



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

Training manual: Campaign Leader



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, there 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);
- giving through payroll deduction
- 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: The Role of the Campaign Leader

Vital Leadership

Each volunteer on a campaign team plays an important 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 team members together, inspire them with a common goal, and keep everyone on track --- even when facing challenges and obstacles. As Campaign Leader, you are the one to bring the team together and lead it toward achieving its goal.

Helping You Lead Your Team

This guide will help you lead your core team on a fun and exciting campaign path, one that leads to a successful conclusion. It offers you step-by-step advice and practical ideas to motivate, inspire, build team spirit and organize your campaign efforts effectively. It will assist you to implement campaign strategies that work best in your workplace.

GCWCC Support

GCWCC Manager:

The GCWCC Manager is a United Way/Centraide Ottawa staff member whose key responsibility is to assist the Campaign Leader in planning and executing his/her departmental campaign. It is very important to meet with your GCWCC Manager on a regular basis, where he or she can

provide history and continuity to your campaign by acting as a reference person. Your GCWCC Manager will also provide professional fundraising expertise to your team by attending your Campaign Core Team meetings. He or she will facilitate your strategic planning session (SPS), consult on all aspects of your campaign and conduct team training.

Loaned Representative:

A Loaned Representative (LR) is an employee from the public or private sector who is seconded to United Way for a period of 16 weeks. From mid-August to the beginning of December, Loaned Representatives support the Managers. These key team members assist the Campaign Leaders on all levels and are often the first point of contact for Core Team members during campaign time.

NCR Campaign Cabinet

Each year, a NCR Campaign Cabinet is formed from senior levels of government, retirees, young federal employees and labour. This group of individuals comes together to develop and oversee campaign strategies and to lend their support to ensure campaign success. To see who is a member of the NCR Cabinet this year, please visit the GCWCC web site at www.gcwcc.org.

Campaign Managers

Across the country, the GCWCC is managed by local United Ways/Centraides. Here in the NCR, the campaign is co-managed by United Way/Centraide Ottawa and Centraide Outaouais.

