

GIVE. BELIEVE. VOLUNTEER.
LIVE UNITED 



CAMPAIGN MARKETING GUIDE

A GUIDE TO PROMOTING YOUR WORKPLACE CAMPAIGN

Getting Started...

Internal communications keep employees informed of:

- The efforts of United Way, its network of agencies and the impact they have in the community.
- Your workplace campaign schedule (kick off, events, wrap up)
- Your workplace campaign goals, progress, and final results

External communications raise awareness of your organization's support of



Internal Communication Strategies

Here are some internal communications strategies to follow during your workplace campaign:

- Bookmark the LIVEUNITED.CA to follow the latest United Way news. Download useful campaign materials such as photos, video clips, United Way logos, and letter templates.
- Use this guide to promote your campaign.
- Use your existing channels of communication (i.e. your organization's intranet, internal newsletter, e-mail, voice-mail, staff meetings) to promote your campaign.
- Place stories in your organization's publications to communicate your message. Key campaign dates, volunteer recognition pieces, and articles on United Way's impact in the community will help keep your staff well informed and motivated. Profiling employees who have been helped by United Way agencies puts a human face on the campaign and helps motivate people. Feel free to include the anecdotes from this Workplace Communications Kit.
- Display print materials, progress thermometers and campaign posters in prominent locations. A bulletin board in your reception area could act as a daily campaign update tool for announcing United Way news and your campaign's progress. Be sure to keep thermometers updated!
- Show United Way's campaign video to build awareness. This is a terrific communications tool to get United Way's message across to a larger audience.
- Use the United Way logo on your materials. It is available on the campaign toolkit page of our website uwcambridge.on.ca/#/campaign-toolkit/4528906254
- Book agency speakers for events and arrange tours to build awareness of United Way's impact in the community.

External Communications

External communications to your customers can be valuable for your organization's reputation and your workplace campaign for United Way.

You may also want to take the opportunity to inform your customers of your support for United Way by highlighting campaign activities and achievements.

Website

Your organization's website may be the most direct route to communicating with your customers. Tell your customers and staff that you support United Way by writing about it on your website.

Publish some of the real life stories and photos as examples of why your organization's support is so important. Set up a special section about your campaign, where you can recognize outstanding volunteer achievements and share photos of staff participating in special events.

Use the website to announce your campaign goal, and update regularly. You can also publish this information in your organization's internal newsletter or intranet.



United Way Can Help

If you have an interesting photo of your campaign or a story about an outstanding volunteer for recognition, please send it to your United Way staff. Include a short description (organization/ volunteer name, activity, campaign goal) and we may highlight it on our website or newsletter.

Building Awareness

Building awareness about United Way's efforts in the community, the issues addressed and the success achieved is an ongoing component of any successful workplace campaign. No matter who your audiences are, it's important to make sure they know about your organization and employees' support, and United Way's extensive work in the community.

Through awareness building, you create an environment where campaign participants are able to make informed decisions about their charitable giving.

As United Way donors, your colleagues will be helping to strengthen lives and neighbourhoods across Cambridge and North Dumfries. It's important that your colleagues know all they need to know about the charity you're asking them to support.

