



Employee Campaign Chair (ECC)

The Employee Campaign Chair is a key volunteer in the workplace who is responsible for managing and monitoring the Workplace Campaign. You will lead the annual United Way Campaign at your workplace. You will pull together a volunteer team, motivate and manage this team to achieve great success-while helping our community at the same time.

The following steps will help you meet this objective:

- 1. Learn about United Way of York Region**
 - Attend a United Way ECC orientation session
 - Meet your United Way staff partner
 - Participate in a Day of Caring ®
 - Read the United Way of York Region materials and visit our website
- 2. Build a team**
 - Start early
 - Recruit effective, dedicated committee members and canvassers from all areas of your organization
 - Schedule an orientation for all members of your team in conjunction with your United Way staff partner
 - Assign tasks and responsibilities to each team member
- 3. Analyze and set goals**
 - Review the campaign history
 - Get feedback from previous ECC
 - Identify areas of potential increase
 - Set clear goals and realistic expectations
- 4. Enlist support from your CEO and Labour (if applicable) to:**
 - Authorize ECC's and canvassers time to work on the campaign
 - Establish a budget for events
 - Send a letter of endorsement to all staff
 - Present the case for giving to senior management
 - Attend kick off and other events
- 5. Develop a plan and a timetable**
 - Determine your goals and develop a plan in partnership with your team and your United Way staff partner in order to achieve these goals
 - Develop a timetable that includes a short, goal oriented, 2 week textbook campaign
 - Coordinate an effective, person-to-person distribution and collection of personalized pledge forms by canvassers
 - Link pledge forms to draws and incentives rather than trying to raise money through special events

6. **Prepare**

- Assign tasks to each volunteer
- Organize your campaign kit (brochures, pledge forms, return envelope)
- Order supplies from United Way of Canada at least 2 weeks in advance
- Plan your communications to staff, to create awareness about your campaign
- Personalize pledge forms

7. **Kick-off**

- Launch your organization's campaign with a kick off
- Ensure the campaign has a definite beginning and end
- Educate employees about United Way
- Announce your campaign goal(s)
- Plan events that include and appeal to a broad range of your co-workers
- Have fun

8. **Canvass**

- Select canvassers who are reliable, enthusiastic and committed as they are acting as ambassadors for United Way
- Train your canvassers 1-2 weeks in advance of your canvassing period with help from your United Way staff partner
- Determine the most effective canvassing method
- Ensure that everyone is asked to donate
- Ensure that pledge forms come back before your special events begin

9. **Manage and monitor**

- Establish a system to regularly track returned pledge forms
- Submit a mid-campaign review to your United Way staff partner
- Re-approach anyone who was missed or hasn't returned a pledge form
- Communicate regular updates on the campaign to the employees
- Tabulate and audit results and report to United Way
- Contact your United Way staff partner to pick up your envelope(s)
- Set time aside to review and tally the envelope with your United Way staff partner

10. **Special events**

- Set the stage for the employee canvass by creating excitement and awareness through a kick off event
- Avoid special events to raise funds during the payroll deduction canvass—focus on fun and education

11. **Wrap-up and recognition**

- Wrap up the campaign with a special event or some special occasion
- Give your United Way staff partner the names of volunteers involved in the campaign to print certificates of recognition
- Thank those who gave (donors and volunteers)
- Announce final results
- Organize your records for your successor
- Book an ECC wrap up meeting with your United Way staff partner



United Way of York Region Campaign Best Practices

1. **Visible CEO Support**
 - Attend campaign special event(s)
 - Speak at campaign kick off and/or wrap up
 - Send out letter/memo/email of endorsement for campaign
 - Provide a quote for the company newsletter
 - Sign Thank You letters or certificates for the ECC and committee
2. **Leadership Campaign**
 - Recruit a dedicated chair and committee, if applicable, to canvass senior management
 - Co-ordinate a peer one to one canvass with a ratio of 1:10
 - Provide personalized packages for leaders
3. **Canvass**
 - Co-ordinate a one to one canvass with a ratio of 1:10
 - Distribute pledge forms personally with an emphasis on 100% pledge form return
 - Canvass at the start of the campaign before any special events
 - Re-canvass to ensure no one has been missed
4. **Campaign Kick Off**
 - Campaign should have a definitive beginning and ending
 - Kick off should be a fun, low cost event designed to increase education and awareness
5. **Company Personalized Pledge Forms**
 - People are more apt to reading something with their name on it
 - Ease of tracking returned pledge forms
6. **Recognition and Thanks**
 - Certificates of appreciation for ECC and committee
 - Participation awards
7. **Labour**
 - Recognition of unions
 - Letters of endorsement
 - Joint union management program
8. **New Hire/Retiree Campaign**
 - Invite retirees back for key events during campaign or hold a special retiree event
 - Send retirees information about campaign
 - Invite key retirees back to sit on a committee
 - During exit interview, ask for permission to be contacted by United Way of York Region
 - Incorporate United Way campaign information into a new hires package