



Be a **star** in someone's life. **Support the GCWCC.**
Soyez **l'étoile** dans une vie. **Appuyez la CCMTGC.**

Training manual: Branch Coordinator



GOVERNMENT OF CANADA WORKPLACE CHARITABLE CAMPAIGN
CAMPAGNE DE CHARITÉ EN MILIEU DE TRAVAIL DU GOUVERNEMENT DU CANADA

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Federal employees and retirees — creating hope ... changing lives.
Les employés et les retraités fédéraux ... sources d'espoir et de vies nouvelles.



This campaign is co-managed by United Way/Centraide Ottawa and Centraide Outaouais.
Cette campagne est gérée conjointement par Centraide/United Way Ottawa et Centraide Outaouais.

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All information about Healthpartners/Partenairesanté, Centraide Outaouais and United Way/Centraide Ottawa was provided by those respective organizations. Each is responsible for the accuracy of its information.

Welcome

Welcome and thank you for joining us at the Government of Canada Workplace Charitable Campaign (GCWCC). Your role as a volunteer is absolutely vital to the success of this campaign. The GCWCC team thanks you for your leadership and your participation.

Section I: About GCWCC

The Government of Canada Workplace Charitable Campaign (GCWCC) is a charitable giving campaign developed exclusively for federal employees and retirees in Canada. Managed by United Ways/Centraides across Canada, the GCWCC helps federal employees build stronger, healthier communities through charitable giving. The campaign supports United Ways, Healthpartners/Partenairesanté and other registered Canadian charities.

A Proud Tradition

Federal government employees and retirees have a long history of giving back to their communities and are well known for their generosity and caring.

From 1990 to 1996, United Way and Healthpartners/Partenairesanté participated in 80 federal campaigns across Canada. In 1997, the Treasury Board of Canada Secretariat expanded the campaign to enable donors to support any Canadian registered charity under a new name – the Government of Canada Workplace Charitable Campaign (GCWCC).

In partnership with thousands of volunteers across the country, a national GCWCC office, managed by United Way/Centraide Ottawa organizes and promotes the government campaign nationally. Since its inception, the GCWCC has become the largest and most successful workplace fundraising campaigns in Canada. In 2008 alone, federal employees and retirees helped to improve the quality of life of Canadians by raising more than \$36.1 million (\$20.1 million from the NCR campaign, which represents 56% of the \$36.1 million raised nationally) for their communities.

Why Federal Employees Value the Campaign?

1. It's efficient: Through a centralized, streamlined administrative process, the GCWCC is able to process donations more efficiently than most charitable organizations. This means that more of your gift goes to where you feel it is needed most. (For more information on fundraising costs, visit www.gcwcc.org.)
2. Giving is easy: Participating in the GCWCC offers donors the convenience and efficiency of consolidating their annual charitable giving through one transaction on a single form. Donors can also choose to give through payroll deduction — spreading their gift out over the year and, therefore, minimizing campaign administrative costs. At the end of the year, the amount appears directly on a donor's T4 — no need to keep track of charitable receipts.
3. Donor choice: Donors have the choice of supporting a wide range of social, health and community agencies and organizations — large and small -- that offer essential services in our communities.

Keys to the GCWCC's Success

As Canada's largest annual workplace campaign, from coast to coast to coast, they are some common elements of success. These include:

- a tradition of generosity and community engagement among federal employees and retirees
- 100% face-to-face peer canvassing (where peers canvass peers);
- support from all levels of management and unions;
- effective recruitment and motivation of workplace volunteers;
- support and guidance of Campaign Teams from the GCWCC office; and
- ongoing communication with donors, volunteers and managers.

Section II: Recipient Organizations

Centraide Outaouais



For more information about Centraide Outaouais, visit:

www.centraide-outaouais.qc.ca

To invest in **Centraide Outaouais** is to invest in your community!

Centraide Outaouais' mission is to mobilize people and draw resources together to improve the quality of life of the most vulnerable persons in society and to help develop supportive, inclusive communities. In light of its 63 years of experience and knowledge of needs, Centraide Outaouais' role is being broadened to act as a community builder. In this capacity, it identifies the most pressing needs, prevents issues from escalating and funds innovative solutions.

A contribution to Centraide Outaouais is a direct contribution to better living conditions in your community, whether it is in Gatineau or in the regional municipalities/districts of Pontiac, des Collines-de-l'Outaouais or Papineau. Centraide Outaouais serves a population of 226,000 people.

Thanks to rigorous control of expenditures, the numerous sponsors and the work of volunteers, Centraide Outaouais ensures that administrative and campaign expenditures are maintained at the lowest possible level.

Healthpartners/Partenairesanté



For more information about Healthpartners/Partenairesanté and its members, visit:

www.healthpartners.ca

Health: It Touches All of Us

Mothers. Fathers. Sons. Daughters. Spouses. Friends. Colleagues. Everyone is touched personally and directly by either their own health issues or those of their loved ones. This phenomenon is not age-dependent – from people in their twenties whose children struggle with childhood illness to retirees facing age-related diseases, the issue of health touches each and every one of us.

Healthpartners/Partenairesanté is a group of sixteen of Canada's most trusted health charities, and we offer federal employees and retirees the opportunity to invest in direct services; public education; health promotion; and research through our unique partnership.