Departmental Core Team

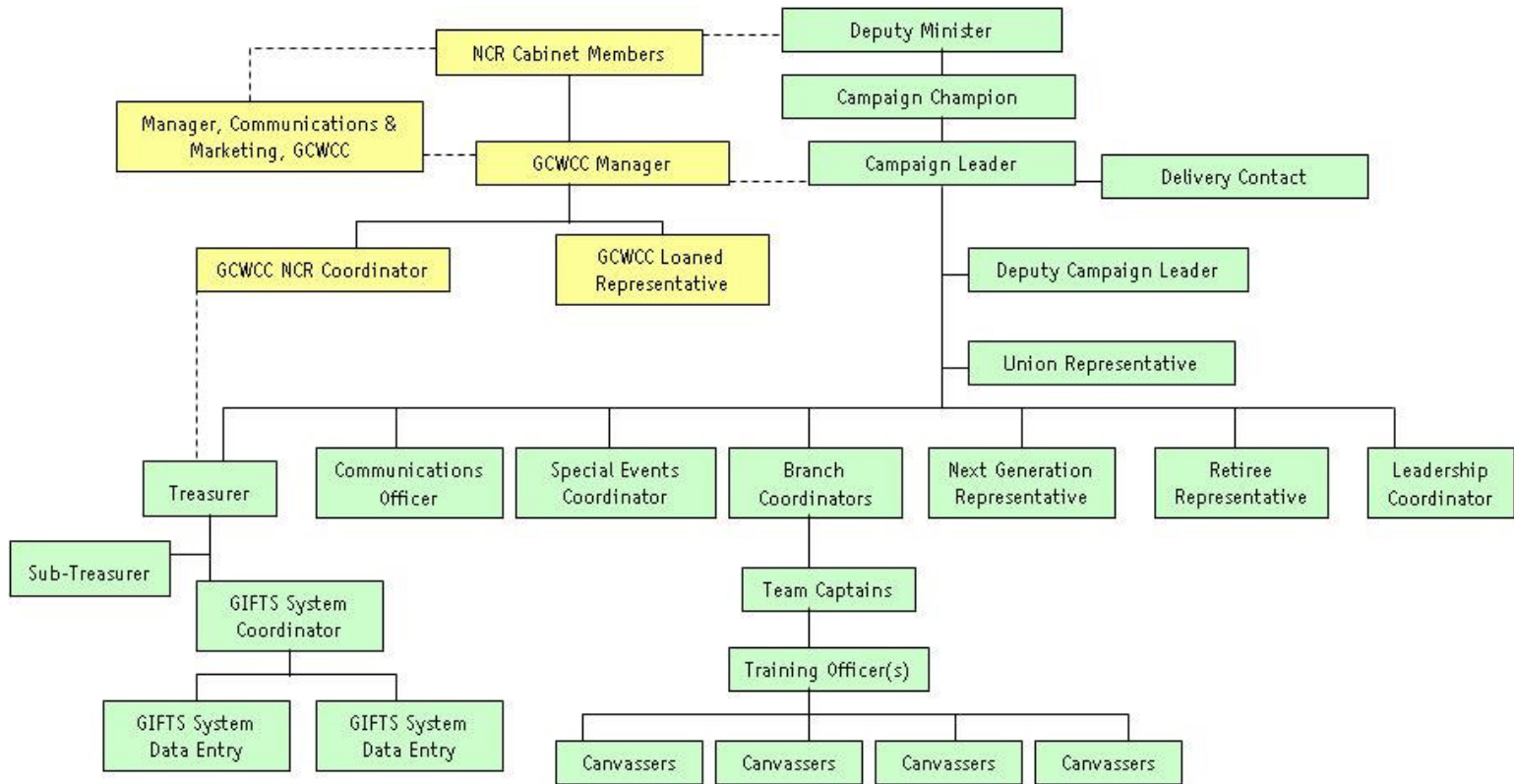
Recruit, Organize and Monitor Core Team

As Campaign Leader (CL), you are responsible for the campaign's core team members. It is your role to:

- recruit core team members (see GCWCC organizational chart on page 6)
- organize your diverse group of volunteers into an enthusiastic, motivated team with a common goal and
- monitor the activities of team members and ensure effective and timely reporting

Section IV: How the GCWCC Works

GCWCC Core Team Organizational Chart



Selecting Core Team Members

Selecting dedicated, motivated, and diverse people to work with you on the campaign can be challenging, but this process is very important. Every department/agency has unique needs due to their size, structure, and culture. Your core team should therefore be representative of your department/agency. In smaller departments/agencies, one core team member may take on more than one role; the key to your campaign's success is to select someone to represent each key member. To help you with this process, please consult the recommended roles and responsibilities for your core team members listed below.

Campaign Champion:

He or she is responsible for the Campaign and selects the Campaign Leader. The Campaign Champion ensures the availability of human and financial resources and provides visible support to the department/agency campaign. He or she will review the previous year's campaign strategies and help establish/endorse an appropriate target with the Campaign Committee and GCWCC Manager.

Campaign Leader:

He or she leads the entire campaign, acquires the resources needed and skillfully manages them toward a successful result. The Campaign Leader is enthusiastic, resourceful, creative and motivated. He or she is a leader and is committed to the goals of the GCWCC. In addition to the responsibilities outlined below, the GCWCC invites Campaign Leaders to attend events and to take every opportunity to learn about United Way/Centraide and Healthpartners/Partenairesanté and their agencies/organizations. In carrying out their responsibilities, Campaign Leaders receive the backing of the GCWCC Manager.

ANALYSE

- With help from the GCWCC, review and analyze your department's/agency's past giving performance with your Deputy Minister/ Agency Head

ORGANIZE

- Recruit a committee that represents all areas of your department's/agency's work force
- Schedule and chair all meetings and provide a copy of the schedule to your GCWCC Manager so that they will be in attendance
- Obtain and promote management's endorsement of the campaign

ORIENTATION AND TRAINING

- Attend the GCWCC training session for Campaign Leaders
- Recruit and train canvassers (your GCWCC Manager can provide a template canvasser training presentation)