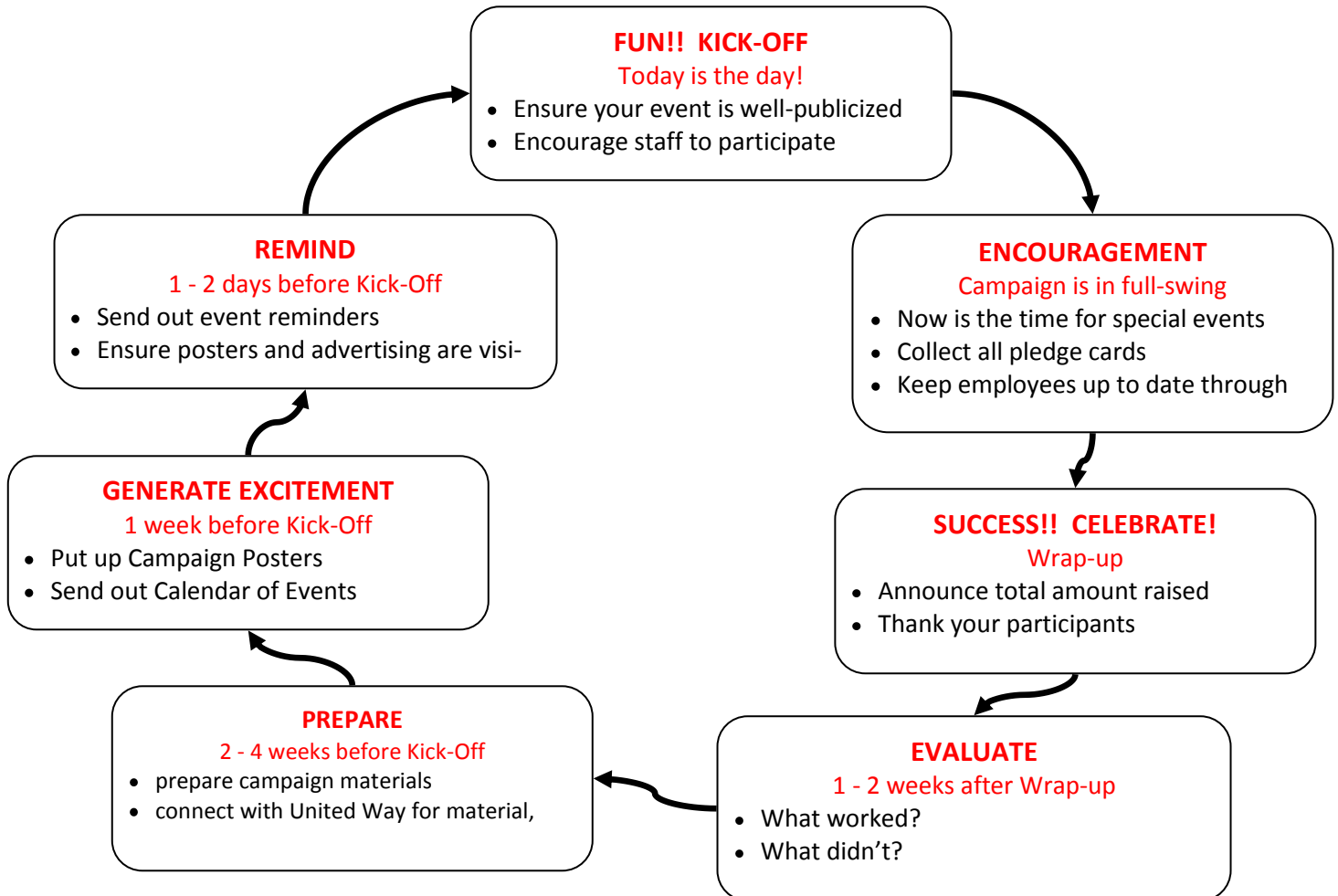
United Way makes a difference every single day. United Way supports the social fabric that ties our city together. United Way strengthens individuals, families and communities by supporting services that improve peoples' lives.

United Way is building a better future for all. United Way and the community's vision for Cambridge and North Dumfries is a city where all of our neighbourhoods are healthy, vibrant places to work, live, and raise a family; where our young people all get the best start in life with opportunities for every success; and where newcomers to our city fulfill the promise of their new life in Canada.

United Way is working at the forefront of change. It takes the whole community working together to change social conditions. Engaging residents, local business and community leaders, service providers and funders. United Way works to bring people and resources together.

United Way's goal is to identify key challenges and mobilize the community to improve the quality of life for everyone. United Way works to address the root causes of our city's shared challenges, to fulfill long-term needs, and to build a better community for everyone.

Campaign Promotional Timeline



Promote Importance of United Way Gifts

Gifts to United Way are critical to ensure that:

- those who have lost their jobs find food and shelter
- families can access counseling when dealing with loss of income and family breakdown
- children have mentors in their lives to provide positive role models
- a safe place for newcomer youth to breakdown cultural barriers, build friendships, to feel safe and involved in our community

Not only are those helped by our funded agency programs and services living better lives; they **LIVE UNITED**. Giving back to the agencies that helped them and giving back to our community so that oth-

A powerful United Way message encourages employee participation and motivates donors to give. Try using United Way of Cambridge and North Dumfries *results (page 5)*, or real-life accounts of fellow staff members' experiences with a United Way Partner Agency.

We Are Getting Results!

We are proud to share some **positive results** that your investment is creating in our community through our funded programs and services.

