

CHAMPION PLAYBOOK



United Way
Centraide
Windsor-Essex County

HOW YOUR DONATION HELPS

Generosity powers United Way's work in the community, and allows us to tackle complex, persistent issues that are preventing far too many children and families from getting ahead.

The funds that you are raising support children and families who need it most in Windsor-Essex County. United Way invests in Cradle to Career strategies to support children from the time they are born until they find a career. In some neighbourhoods, more than 50% of children are experiencing poverty. These are the children that need more opportunities to improve academic outcomes to set them on a path to success. **One of the clearest pathways out of poverty is through education.**

United Way will continue to invest in youth mentoring, and in-person and online out-of-school programming in our priority neighbourhoods - Downtown Windsor, West Windsor and Leamington. This includes technology for school-aged children, online academic supports, mental health counselling, and the food bank network which helps to distribute food to thousands of people in Windsor-Essex County.



Hôtel-Dieu Grace Healthcare United Way Champions (2019)

OUR CHAMPIONS AT WORK



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 relationship manager 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 or email links to online giving platforms immediately after your kick-off event or campaign presentation
- 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.



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



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.



Helping children stay inspired and learning with new virtual out of school support.



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

weareunited.com/impact

FREQUENTLY ASKED QUESTIONS

How to address common questions from co-workers and colleagues

1. What does my donation support?

Your donation supports children and families who need it most in Windsor-Essex County. United Way invests in Cradle to Career strategies to support children from the time that they're born until they find a career. In some neighbourhoods, more than 50% of children are experiencing poverty. These are the children that need more opportunities to improve academic outcomes to set them on a path to success. One of the clearest pathways out of poverty is through education.

2. What does 'Cradle to Career' mean?

When we say Cradle to Career, we are referring to our support for children from the time they are conceived until they find a career. Meaningful employment generally occurs once a person has completed some form of post-secondary education or trades training.

3. Can you give an example of a type of program that United Way invests in?

United Way will continue to invest in youth mentoring, and in-person and online out-of-school programming in our priority neighbourhoods – Downtown Windsor, West Windsor and Leamington. This includes technology for school-aged children, online academic supports, mental health counselling, and the food bank network which helps to distribute food to thousands of people in Windsor-Essex County.

For example, United Way's On Track To Success program offers supports that wrap around a family and help youth graduate high school and go on to post-secondary education – students receive mentoring, tutoring, career learning opportunities to name a few.

4. Why are you investing in specific neighbourhoods?

Childhood poverty continues to affect kids across our community. In order to make the most impact, we will be starting our investments in three targeted neighbourhoods first – Downtown Windsor, West Windsor and Leamington. In some cases, the rate of childhood poverty is even higher – with more than 50% of the kids living in poverty.

By levelling the playing field across these neighbourhoods, we can work with residents, families and children to open doors for kids – and give them hope and opportunities and the ability to achieve their dreams.

5. How did United Way support people during the pandemic?

In May 2020, the Government of Canada created the Emergency Community Support Fund (ECSF) to provide financial support to charities and other qualified groups which were adapting their frontline services to support vulnerable Canadians during the COVID-19 pandemic.

United Way was selected to partner with the Federal government to support the investment of \$1.76 million in our local community because of our ability to respond rapidly to our community's unique needs during the pandemic.