PLAN YOUR OBJECTIVES

- After reviewing the previous year's campaign, develop this campaign
- Establish your campaign's dates, dollar and participation goals, and method of – canvassing with your Manager
- Plan a campaign launch
- Obtain support materials from the GCWCC office
- Attend Campaign Leader meetings initiated by the GCWCC office during the campaign period. (The meetings provide an opportunity to exchange ideas and information as well as offer support)

MONITOR

- Organize a reporting system with your core team members
- Monitor your campaign's results and identify areas of concern
- Develop contingency plans and solutions
- Promote employee involvement
- Invite feedback from employees
- Plan a mid-campaign review with help from your GCWCC Manager

REPORT

- Report weekly results to your department's Senior Management and to your GCWCC Manager
- Communicate final campaign results to all employees
- Submit a final report to the GCWCC at the conclusion of your campaign

EVALUATE

- Ask for feedback from your committee and from canvassers on the strengths and weaknesses of the campaign
- Make recommendations for next year and submit an official report to the GCWCC office through your Manager

RECOGNIZE AND THANK VOLUNTEERS

- At campaign's end, recognize and thank committee members, canvassers and donors for their participation

Past Campaign Leader:

He or she can have a number of responsibilities, depending on the core team's needs, can offer valuable advice based on his or her experience from last year's campaign, and can provide documentation on last year's efforts.

Deputy Campaign Leader:

It is important to appoint a Deputy Campaign Leader, who will act as Campaign Leader in the following year. For this year's campaign, he or she acts in the absence of the Campaign Leader, attends committee meetings, takes on key assignments as a regular committee member, and gathers information that will be helpful when he or she leads next year's campaign. **Succession planning is critical to future campaigns.** Encourage your Deputy Minister/Agency Head to approve a Deputy Campaign Leader who will become Campaign Leader the following year.

Treasurer:

The Treasurer sets up your financial tracking system in the GIFTS web based program. He or she will collect all donations from your team captains and/or canvassers, deposit cash donations, remit gift forms and canvasser reports to the GCWCC office in an expedient manner.

RESPONSIBILITIES

- To oversee and ensure the proper management and operation of the financial and administrative Campaign procedures within their Department
- Attend the mandatory GCWCC Training Sessions
 - Treasurer Training Session (detailed information on procedures and proper steps)
 - GIFTS System Training Session (on-line Campaign tracking tool)
 - All data entry is done by the Department/Agency
- Attend all the core team meetings related to the Campaign
- Recruit and train his/her campaign team members; Departmental Sub-Treasurers, Departmental Data-entry and Departmental Canvassers
- Develop and manage an internal process to gather all gift forms, special event forms and related monies and cheques
- Gather the money collected and keep secure until it is deposited
- Deposit all monies and cashable cheques into the GCWCC NCR Scotiabank account
- Ensure the payroll white gift form copies **are forwarded to the payroll office**
 - Verify the cut-off date for the payroll deductions with your payroll office
 - Verify the payroll frequency of pay periods
 - Send the payroll white gift form copies of the seconded employees to the appropriate Department/Agency
- Execute and /or coordinate all necessary data-entry into the GIFTS system

- Maintain/modify the Departmental structure, if necessary, to reflect the current organizational Departmental structure
 - Remove the duplicate identities in the GIFTS system before you proceed with the data-entry
 - Create and/or activate the various roles (departmental sub-treasurers and/or departmental data-entry and departmental canvassers) within the GIFTS system and inform all the canvassers of their identification numbers (Canvasser I.D.)
 - Enter all the batches, gift forms, special event forms, deposit slip(s) and envelopes in the GIFTS system

(Please note that you must group a maximum of 50 gift forms per envelope)

- Promptly forward completed envelopes to the GCWCC office throughout the Campaign. **Note that during the Campaign, you should call your GCWCC Manager or Loaned Representative to arrange the pick-up of your envelopes.**
- Run various reports upon request
 - Weekly tracking of the campaign results; pledge rate, leaders & friends, percentage of the target, etc.
 - Reporting the results to the Campaign Leader and core team

Branch Coordinators and/ or Team Captains:

In large departments/agencies the Branch Coordinator is the link between the Campaign Leader and/or the Team Captain. He or she leads the campaign within their sector/branch and reports to the campaign core team. Branch Coordinators play a vital role in motivating Team Captains.