CHOOSE HEALTH: When you choose Healthpartners/Partenairesanté, you have a unique opportunity to make a difference. Healthpartners/Partenairesanté lets you invest in your health, the health of those you care about, and the health of all Canadians.

United Way/Centraide Ottawa



For more information on United Way/Centraide Ottawa, visit: www.unitedwayottawa.ca

United Way/Centraide Ottawa's mission is to bring people and resources together to build a strong, healthy, safe community for all. Our promise to donors is "to invest donor dollars where they are needed most and where they will have the greatest impact."

To do that, we support hundreds of essential agency programs and services. We also lead or play a strong role in developing long-term solutions to complex challenges in our community — like Ottawa's aging population or new Canadians seeking employment.

Our priorities are well defined. We invest in programs, projects and partnerships that make a difference in the following six impact areas:

- promoting healthy development for children and youth
- reducing isolation and enhancing seniors' quality of life
- reducing barriers and increasing participation for people with disabilities
- strengthening individuals and families in times of need and crisis
- reducing barriers and increasing engagement for immigrants and
- strengthening agency, neighbourhood and community capacity

The true measure of our success is lives changed for the better.

Section III: Branch Coordinators and Team Captains

What's the Difference?

In larger departments/agencies, **Branch Coordinators** are the upper link between the Campaign Leader and Team Captains. He or she leads the campaign within their sector/branch and reports to the campaign committee. They also play a vital role in setting strategies and motivating Team Captains.

Team Captains link each Canvasser (ratio of one Canvasser to every 10 employees) to the Branch Coordinator. They are essential for reporting: obtaining and submitting information promptly (i.e., lists of Canvassers, employees, supplies, etc.). They also provide direct support to Canvassers, ensuring information and supplies are available and that concerns are addressed as quickly as possible. The Team Captain develops a strategic plan, offers Canvasser guidance, sets goals for each sector/branch, and recognizes achievement. He or she will administer the Gift Form collection process; obtain Canvasser reports and forward with receipts to the Treasurer daily. Team Captains may also be required to input donations into the GIFT tracking system.

The Bigger Picture

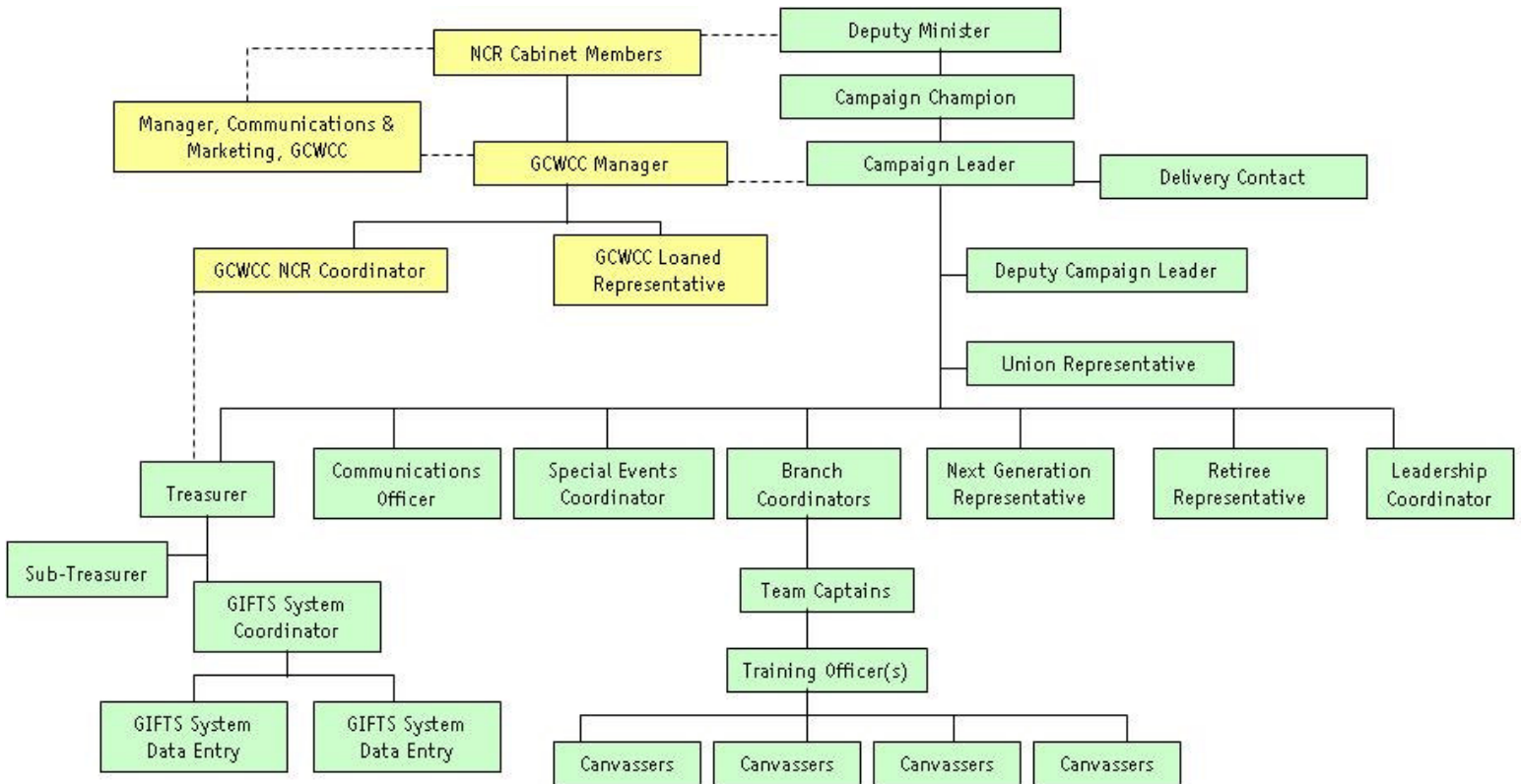
Remember, your role isn't only important to the members of your team: your leadership will help change the lives of many individuals, from the very young to the very old. The programs and services supported by the money raised through your efforts will impact thousands of people — maybe even your colleagues, neighbours, family or friends.