Children and Youth Reach their Potential – Children are gaining the social and emotional skills needed to succeed in school

Mobilizing Youth Experiencing Homelessness Toward Community Integration - Argus Residence for Young People

- 83% of youth without productive activity at intake increased education, employment or access to employment in two weeks of shelter stay
- 75% of youth goals, relating to health, education, employment or civic engagement, were achieved, during their stay
- 93% of youth improved goal setting abilities by discharge

Families are Strong - Families are improving their dynamics and functioning better together

Self Help Cambridge Recovery Centre - Self Help Alliance

Individuals are improving their recovery with healthier life choices, and improvement in social and pre-employment skills:

- 58% of individuals improved their employment skills and were able to identify how to find a job
- 79% experienced a decrease in social isolation and improvement in social networks
- 79% experienced improvement in healthier life style activities

People are Economically Secure - People are getting the help they need to meet basic needs which maintaining dignity

Welcome Aboard Drop-In Centre - Cambridge Shelter Corporation

- 80% of clients began to use their case plan to move forward within three months, and over 50% began to set goals for themselves within six months.
- 60% of clients were significantly connected to community supports within three months, and nearly 50% were able to retain their housing within three months of accessing the drop-in centre.

Neighbourhoods are Inclusive and Thriving - Neighbours are building relationships and skills to improve their quality of life

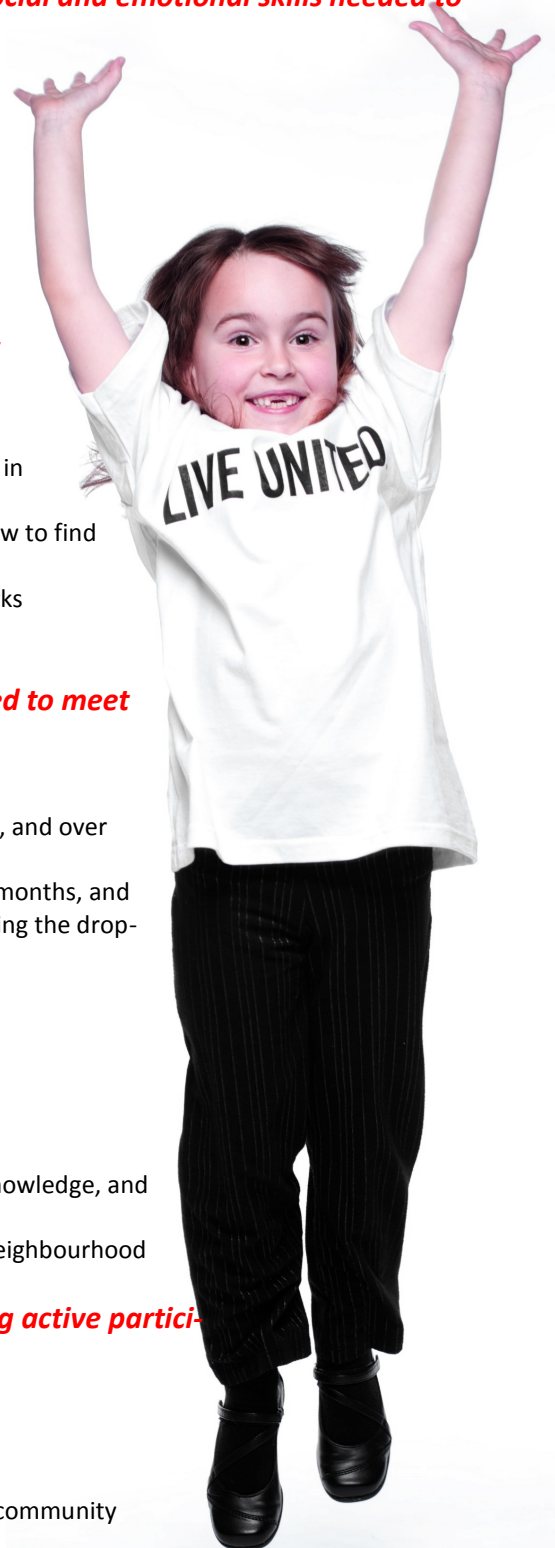
Community Development Program – Preston - Preston Heights Community Group

- Leadership:
 - 80% of the Youth Committee reported a moderate increase in their leadership knowledge, and nearly 75% reported gaining leadership skills through practical experience
 - 100% of youth feel positive about having leadership responsibilities in their neighbourhood

Newcomers are Welcomed and Supported - Newcomers are becoming active participants in community life

Newcomer Youth Program - YMCA of Cambridge

- Immigrant Youth Program Participants:
 - 60% report participating in other YMCA program and activities
 - 50% report being involved in activities, teams, or clubs at their school or in their community
 - 30% of participants report volunteering at the YMCA or in the community




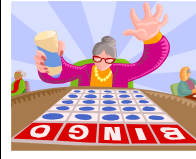



Calendar of Events

A Calendar of Events is a useful tool to prepare and alert employees about campaign events and news.

