

# CHAMPION PLAYBOOK



United Way  
Centraide  
Windsor-Essex County



# HOW YOUR DONATION HELPS

Children are resilient, and with the right support, they can get on track and achieve their dreams.

The funds that you are raising support children and families who need it most in Windsor-Essex County. United Way invests in a Cradle to Career strategy to support children from the time they are born until they find a career. In some neighbourhoods, more than 1 in 3 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.**

With our partners, we're delivering solutions that will support food and nutrition, mental health and out-of-school supports for local children and their families. This includes programs like Ignite Academy to improve math and literacy skills for children in Grade 2 through Grade 7, On Track to Success to improve high school graduation rates, and Summer Eats for Kids.



Ford, Unifor Local 200 & 240 United Way Champions (2022)

# 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/campaigntoolkit](http://weareunited.com/campaigntoolkit).

# 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:



**Ignite Academy**, a new **out-of-school solution** designed to improve math and literacy skills for children between Grades 2 and 7, while providing wrap-around support for families.



The **Ujima Initiative** that supports Black youth enrolled in United Way's On Track to Success program.



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 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 1 in 3 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?

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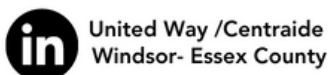
### 4. Why are you investing in specific neighbourhoods?

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.

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 do I find out more information about upcoming events at United Way?

There is always something exciting going on at United Way. Visit [weareunited.com/events](http://weareunited.com/events) to learn more!



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