Perhaps you know a child who needs support and companionship, and whose future will be brighter because the GCWCC supported them. Maybe you have an elderly neighbour who benefits from the services of a homecare helper, or friendly visits funded by the campaign. Perhaps you have a relative suffering from cancer or a disability that has a better quality of life because of services supported by gifts to the GCWCC. Or maybe you know someone with a chronic, or perhaps terminal, illness. This campaign also helps to advance life-saving medical research.

In all these ways, and many more, your time and effort will bring new hope, better health and a brighter future for those in your community. If you get discouraged, step back and think about this, "the bigger picture!" Remember, you are creating hope and changing lives! Thank you for taking on this challenge.

Section IV: How the GCWCC Works

GCWCC Core Team Organizational Chart



Section V: Building a Strong Team

1. Organize an introductory meeting.

A fun kick-off to your canvassing efforts will help your team get to know each other and feel good about working together. Include some games or activities to break the ice and build team spirit.

2. Continue to meet regularly.

Provide timely feedback and encouragement to your Canvassers by holding regular meetings throughout the campaign. Be sure to keep these meetings brief to ensure the maximum number of people attend. Make these meetings fun and informative and use them to thank each person for his or her effort.

3. Support your Canvassers.

Support can be provided in the form of brief personal check-ins, such as “Hi! How’s it going with your canvassing? Do you have any questions or concerns?” Another way of

checking in is through regular e-mail messages to your Canvassers, perhaps featuring an encouraging message or meaningful quotation to remind people that what they are doing is worthwhile.

4. Share success stories.

If a Canvasser has a good story, share it with everyone. Success will breed more success and give others the confidence to get out there and ask for the gifts! Share success stories at your regular meetings, “check-ins” or e-mail updates.

5. Have fun!

While the success of your canvassing has a serious impact on your community, it is also true that your involvement in the campaign can be fun, build workplace morale and help people get to know each other. Make sure that the tone you set for your Canvassers is one that brims with excitement, positive messages and enthusiasm. If you do, people will be glad to be part of your team and will work hard to reach the campaign goal.

Section VI: Essential Training for your GCWCC Team

In your action plan, you should plan for and set dates for training sessions for Canvassers (your Canvasser Training Officer will undertake this). Don't forget to promote the dates of these events in advance (via e-mail, posters, or letters) so everyone can keep their calendars open for that day and be able to attend. Closer to the session, follow up with a phone call to remind your Canvassers of the event, encouraging them to attend. Training ensures that your Canvassers know each other well, understand the campaign and the programs and services it supports, and are prepared to answer questions and address concerns. Be sure to emphasize the importance of the training session when you recruit volunteers.

The GCWCC team will also provide various training sessions this year for your committee members, including **Campaign Leader** (including Deputy or Co-Campaign Leader), **Canvasser Training Officer**, **Communications Officer**, **Branch Coordinator/Team Captain**, **Special Events Coordinator**, and **Treasurer**, in addition to training on the GIFTS software program.

*It is essential that all members of your committee attend training and it is the role of the Campaign Leader to motivate committee members to attend. Training sessions will take place from April to September. Please see www.gcwcc.org for more training details.

A Closer Look - Branch Coordinator

Each campaign volunteer plays a vital role in making the campaign a success. Each role is different and significant, yet no team can work together effectively without a strong leader: someone who can pull the Canvassers together, inspire a common goal, and keep everyone on track - even when faced with challenges and obstacles.

Lead Effectively

If you are committed to and believe in the value of this campaign, it will be easy to pass on your enthusiasm to the members of your team. If you notice areas where your team needs help, your role as a leader is to help identify the challenges and offer possible solutions. If the challenge is beyond the scope of your experience, contact your Campaign Leader or touch base with your GCWCC Manager.

As a leader, you will need to get to know your team members and help them feel comfortable working together. You will also need to listen and hear what they need from you. Be prepared to learn from their experiences. An important part of your role will be to make each volunteer feel important and valued, and create an environment where they can share their experiences, lessons learned and discuss concerns.

Build Team Spirit

As important as keeping the Canvassers on track administratively, you'll also have to motivate and inspire your team. Leadership is required to get your team working effectively, supporting each other, and working toward a common goal. You'll also be there to keep focus and remind your team that their efforts are critical to our community.