Team Captains are key players in the success of a campaign. They are the link between canvassers and the Campaign Leader and are essential in obtaining and submitting information promptly (i.e., lists of canvassers, employees, supplies, etc.). He or she will provide direct support to canvassers, ensuring that information and supplies are available and that concerns are addressed as quickly as possible. The Team Captain develops a plan including canvasser guidance, recognition of achievement and sub-targets within sectors/branches. He or she will administer the collection process; obtain canvasser reports and forward reports and receipts to the Treasurer daily. Team captains may also be required to input donations into the GIFT tracking system.

GET INFORMED

- Carefully review GCWCC material and department/agency campaign plan
- Attend GCWCC training session, Seeing is Believing Tour(s)

MOTIVATE

- Motivate and encourage Team Captains and/or canvassers to succeed in their tasks. (Rally the troops!)
- Develop a plan to include recognition of achievements and sub-targets with sectors or branches
- Provide direct support in key areas

COMMUNICATE

- Obtain and distribute lists, such as a list of Team Captains, canvassers, employees, supplies, etc
- Ensure that canvassers feel comfortable to canvass the employees on their list
- With the help of other team members, address questions and concerns as quickly as possible

TEAM CAPTAIN/CANVASSER

- Organize Team Captain/Canvasser teams
- Provide campaign supplies to Team Captains/Canvassers
- Provide guidance when needed
- In cooperation with the Campaign Leader and/or Team Captain Trainer, provide training to team captains/canvassers

MONITOR CANVASSING & REPORTING

- Input in new tracking system (may not be applicable to all departments/agencies)
- Provide periodic reports to Treasurer according to the predetermined reporting schedule (i.e., daily or every second day)
- Administer collection process: obtain gift forms, reports and cash/cheque donations from team captains/canvassers

EVALUATE

- Obtain feedback from Team Captains/Canvassers on strengths and weaknesses of the campaign
- Provide Campaign Leader with recommendations

Communications Officer:

The Communications Officer plays a key role on the campaign team. This individual will develop a more personalized approach in the workplace, one that best matches the culture and priorities of your organization. He or she has expertise in communications and public relations, and is responsible for creating visibility and awareness for the Campaign through various means (posters, newsletter, e-mails, flags, banners, advertising special events).

ANALYZE

- Understand the communication strategy of the GCWCC
- Understand the goals and strategies of your departmental campaign

PLAN

- Prepare a detailed Communications plan with timelines **objectives, target audience, message(s), communication vehicles, activities and timing, implementation, follow-up, evaluation**

COMMUNICATE

- Demonstrate in your messages the impact of donations on the community and how they change lives (refer to the Power of Your Gift section in this Guide and Communications Guide)

MEASURE

- Assess the results of your plan and activities

LEAD

- Prepare the award submissions with core team

Canvasser Training Officer:

This person organizes and delivers training for your canvassers. The GCWCC Managers will provide guidance and a template presentation on training for canvassers.

UNDERSTAND

- Familiarize yourself with the GCWCC canvassing strategies, the 3 Steps to Successful Canvassing and impact statements (The Power of Your Gift)

PREPARE

- Offer training sessions in French and English
- Deliver a refresher course for experienced canvassers
- Personalize training sessions to departmental culture

COMMUNICATE

- Explain the GIFT form and canvasser report

EVALUATE

- Follow-up with canvassers and team captains to get input on the impact of training in obtaining results

HELPFUL HINTS

Recruiting

The ideal canvassing team consists of a mix of new and returning canvassers. The returning canvassers bring valuable experience, while the new ones offer enthusiasm

and new ideas. You may also want to approach former canvassers to help in the recruitment of new ones. This way the experienced canvassers can share why their involvement was worthwhile, motivating others to give it a try. Also, experienced canvassers are prepared to answer questions potential recruits might have about the experience.

How Many Canvassers?

No canvasser should have to canvass more than 10-15 individuals (optimal ratio 1-10.) Be sure to give canvassers a manageable number of individuals or they may become discouraged with the immensity of their tasks.