Post and send the calendar out by email or in-person a few weeks before your Kick-Off event.

Don't forget to remind employees about the events through daily announcements over your workplace's PA system or through email updates.

Monday	Tuesday	Wednesday	Thursday	Friday
				1
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
<p>KICK-OFF</p> <p>Come celebrate our United Way campaign kick-off with a pancake breakfast!</p> <p>8:45am-9:15am</p> 	<p>LUNCH & LEARN</p> <p>Between 11am and 12pm, come to the lunchroom and hear a United Way Agency Speaker tell their story and find out why United Way is so important for our community!</p> 	<p>RED&WHITE DAY</p> <p>Wear United Way colours today.</p> <p>Buy a 'I'm dressed this way for United Way' sticker for \$1...Don't and you'll be fined \$2!</p> 	<p>BINGO DAY</p> <p>Buy a card by 10am for \$2 and get the chance to win a gift certificate to the movies. Numbers will be called over the PA system!</p> 	<p>WRAP-UP</p> <p>Join our noon hour United Way potluck lunch, where we'll announce the total raised by our campaign!</p> 
25	26	27	28	29

Get People Talking...

There are many ways you can get your fellow employees involved with your message; make it interactive so people will feel engaged.

- Highlight a story of someone who has been helped by a United Way agency in your company newsletter
- Show the United Way campaign video in your lunchroom
- Host awareness lunches (Lunch and Learns) where a Partner Agency speaker and United Way representative will come in and talk to staff about a featured agency and how all contributions make an impact on the community



To book an Agency Speaker, contact your staff partner at United Way of Cambridge and North Dumfries 519-621-1030

Event Planning

Have you considered?

- Alternate option if bad weather arises for an outdoor event?
- Are food allergies a concern?
- Are a lot of employees on vacation around date of event?
- Enough tables, chairs, or space in general for event attendees?
- Enough volunteers to staff event properly?
- Is someone going to take photos for company newsletter?
- Have you publicized the event to employees?
- Do you have a cash float so you can make change?
- Is there a way to make announcements to the attendees, i.e. a PA system or megaphone?
- If the general public is invited to your event, is there visible signage for the public to see on major roads/locations?
- Does your event follow your workplace campaign theme?
- Has senior management been informed and invited to special events to show support?
- Have you informed and invited your United Way liaison to the event?



MAKE YOUR MESSAGE VISIBLE

To 'get the word out' about your campaign, you need to post your promotional materials in high-traffic areas. The more people that see your posters or flyers, the more likely they are to learn about the difference United Way makes in the community and contribute. Try unique areas or venues for hanging posters or leaving information brochures.

Where to post?

Try any of these areas for hanging your campaign and thermometer posters:

- Elevators
- Behind doors
- Lunchroom
- Staff room
- Bathroom walls
- Water cooler area

**For more pledge forms,
United Way stickers or
posters, contact your United
Way staff partner at
519-621-1030**

What to post?

Innovation catches people's eye... think of creative ideas to get your message out

- Make Posters with United Way WOW facts
- Make informational tent cards and place them on lunchroom tables
- Create a United Way newsletter for your workplace that gives employees an overview of the campaign goal, special events and important facts
- United Way thermometer posters are a great motivator and keep everyone informed of your campaign's progress... put them up in high-traffic areas
- Display United Way campaign posters
- If you have a display case in your lobby, devote it to your United Way campaign and place brochures, pictures, WOW facts and posters in it.





POSTER ESSENTIALS

WHO?

Who is holding your event? If it is a department specifically, you may want their name on the poster

WHAT?

What is the event? Indicating the event lets participants know what to expect and what to bring i.e.. Money and an appetite!

WHEN?

Make sure you have included a date AND time on your poster

WHERE?

Including the location of your event allows people to properly prepare for it, especially if it is an outdoor event

WHY?