Report

Collect and submit the Team Captain's reports, totals and outcomes to the Campaign Leader and canvassing team. Accurate and timely reporting will keep everyone informed of progress, and it will also help identify areas where additional effort is needed to keep the campaign on track. Information sharing between the Campaign Leader and the canvassing team is crucial to the campaign's success. You are the liaison that keeps everyone informed.

Recruit, Organize, Train and Monitor

As Branch Coordinator, you are accountable for the Team Captains and hence the Canvassers, without whom no campaign could succeed. You are expected to:

- Recruit new and experienced Team Captains
- Organize and motivate Team Captains with a common goal

- Attend 'Canvasser Train the Trainer Session' and in turn, train Team Captains and canvassing teams
- Monitor and track activities of individual Team Captains and canvassing teams

By becoming a member of the campaign team this year; you are joining a long and proud tradition of "giving back" to your community. See www.gcwcc.org for more information.

Branch Coordinator Checklist – Follow these Steps to Success!

- Acquire an accurate and comprehensive list of the people in your sector to be canvassed and divide the list as per your strategy
- With your team, set Sector/Branch targets
- Ensure Team Captains recruit their canvassing team with a ratio of 1: 10-15 employees
- Train canvassing team, motivate and empower. Inform team on how to access more GCWCC information (www.gcwcc.org)
- Supply Canvassers with relevant campaign materials and pledge forms
- Align canvassing timelines with departmental objectives
- Deliver clear messaging to Canvassers with regard to timelines and expectations
- Acquire timely reports from Team Captains with regard to progress
- Report back to the core team with regards to progress on:
 - Number of dollars raised
 - Pledge rates
 - Number of donators
 - Number of Leaders & Friends
 - Number of people canvassed

- Number of declines
- Number of outstanding

■ Remain engaged and supportive to the Team Captains and canvassing teams

■ Ensure an appropriate team thank-you and recognition

A Closer Look – Team Captain

Lead Effectively

As a Canvasser leader, you'll need to get to know your team and help them feel comfortable working together. You will also need to listen and hear what they need from you. Be prepared to learn from their experiences. An important part of your role will be to make each volunteer feel important and valued, and create an environment where they can share their experiences, lessons learned and discuss concerns.

Build Team Spirit

As important as keeping the Canvassers on track administratively, you'll also have to motivate and inspire them. Your leadership will be needed to get your team working effectively, supporting each other and working toward a common goal. You'll also be there to keep them focused and remind them that what they are doing is important to our community.

Report

You'll also collect and submit the Canvassers' gift forms, and report your activities, totals and outcomes to your Branch Coordinator. Accurate and timely reporting will keep everyone informed of progress, and it will also help identify areas where additional effort is needed to keep the campaign on track. Information sharing between the Campaign Leader and the canvassing team is crucial to the campaign's success. You are the liaison between the frontline (Canvassers) and the Branch Coordinator, keeping everyone informed.

Time Management

The most successful campaigns are the ones that run like clockwork, where a timeline or critical path is developed in advance. Each team member should be aware of what needs to happen, and when. Such a timeline is especially critical to keep Canvassers on schedule with their calls. It is easy to procrastinate, so timelines help keep everyone on track and hold volunteers accountable.

Recruit, Organize and Monitor Canvassers

As Team Captain, you are responsible for the campaign's frontline volunteers, the Canvassers, without whom no campaign could succeed. It is your role to:

- Recruit new and experienced Canvassers (one Canvasser to 10-15 donors)
- Organize your group of Canvassers into a strategic, enthusiastic, motivated team with a common goal and
- Monitor the activities of individual Canvassers and the team

Section VII: Developing a Five-Step Action Plan

An action plan will help you fulfill your responsibilities as Team Captain and implement an effective campaign. Be sure to work in partnership with your Campaign Leader in developing this plan, since he or she can offer a complete overview of campaign activities, offering important insights.

The steps below can help you develop an effective action plan. However, these items are only a starting point — you will be able to add many good ideas to make your plan the best possible one for your workplace.

Map-Out Campaign Dates

Find out the beginning and end of the campaign and then map out each activity on a timeline within these two dates. Include on your timeline dates of training sessions, campaign launch, special events, start and finish dates for your canvassing blitz, deadlines for reporting, etc.

Once you have developed this overall timeline, break down each date and develop an appropriate work back schedule. For instance, write down the goal(s) or event(s) associated with each date. Identify activities that need to be completed to reach the goal or hold the event and assign the individuals responsible. Then work back from the key date to determine when the individual needs to begin preparations for each activity.

Step 1 • Recruit Canvassers

As ambassadors for the GCWCC, Canvassers are key to its success. Building enthusiasm and commitment in your Canvassers is one of your most important jobs. A few good Canvassers who are truly committed can do a much better job than several who simply go through the motions.

Keys to Recruiting and Training Canvassers

- Peers recruiting peers is the best approach— union members recruit union Canvassers, and management members recruit management Canvassers
- Select co-workers who are well respected
- Consider co-workers who are volunteers in their community
- Ensure that Canvassers are given sufficient time to do their job
- Assign no more than 10-15 employees to each Canvasser
- Arrange for a training session with your Training Officer and the GCWCC Manager
- Ask Canvassers to make their own donations before canvassing

GCWCC offers a training module specifically for Canvassers that can be delivered by your Training Officer. Your GCWCC Manager can even help in delivering the training session.