Peers Canvass Peers

Assign peers to canvass their own peers — this method has proven effective in the campaign for many years. Think about this mix in recruiting as well. For instance, have enough senior managers on your team to canvass other senior managers. Have administrators canvass colleagues and so on. In addition, be sure each canvasser is comfortable with his or her list. There may be personal reasons that make a person unable to canvass a particular individual. Be sensitive to these concerns and be ready to reassign an individual to another's list.

Training

In your action plan, you should plan for and set dates for training sessions for canvassers. 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.

Special Events Coordinator:

To allow the rest of the core team to focus on the employee campaign, the Special Events Coordinator is responsible for coordinating the special events that *supplement* your fundraising efforts. This person will need the help of a group of volunteers to achieve successful special events.

The Special Events Coordinator is tasked with the responsibility of planning and coordinating all departmental special events. The events can raise funds, create awareness, motivate, promote team spirit and encourage friendly competition.

ANALYZE

- Review special events from past campaigns, retaining the more successful ones and eliminating the rest
- Verify the need for licenses and permits

- Prepare schedule for special events, ensuring events occur after canvassing blitz and are reasonably spread out

IDENTIFY

- Indicate the objective for each event; assign responsibility to a different person for each event
- Check on logistics; room availability and resources required
- Involve Senior Management

COMMUNICATE

- Work in tandem with the Communications Officer to advertise events to employees

EVALUATE

- Review the results of the events against the objectives; is the event worth repeating? If yes, what would you do differently, if anything?

Leadership Giving Coordinator:

The Leadership Giving Coordinator is a volunteer on the campaign team who is making a donation of \$1,000 or more on a yearly basis. The Leadership Giving Coordinator is a natural leader who will work closely with the campaign team and the GCWCC Manager to strategically plan the canvassing of current and potential Leadership donors.

ANALYZE

- Revise the Department/Agency giving trends pertaining to Leadership Giving

ORGANIZE

- Recruit and train a group of peers at the leadership level that represents all departments to assist you with canvassing
- Schedule and chair a special event to recognize the contribution of all leaders and friends
- Work closely with the GCWCC Manager

ORIENTATION

- Attend the GCWCC focus group sessions for Leadership Giving Coordinators

PLAN YOUR OBJECTIVES/STRATEGIES

- Review the previous year's leadership campaign and develop this year's campaign
- Participate in the Department/Agency Strategic Planning Session
- Establish your campaign goal
- Plan a launch for Leadership Giving

MONITOR

- Organize a reporting system
- Monitor on-going results
- Develop contingency plans
- Plan a Mid-Campaign review

REPORT

- Report your weekly results to your Campaign Leader
- Submit a final report to your Campaign Leader

EVALUATE

- Ask for feedback from your committee on the strengths and weaknesses of the campaign
- Make recommendations for the following year

Next Generation Representative:

The purpose of this position is to engage young professionals (ages 20 to 40) in the GCWCC. A new position has been created on the GCWCC NCR Cabinet to better represent the next generation of young professionals in the public service. The Next Generation Representative is focused on identifying opportunities and challenges within the 20-40 age group, in order to build their awareness and participation towards the Campaign.

RESPONSIBILITIES

- Promote youth undertaking responsibilities during the campaign
- Find ways to tap into the energy and creativity of the young government employees
- Strategically engage the young professionals in the federal government through the GCWCC
- Promote community awareness
- Develop sound strategies to involve the younger employees in the GCWCC campaign.
- Instill a sense of responsibility and a sense of belonging to the betterment of our communities
- Establish needs, concerns and solutions
- Feel as though they can make a difference in society
- How to relate to the next generation

Retirees Representative:

The purpose of this position is to develop a better rapport with the increasing numbers of retirees from the public service. Given the demographics of the public service we are asking each campaign team to recruit an individual who can promote the GCWCC retiree campaign to all future retired individuals.

Union Representative(s):

Visible support from unions contributes enormously to your campaign's success. The Union Representative can fill a number of roles. He or she can:

- obtain the endorsement of local unions
- help with fundraising strategies that appeal to labour
- select union canvassers and
- speak to groups in which there are union members

It is important that union employees are recognized early in your campaign as full partners in the committee's efforts.

