

Building a Culture of Participation and Engagement



The No.1 reason that people do not donate is because they have never been asked

1. Employee Campaign Chair (ECC)

- A leader who is committed, motivated, **enthusiastic, popular and organized**
- Is given enough time to lead a team

2. Peer to Peer

- Representation from all departments, locations, employee groups
- Representation from management, staff, professionals
- Retirees, Next Gen
- Union representatives where applicable
- Peer to peer canvassers/champions

3. Champions

- Goal: 100% contact
- Strategic recruitment, rather than open call for volunteers
- Champions United Way message and answer questions rather than an ask

4. Training/Orientation for ECC and Canvassers/Champions

- Mandatory training avoids misinformation, pressure tactics, and encourages adoption of best practices

5. Short Campaign

- 2-3 weeks in total
- Blitz campaigns use fewer resources for maximum Return on Effort (ROE)

6. Separate Pledge Canvass from Events

- Employee canvass before events
- Fun events focused on awareness vs. reliance on events for dollars

7. Donor Retention

- Follow up and thank you are key
- Friends and Leadership Donors (\$500- 1,199 and \$1,200+): maximum potential, fastest growing area of campaign
- Follow up with lapsed/nearly lapsed donors before they lapse

8. Awareness Campaigns & Engagement

- Story telling
- Speakers bureau: Agency Speakers
- Seeing is Believing tours
- Messages about impact of donations
- Themed campaign
- Leadership Starts at the Top
- Visible leadership from management
- Engage middle management, unions
- Participation, recognition, support, motivation

9. Succession Planning

- Opportunity for personal and professional development
- Splits workload
- Maintains learning & successes
- Provides mentoring opportunities and integration of best practices into your campaign



@unitedwaykfla

www.unitedwaykfla.ca



United Way

Kingston, Frontenac,
Lennox and Addington