Step 2 • Establish Your Objectives and Strategies

Common objectives in all GCWCC campaigns are to:

- Canvass 100 percent of employees
- Increase employee pledge rate
- Increase the number and amount of payroll deductions
- Increase the number of Leaders, Friends and Stars
- Increase the average gift of employees

Departments/agencies can look for five-year trends in employee participation and measure the number of donations that have increased or decreased, as well as other factors. Whatever your specific objectives, they should lead to a financial goal that is realistic, achievable and challenging.

Strategies to Meet Your Objectives

- Recruit volunteers who are capable and committed;
- Participate in GCWCC training sessions
- Involve your organization's labour division and ensure active support and participation from Senior Management
- Train your Canvassers effectively; they are vital to the campaign
- Schedule your campaign as early as possible and keep the campaign shorter

and intense, versus longer and dragging

- Schedule special events for your launch to heighten visibility and create enthusiasm
- Invite guest speakers, show videos and arrange other presentations to increase your employees' awareness of GCWCC (consult your GCWCC Manager for available speakers and materials)
- Canvass 100 per cent of your employees, including those who work shifts or part-time, off-site or on contract...An employee is only considered canvassed once a contribution is received or the donor expresses a wish not to donate
- Always encourage payroll deductions as easy and most efficient

The One-Day Blitz Strategy

Believe it or not, you can mount a winning campaign that runs for just one day!

Here are important first steps:

- Choose the day of your campaign-blitz and establish your goal
- Develop your plan and strategy and plan a special event and
- Plan a follow-up strategy

Good communications is key!

Prior to your campaign, communicate your campaign plans to employees. Distribute flyers, send e-mails and make announcements at all staff meetings. Be sure to advise everyone of the date of your campaign-blitz, any special activities that you are planning and your campaign goals.

Next, organize a group meeting that features a GCWCC speaker and/or video. Offer coffee, doughnuts and juice to encourage staff participation. Distribute GIFT forms to all staff and **offer an incentive** for the return of the forms before the end of the day. Follow up personally on all outstanding GIFT forms.

At the end of the day, announce the results of your campaign. You can do this at a pre-planned special event such as a barbecue, silent auction or some other fun event. Also take the time to recognize all your volunteers.

It is amazing how your effort in mounting a one-day campaign will pay off. If your time and resources are truly limited, don't hesitate to consider this kind of mini-campaign. It really makes a surprising difference to our communities!

The Two-Week Canvassing Strategy

Mid-sized and larger departments/agencies can sometimes entertain a campaign that lasts two weeks. To prepare for a campaign of this length, the Campaign Leader should attend a GCWCC training session and review the past giving patterns of his or her

organization.

In the campaign's first week, post a flyer or poster in a prominent location. Consider using our "Did You Know?" facts found in The Power of Your Gift section of this guide (see www.gcwcc.org for more information). Arrange group presentations. Consider holding these at your department's/agency's regular meetings. If possible, arrange for GCWCC speakers to attend.

You can distribute GIFT forms at the meetings or to employees individually beforehand. After GIFT forms are distributed, post a "progress to date" flyer. Include details on employee participation and the amount of money raised to date. Report your first week's results to the GCWCC Manager.

In your second week, post a flyer explaining "What Your Donation Can Do", which you can build using the Community Impact Statements also found in the Power of Your Gift section of this guide. Now is the time for your first follow-up on GIFT forms. Have Canvassers, Team Captains, Branch Coordinators and/or other Committee members visit each employee personally to ask for their gift.

After your follow-up, update your "progress to date" flyer. Hold a special event to increase momentum and encourage late donors. Report your interim results to your GCWCC Manager or Loaned Representative.

Last is your wrap-up. Make your second and final follow-up on unreturned gift forms (perhaps suggest that "it's never too late to donate!"). Remit your collected donations to GCWCC and post your final results. Attach a "Thank You" sticker to your poster and highlight the amounts raised through employee donations and through special events. Consider holding an achievement event to announce your results and to publicly thank your volunteers.

Step 3 • Ready – Set – Canvass!

At the GCWCC, our philosophy is to give everyone the opportunity to make an informed decision on whether or not to donate to United Way/Centraide, Healthpartners/Partenairesanté or any Canadian registered charity. Our research shows that the most common reason that individuals don't give is, quite simply, that they were never asked.

The **first step in successful canvassing** is to begin by asking your Canvassers to make their own donations first. This way the Canvasser feels comfortable in asking peers for their gifts.

The **second step** is to find an effective way to communicate the GCWCC campaign message to 100 percent of your employees, including those who work shifts or who work part-time, off-site or on contract.

Before your Canvassers begin asking for donations, review your campaign timetables and dollar and participation goals with each of your Canvassers. Take the time to personalize all GIFT forms (if possible). Ensure that every employee has an opportunity to donate.

Plan to have incentive draws for returned GIFT forms. This is an exciting and fun way to encourage employees to make a commitment to the campaign. Now that your plan is in place, you can start to canvass.