People need to understand that the money they are giving by purchasing food (or goods or services) is benefiting United Way, and their community. Try using a United Way logo for recognition...

The Widget Company
Come out and support United Way



**UNITED
WAY
BBQ**




Date: Monday September 23
Time: 12pm to 2pm- RAIN or SHINE

**ALL PROCEEDS GOING TO
UNITED WAY of CAMBRIDGE & NORTH DUMFRIES**

Recognizing your volunteers and donors is an extremely important part of running a workplace campaign. You can thank donors with a letter, or at your wrap-up event with a special announcement. For volunteers who helped run your campaign, thank them individually with a handwritten note or card.

HOW TO THANK...

DONORS

- Send a thank-you letter from upper management or CEO to all donors
- Publish a thank-you note in your company newsletter
- Have your campaign committee personally thank donors for their contributions
- Put up motivational posters thanking everyone for their support

VOLUNTEERS

- A handwritten card from the ECC/UCC
- A thank-you event scheduled after Wrap-Up, i.e. a pizza lunch or pancake breakfast
- Create a United Way Honour Roll, recognizing volunteers who participate in the campaign committee year after year



Invite donors or volunteers to attend United Way of Cambridge and North Dumfries Achievement and Volunteer Appreciation Event.

This event recognizes the community's effort to reach the annual campaign goal, announce the grand total raised, and thanks volunteers.

Sample Thank-You Letter

Dear (Employee),

Please accept my heartfelt thanks for your contribution to this year's United Way of Cambridge and North Dumfries campaign. Because of your generosity, (company) was able to meet our aggressive goal of (\$ amount). Your contribution will help ensure that vital services continue to be provided for families, children, youth, the elderly and many others in our community.

I am proud to be a part of an organization where employees like you demonstrate this kind of caring. It is great to know you've made a difference - whether it is a senior citizen enjoying a hot meal, a child having fun and being safe in a daycare program, or helping someone with a special need get that first job.

Thank you once again for following your heart and making Cambridge and North Dumfries a better place to live.

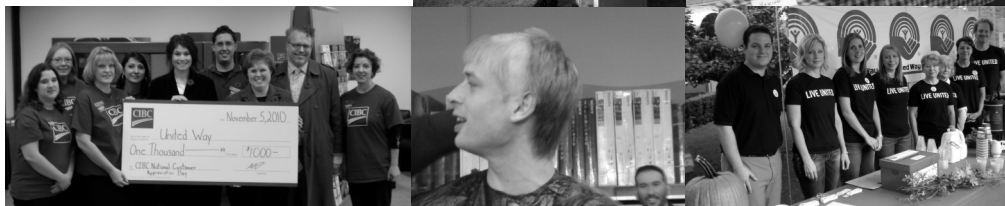
Sincerely,

(Name)

Evaluate...

Once your campaign has wrapped-up, review your progress and efforts. Compare this year's results to last and see what worked and didn't. Did your new ideas for promoting your events work well? Will you recommend changing or keeping any materials for next campaign?

Store your evaluations in a United Way file for next year's ECC/UCC, they will greatly appreciate your help.



WHY ECC / UCCs ARE IMPORTANT...

Without you there could be no way. As an ECC/UCC, you are part of the workplace campaign from start to finish, helping with pledge card meetings, planning fundraisers, boosting participation, collecting pledge cards and most importantly, communicating the message of United Way. It is through you that the United Way message gets to local workplaces; your campaigns help to raise over 65% of our annual campaign goal!

SUPPORT AVAILABLE TO ECC / UCCs...

- ECC/UCC Workshop - this afternoon workshop will help you understand what is involved in becoming an ECC/UCC, running a workplace campaign, and the role you will play within the United Way's annual fundraising drive
- ECC/UCC Campaign Guide and 'Get The Word Out: Campaign Marketing' Guide - includes tips, tools and suggestions to effectively plan, prepare for and promote your workplace campaign
- Promotional materials - Contact your United Way staff for campaign brochures or posters, balloons, to book an Agency Speaker or to receive a copy of the United Way campaign video
- Campaign Team - United Way staff are just a call or email away. If you have any questions, please phone **519-621-1030** or email **info@uwcambridge.on.ca**

FOR MORE INFORMATION...

Visit the *Campaign Toolkit* online at liveunited.ca
or call your United Way staff at **519-621-1030**

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LIVEUNITED.CA



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