03 Make a personal 'ask'

- Distribute pledge forms immediately after the kick-off event
- For best results, plan on a one-to-one, peer-to-peer canvassing strategy
- Run special events to engage staff in fun ways

## 04 Wrap-up

- Plan a wrap-up event to announce your staff's total achievements and progress made toward goals
- Thank all donors and volunteers who participated
- Award prizes (if applicable) for staff challenges
- Remit all funds raised to your United Way staff partner

## 05 Debrief and plan for next year

- Make note of this year's successes and areas of opportunity for the future. Set a meeting with your United Way staff partner to debrief and plan for the year ahead.

Find more great tips on running a successful campaign including tools, guides and impact resources: [weareunited.com/campaign](https://www.weareunited.com/campaign).

# HOW TO ASK FOR A GIFT

There are many ways to approach your colleagues for support and inspire them to donate. Make sure you and your canvassing team find an ask that feels authentic and genuine - consider sharing why you donate or sharing the story of someone impacted by a United Way funded program.

Remember, by asking for donations, you will help people who need it the most, connecting them to the supports they need to thrive.

## #1 REASON GIVEN FOR NOT DONATING.. THEY WERE NEVER ASKED

### HELPFUL CANVASSING TIPS

- A 1-to-1 canvass is always ideal but if not possible, distribute pledge forms or email links to online giving platforms immediately after your kick-off event or campaign presentation.
- Keep a list of the colleagues you are going to reach out to. This will ensure that everyone gets asked for their support. Be sure to follow up with individuals who are away from work or on vacation.
- If working remotely, consider meeting with staff virtually to ensure you can accomplish a face-to-face ask.
- Remember, people give to people, so making the extra effort to connect with your colleagues personally can make a significant impact in the success of your campaign.
- Finally and most importantly, make sure to thank each donor after they've pledged their support!

CHECK OUT OUR [ONLINE RESOURCES](#) FOR MORE WAYS TO CANVAS IN YOUR WORKPLACE.

# WE ARE HERE TO SUPPORT YOU

United Way staff are here to help you get started and to support you throughout your campaign. Call 519-259-6177 to get connected with a dedicated staff representative.

Our Online Toolkit has resources to help you plan a fun campaign. You can find information and materials that will help you communicate United Way's impact and inspire employees.

## Visit [weareunited.com/CampaignToolkit](https://weareunited.com/CampaignToolkit)



CAMPAIGN  
PLAYBOOK



PLEDGE  
FORMS



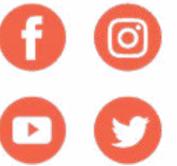
POSTERS &  
CAMPAIGN  
MATERIALS



VIDEOS



IMPACT  
STORIES



SOCIAL  
MEDIA  
TOOLKIT

## LEARN MORE ABOUT YOUR IMPACT:



Cultivating curiosity in kids during a global crisis through online engagement in STEAM programming



Ensuring emergency food supports are available to anyone in need during COVID-19.



Helping young people graduate from high school, move onto post-secondary and reach their full potential.

[weareunited.com/Impact](https://weareunited.com/Impact)

# FREQUENTLY ASKED QUESTIONS

## How to address common questions from co-workers and colleagues

### 1. What is my donation supporting this year?

- The simple answer is that your donation will support kids and families who need it most - right here in our local community.
- United Way will be investing in Cradle to Career strategies as we move forward, so all donations collected will support kids and their families from the time that they're born until they find a career.
- Why is it important? Because data tells us that in certain neighbourhoods, more than 50% of kids are living in poverty. These are the kids that need help - they need access to healthy and fresh food; they need inspiring places to go after-school; they need mentors to help them open doors and set them on a path to success. Most of all, they need to have the confidence to know that they can and will achieve their goals.

### 2. What are the types of programs United Way will be investing in?

- United Way will continue to invest in youth mentoring, and in-person and online after school programming in priority neighbourhoods, mental health counselling, and the food bank network which helps to distribute food to thousands of people in Windsor-Essex County. We will be working closely with the Federal Government to distribute \$1.34 million to local charities to help meet the urgent need of vulnerable people affected by COVID-19. We will continue to help local neighbourhoods where children and families need the most help - Downtown Windsor, West Windsor and Leamington, as we work alongside service providers and residents within these neighbourhoods to co-design solutions to help children reach their full potential.

### 3. What donations are eligible to receive a tax receipt?

- United Way will automatically issue receipts for donations of \$10 or more. A gift where the donor has received some form of service or product to give (i.e. bake sale, BBQs) are not eligible for receipt. Payroll deduction donations are reported on T4 slips, therefore tax receipts are not typically issued by United Way. (Note: the donation will appear on the T4 in the year that the donation is deducted from pay, not the year that the donation is pledged).

### 4. What is United Way doing in response to COVID-19?

- Through United Way's COVID-19 Emergency Relief Fund, we have been able to provide additional emergency supports to local residents in need. This includes the establishment of three emergency helplines to increase access to food supports, mental health support services and call assurance services for seniors.
- As a trusted partner of the federal government, we're administering federal emergency funds in Windsor-Essex County to support the needs of vulnerable community members affected by COVID-19. This financial support allows charities to adapt frontline services to respond to the community specifically during this challenging time.
- We've adapted existing United Way programming to ensure young people can continue to receive vital supports such as academic tutoring, mentorship and STEAM programming in a virtual format while schools have been closed.

### 5. Didn't United Way receive funding from the federal government this year? Why do you still need my donation?

- As a trusted partner of the federal government, United Way is administering the Windsor-Essex County allotment of \$102,499 through the Government of Canada New Horizons for Seniors grant program and \$1.34 million through the Emergency Community Support Fund (ECSF) which supports 35 projects that serve vulnerable local residents.
- These federal funds are for specific, one-time emergency use to address the impacts of Covid-19 and are not being used toward United Way's core work or Cradle to Career strategy.
- With a long road to recovery ahead of us, demand for vital social services will only increase in the future. Your donation ensures that we can continue to meet the needs of our most vulnerable residents throughout this recovery and into the future.