Incentives

A good way to stimulate participation is to offer employee incentives. Incentives can be awarded to employees who respond within a certain time frame, to Canvassers who achieve the highest dollar amount or employee participation, or to anyone who achieves some other outstanding fundraising result. Examples of Employee Incentives

- Use of the Deputy Minister's/Agency Head's parking spot for a period of time
- Department/agency products (donated by the department/agency)
- Spend the day with Deputy Minister/Agency Head or have lunch with the DM/Agency Head

Under Canada Revenue Agency guidelines, opportunities to win these incentives must be available to all employees — whether they donate or not. One approach is to offer incentives to anyone who returns a GIFT form early, whether or not a donation is indicated.

Special Events

Events can be fun, raise awareness of the campaign and boost fundraising; however, they also take time and can cost money. When planning a special event, remember to allow enough time for approval, licenses or permits. (See the Special Events Guide)

One-on-One Canvassing

Over the years, our experience has shown that one-on-one canvassing works best. This is particularly effective if “peer canvassing” is used: Canvassers should approach only those with whom they normally interact. For example, Senior Management should canvass only Senior Management employees, and unionized employees should canvass only other unionized employees. It is only natural for a non-management worker to feel awkward about approaching someone in management; similarly, it can be inappropriate for a manager to canvass non-management employees.

Step 4 • Monitor and Report

Keeping track of results during all phases of your campaign is vitally important to its success. An effective tracking system helps you monitor how your Canvassers are doing. This will help you identify when your help is needed. Having a system also means you will have a reason to check in with your Canvassers on a regular basis — by e-mail or phone — and ask about their progress. Your “check-ins” should be friendly and upbeat, reminding Canvassers how important their efforts are and how much their work matters.

Developing a Tracking System - Keeping a Tally

The tracking system is also the ideal tool for keeping a tally on donations raised to date (which you can also display on thermometer posters). This will give you an ongoing, accurate estimate of how close your area is to reaching its goal!

It is important to keep track of how each Canvasser is progressing, how many forms have been returned to you, how many you have sent on to the campaign Treasurer, and how close your team is to reaching its target.

If you need help developing a tracking system, see your campaign leader.

Monitor Your Campaign

- Consult with Canvassers and branches/sectors at all times, and especially when there seems to be low performance
- Create a tracking system to record and analyze campaign results daily and identify trouble spots
- Update management on your campaign's progress and issues
- Report results weekly to your Deputy Minister/Agency Head and to your GCWCC Manager or Loaned Representative
- Keep campaign enthusiasm high by regularly informing employees and Canvassers of results
- Ensure that Leadership Gifts are reported to the GCWCC office so that they are recognized properly
- Plan a mid-campaign review
- Report final campaign results to your Deputy Minister/Agency Head and union representative

Submit Your Forms Each Day

Use the tracking system for recording the Canvassers' gift forms. You should forward these to the campaign Treasurer every day

Verification

It is your responsibility to verify each Canvasser's gift forms. Take the time to check each form; ensuring it has been filled out correctly. If it hasn't, return it to the Canvasser, who can take it back to the donor. Make room in your tracking system to identify which forms have been sent to the Treasurer and which ones have been returned to donors for follow up.

Report

You will need to establish a regular reporting system. You should provide weekly written progress reports to your Campaign Leader and to the members of your canvassing team. The report should cover the percentage of the goal achieved, how many employees have been canvassed, how many still need to be canvassed,

and success stories.

Step 5 • Say Thank You and Evaluate

Key to the success of GCWCC is the work of the thousands of volunteers who give their time and talent to the campaign. It is critically important that your volunteers are recognized.

- Send committee members a warm letter thanking them for their willingness to serve in the campaign
- Host a kick-off lunch for your committee. You may want to include your Canvassers
- Purchase token gifts of thanks such as t-shirts, pins, etc.
- Publish a special “thank you” article in your departments/agency’s newsletter — or make up your own flyer
- Hold a special event to thank donors and volunteers. Be sure to thank your Canvassers and publicly recognize them
- Present certificates or plaques inscribed to recognize volunteers. Visit www.gcwcc.org for certificates which can be personalized
- Ask your Deputy Minister/Agency Head to send a letter of thanks to committee members and Canvassers at the end of your campaign

Evaluate Your Campaign

It is important to evaluate your campaign to determine whether it met your objectives, achieved your goals and responded to your strategies. Identify aspects of your campaign that worked well and those that did not. Document your findings for next year’s committee and make recommendations for future campaigns.

After the Campaign

The canvassing is over, but your job isn’t quite finished! When the canvassing is complete, set up a lunch session with your Canvassers to discuss what went well and share ideas for improvement for next year. Such a session will help everyone feel like their opinions and experiences matter, while creating a sense of closure for your team.

Don’t forget to take notes throughout the meeting and explain to participants that their input will be used to make next year’s canvassing experience even better. Use this session as a chance to once again say thank you. Remember, “Thank you” can’t be said too often. After the session, write down all the information, stories and ideas provided by the Canvassers and include them in your final report to the Campaign Leader.

Your Final Report

As discussed under “Monitoring and Reporting” (page 13) you should submit regular progress reports to your Campaign Leader and your canvassing team. At the end of the campaign, you will need to synthesize those reports into a final report, to be submitted to your Campaign Leader. The report should cover:

- your target or goal
- percentage of goal achieved
- pledge rate
- what worked well
- what could be improved
- campaign highlights
- success stories; and
- names of all Canvassers

Unused Materials

Please return any unused materials and gift forms to your Campaign Leader.

