

Change begins with action.



United Way
Regina

Workplace Campaign Guide
Your guide for Doing LOCAL GOOD
www.unitedwayregina.ca

Volunteering for **LOCAL GOOD!**

Thank you for taking on this role and volunteering as part of your organization's United Way campaign.

It's people like you who show interest, enthusiasm, and determination around the social issues facing our community.

Your work helps ensure a successful campaign and improves lives locally.

We're here to support you every step of the way! Don't hesitate to contact your United Way Regina representative for information, support or inspiration!



Volunteer **ROLES**



Your volunteer structure may vary depending on the size and scope of campaign.

EMPLOYEE CAMPAIGN COORDINATOR (ECC)

The ECC works closely with a United Way staff partner to ensure a successful and fun United Way Campaign

UNITED WAY COMMITTEE

Your United Way committee will work collaboratively to generate event ideas and fundraising strategies for your campaign.

TASKS

Plan and oversee United Way workplace campaigns

Demonstrate leadership in the recruitment and coordination

Rally support for your organization's campaign

Share information to help co-workers learn about your United Way campaign

Thank donors

TASKS

Plan and execute fundraising events

Help educate co-workers on the work of the United Way

Volunteer **BENEFITS**



- Giving back to your local community in a meaningful way
- Increased visibility within your organization and among your colleagues and peers
- Opportunity for professional development
- Networking opportunities within your organization

How to run a **SUCCESSFUL** **CAMPAIGN**



We've got all the tools you need to help support your fundraising efforts. Whether virtual or in person, planning a great campaign is as easy as 1-2-3!

1


Set a campaign date, timeline and goal.

2


Use the resources available at unitedwayregina.ca/campaign-toolkit

3


Form a United Way committee.

4


Plan fun activities, incentives and/or contests.

5


Publicize and promote the campaign.

6


Kickoff your campaign and direct staff to your donation link.

7


Wrap up your campaign and submit or deliver any funds raised to the United Way Regina.

8


Celebrate campaign results and thank all employees and members of your campaign team.

Build your CAMPAIGN

Work as a team with your committee and your United Way Regina representative to build a plan that works best for your organization - it doesn't have to be time-consuming!

Sample Campaign Calendar

Monday	Tuesday	Wednesday	Thursday	Friday
Campaign Kickoff Host a United Way speaker Share donation link	ECC/Committee Present at floor/departmental meetings	Enhance Impact speaker or Engagement Activity		
PLEDGE & AWARENESS WEEK				
Reminder Share donation link again reminding staff to donate		Mid-week Energizer Team builder event such as mini golf, family feud, minute-to-win-it challenge or early bird draw	Special Events Food/bake sale, silent auction	Campaign Wrap-Up Celebrate & THANK everyone!
EDUCATION & PLAY WEEK				

Enhance your CAMPAIGN

United Way Regina can offer a number of activities for staff and resources for all things related to your campaign.



ENGAGEMENT ACTIVITY

A United Way facilitated activity educating employees about United Way's work and the needs in our community.



IMPACT SPEAKER

Impact speakers help employees understand how their support positively impacts the lives of people living in Regina.

Campaign Toolkit

Visit our online Campaign Toolkit to access a variety of tools and resources to assist you with your fundraising efforts!



<https://unitedwayregina.ca/campaign-toolkit/>

Remember!

We're here to support you every step of the way. Please don't hesitate to call your United Way staff partner for support throughout your campaign. It's what we're here for!



United Way
Regina