Section VIII: Seven Steps to Canvass Success

As ambassadors for the GCWCC, Canvassers are critical to the campaign’s success. Follow these steps for best results:

To Do	Reasons	Done?
1. Attend a GCWCC training session for Canvassers	To gain knowledge: Who is the GCWCC? What is the Canvasser role? How and when to effectively canvass? Why does our community need contributions and what are the impacts? How to record contributions? What are the Canvasser reporting requirements?	YES No Date:
2. Plan your canvass strategy with your team	Canvassing should always happen <u>prior</u> to special events. Establish who will be canvassed and when (10-15 colleagues per Canvasser). Generally ‘peers canvassing peers’ is the best approach. Speak with your Campaign Leader about your Leadership strategy, which could impact your canvass.	YES No Date:
3. Give your gift first	Demonstrate your own dedication and set an example by donating first. This will give you more confidence	YES No

	when approaching colleagues.	Date:
4. Inform your colleagues of your role and intentions.	Formally introduce yourself (see sample letter/email) to those assigned to you as a GCWCC Canvasser. Express your intentions and request a face-to-face meeting (although this may seem formal, it confirms expectations and the importance of your canvass).	YES No Date:
5. Build your confidence	Start by canvassing regular donors. A few quick successes will give you the confidence and momentum for the rest of your canvass.	YES No Date:
6. Ready, Set, Canvass!	Canvass 100% of employees assigned to you face-to-face. Share the benefits of the GCWCC and your own reasons for supporting your community. Explain the advantages of the Payroll Deduction program. Assist with the completion of gift forms, and if they seem undecided, leave the form and return later. Thank everyone for their time - regardless of the outcome.	YES No
7. Report and evaluate	Complete and file a daily Canvasser Report. Evaluate your canvass with your Captain or Leader.	YES No



2009 Government of Canada Workplace Charitable Campaign (GCWCC)



Canvasser-Donor INFORMATION SHEET

You can **CONSOLIDATE** all your charitable donations through the GCWCC by giving to any of the following:

<p>A) Any United Way in Canada [Box A of the Gift Form]</p> <ul style="list-style-type: none"> see back of Campaign calendar for complete list of United Ways in Canada see back of Campaign calendar for complete list of United Way Ottawa and Centraide Outaouais member agencies (you (you can designate your gift to one, to several, or to all agencies)
<p>B) HEALTHPARTNERS/PARTENAIRESANTÉ [Box B of the Gift Form]</p> <ul style="list-style-type: none"> see back of Campaign calendar for the list of the 16 partners (you can give to one, to several, or to all 16 partners)
<p>C) Any other of the 80,000+ Canadian registered charities [Box C of the Gift Form]</p> <ul style="list-style-type: none"> visit the Canada Revenue Agency (CRA) Web site at www.cra-arc.gc.ca/charities, or call (613) 954-6215 to obtain the business/charity number of any of these “Other Canadian registered charities”

Methods of Giving:

<p>1) Payroll Deductions {easiest and most recommended}</p> <p>- deductions spread over one year (from January to December); tax receipt on T4</p>
<p>2) Cheque or post-dated cheques (dated up to December 31, 2010) made to the order of: United Way GCWCC</p>
<p>3) Cash</p>
<p>4) Credit card (Visa, MasterCard, American Express):</p> <p>- One-time payment, or 12 equal payments (from January 15 to December 15, 2010)</p>

Leadership Giving – A substantial investment in one’s community

<ul style="list-style-type: none"> Leaders donate \$1,000 or more per year Friends donate \$500 to \$999 per year Stars donate \$250 to \$499 per year
<p>Become a Leader for the price of 1 extra large coffee a day (after tax savings as shown below)</p> <p>Become a Friend for less than the cost of a muffin (as indicated below)</p> <p>Become a Star for the price of 3 Timbits (as indicated below)</p>

Tax Benefits (see CRA guide RC4142 entitled “Tax Advantages of Donating to Charity”)

<p>In 2008, individuals received a Federal tax credit of 15% on the first \$200 given to charities and 29% on amounts exceeding. <u>In addition:</u></p> <ul style="list-style-type: none"> Ontario residents received a provincial tax credit of 6.05% on the first \$200 and 11.16% on amounts exceeding; Quebec residents received a provincial tax credit of 20% on the first \$200 and 24% on amounts exceeding

Actual cost of a \$1,000 (Leader), \$500 (Friend) and \$250 (Star) donation after tax savings:

<i>\$1,000 gift</i>	<i>Cost per pay</i>	<i>Cost after tax savings</i>	<i>Actual gift cost</i>	<i>Actual cost per day</i>
- Ontario residents	\$38.47	\$24.49	\$636	\$1.74
- Quebec residents	\$38.47	\$19.46	\$506	\$1.39
<i>\$500 gift</i>	<i>Cost per pay</i>	<i>Cost after tax savings</i>	<i>Actual gift cost</i>	<i>Actual cost per day</i>
- Ontario residents	\$19.24	\$12.98	\$337	\$0.92
- Quebec residents	\$19.24	\$10.42	\$271	\$0.74
<i>\$250 gift</i>	<i>Cost per pay</i>	<i>Cost after tax savings</i>	<i>Actual gift cost</i>	<i>Actual cost per day</i>
- Ontario residents	\$9.62	\$7.22	\$188	\$0.51
- Quebec residents	\$9.62	\$5.90	\$153.50	\$0.42

Payroll deduction table (based on 26 pays)

per pay	per year	per pay	per year	per pay	per year	per pay	per year	per pay	per year	per pay	per year
\$2	\$52	\$6	\$156	\$10	\$260	\$14	\$364	\$18	\$468	\$50	\$1,300
\$3	\$78	\$7	\$182	\$11	\$286	\$15	\$390	\$19	\$494	\$60	\$1,560
\$4	\$104	\$8	\$208	\$12	\$312	\$16	\$416	\$20	\$520	\$75	\$1,950
\$5	\$130	\$9	\$234	\$13	\$338	\$17	\$442	\$40	\$1,040	\$100	\$2,600

EC-CEAA-PCA GCWCC Web site: <http://gcwcc.ec.gc.ca>

GCWCC Web site: <http://www.gcwcc.org>

Section IX: Gift Forms

Please consult the link below for the most recent information regarding gift forms:

http://www.gcwcc-ccmtgc.org/en/running_a_campaign/using_gf_en.php

Section X: Campaign Tools

Speakers' Bureau

GCWCC offers volunteer speakers from United Way/Centraide and Healthpartners/Partenairesanté in English and French. All have first-hand experience with the valuable services United Way/Centraide and Healthpartners/Partenairesanté bring to the NCR. Many of our volunteer speakers have benefited directly from United Way/Centraide member agencies or Healthpartners/Partenairesanté member organizations — and they speak from the heart.

Speakers are available throughout the year. We recommend that you give us as much advance notice as possible so we can schedule a speaker who matches your needs. Popular topics for presentations are: the needs of youth or seniors, counseling and advocacy, programs that meet special needs, medical research and health education programs. Full information on GCWCC Speakers Bureau is available online at www.gcwcc.org.

Seeing is Believing Tours

Seeing is Believing (SIB) Tours Seeing is believing (SIB) tours are great opportunities to visit the agencies and organizations that receive funding from United Way/Centraide and Healthpartners/Partenairesanté, and actually see for yourself how your donations are helping people in your community. Due to popular demand several GCWCC SIB tours are held every year. Please consult the list of events provided at campaign training or speak to your GCWCC Manager for dates and locations of upcoming SIB's,

Several departments also schedule their own customized SIB tours aimed at their own campaign volunteers and culture. These can sometimes take the form of walking tours by visiting nearby agencies, thus saving time and expense.

We strongly encourage you and any of the campaign volunteers in your department/agency to register for the SIB tours, and as places are limited, to do it as early as possible.

Day of Caring

Another valuable experience for campaign volunteers or departmental staff is to participate in the Day of Caring (DOC). DOC brings together teams of 4-5 people from numerous private and public sector workplaces and assigns them to a specific agency or community

project to provide a helping hand for 1 day. Since participants register in teams, this becomes a great team-building event for campaign teams or workplace employees. Individual participants or smaller groups of 2 or 3 can also be matched up with others to form a team.

Participants congregate at Lansdowne Park in early morning, meeting up with all the teams, having breakfast, receiving their assignments, and return at the end of the day to share their experience.

We highly recommend this activity and invite you to register early to reserve your spots for your team(s). Please consult the events list online for finalized dates or contact your GCWCC Manager for more information.

GCWCC Awards

To create excitement and friendly competition in your department/agency campaign, promote the recognition of excellence through the GCWCC Awards. These awards encourage generous giving and a higher-than-average donor participation.

Awards and recognition initiatives

The GCWCC has a number of award and recognition programs aimed at bringing attention to the outstanding contributions federal employees and retirees make to their communities. These tools can be used to motivate and encourage charitable giving, campaign dedication and community engagement. Communications Officers can promote these awards and honorees at events, in newsletters and other communications vehicles and are encouraged to forward nominations to the GCWCC team. Award and recognitions initiatives currently in place include: See the website for full details at www.gcwcc.org

Items on Loan

To increase your campaign's visibility, the GCWCC offers a number of materials. These items are offered free of charge. Ask your GCWCC Manager to inquire about any of our items on loan.

HEALTHCHECKS

Healthpartners/Partenairesanté actively promotes health in Canadian workplaces using a unique and fun approach. Our health is one of our greatest assets and we want to ensure the well being of all Canadians.

HEALTH CHECK is a free educational program designed to make people more aware of their health and to show how simple lifestyle changes can make a real difference. They are fully interactive displays that provide information about physical activity, managing stress and healthy eating choices. Our volunteers provide the program right in your workplace.

During the Government of Canada Workplace Charitable Campaign (GCWCC), HEALTH CHECK's are offered to Government of Canada employees at their workplace and are available to departments/agencies upon request

To book a HEALTH CHECK display, please contact your local coordinator.

GCWCC.org

For any additional information or campaign updates, please visit the GCWCC Website:
www.gcwcc.org

Frequently asked Questions

Please consult the link below for frequently asked questions:

http://www.gcwcc-ccmtgc.org/en/about_GCWCC/faq.php