Now that the Core Team has been selected...

Report

You will be the link between your department/agency and the GCWCC. You must therefore constantly be aware of your department/agency's progress, and report your activities, totals and outcomes to the core team. Your 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, the core team, and the GCWCC team is crucial to the campaign's success.** You are the liaison that keeps everyone informed.

Training

All team members must attend their respective training session organized and given by the GCWCC team. As Campaign Leader, it is your responsibility to share training dates with core team members and ensure each team member's participation to their respective training session. During the training sessions, core team members will learn more about their roles and responsibilities, learn about vital tools that will help them in their tasks, and get to know volunteers from other departments/agencies who will be in the same role.

Build Team Spirit

As important as keeping the core team members 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 the community.

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 your scope of experience, contact your Campaign Leader or touch base with your GCWCC Manager.

As a leader, you'll need to get to know your team members and help them feel comfortable working together. You will also need to listen to them 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.

Three Skills You will Need

1. Organizational Skills

To be a successful Campaign Leader, you need to have strong organizational skills. Some of your key organizational activities will involve:

- campaign preparation
- recruitment activities
- communication between the GCWCC and the core team
- setting up tracking and reporting systems and
- effective support systems for core team members

2. Communication Skills

Strong communication skills are the foundation of your campaign's success. The better you communicate with core team members and share relevant information, the better your campaign will function. Keeping everyone motivated involves communicating the right information to the right people at the right time. Don't underestimate the need to communicate in an effective and timely fashion.

3. Time Management

The most successful campaigns are the ones that run like clockwork, where a timeline or critical path is developed in advance and each team member is 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.

Section V: GCWCC Critical Path

We highly recommend that you follow the Critical Path to help you prepare for your Government of Canada Workplace Charitable Campaign.

March

- Meet one-on-one with your GCWCC Manager (DD) to share some background, discuss campaign strategies and goal setting, and review next steps
- Engage Senior Management; ensure your manager and senior managers are supportive of your efforts (March through duration of the campaign)
- Structure and start recruiting campaign core team
- As you identify your core team members, provide their names, addresses, telephone/ fax numbers and e-mail addresses to the GCWCC Head Office
- Schedule a Strategic Planning Session (SPS) with your campaign committee team and your DD, to be held and completed by June 1st; the SPS will be facilitated by a GCWCC Manager; once your SPS is completed confirm your campaign objective and strategies with your senior management

April

- Participate in Campaign Leader Training session
- Develop a schedule with your DD for regular on-going meetings (weekly, biweekly or monthly)
- Review and analyze information from previous year's campaign activities with past Campaign Leader
- Continue to recruit campaign core team
- Schedule an SPS, if not previously done
- Consult with your DD to prepare for Deputy Minister/Agency Head visit
- Establish an internal donor tracking system for your campaign team members so they can monitor daily results during the campaign (see your DD for models)
- Start promoting Loaned Representative (LR) program to peers and management
- Attend the first GCWCC reception

May

- Complete an SPS, if not previously done
- Continue regular meetings with your GCWCC Manager
- Conduct Deputy Minister / Agency Head visit with your GCWCC Manager
- Complete recruiting Branch Coordinators, Team Captains and begin recruiting canvassers
- Confirm that all core team members attend their respective GCWCC training sessions (Communications Officer, Special Events Coordinator, Branch Coordinators and Team Captains, Training Officers, Treasurers and GIFTS system data entry) and report attendance with your GCWCC Manager
- Secure labor participation
- Develop individual work plans for the Leadership Giving Coordinator, Communications Officer, Special Events Coordinator, Branch Coordinators and Team Captains, Next Generation Representative, Retiree Representative, Training Officer(s) and Treasurer
- Develop an approach to ensure 100% ask from canvassers: involve Team Captains and confirm number of Canvassers (emphasize the blitz, either the 1-day version, or, for 2 or 3 weeks)
- Plan for licenses / permits / incentives / prizes
- Continue promoting Loaned Representative (LR) program to peers and management
- Provide your GCWCC Manager with the delivery contact person's name and coordinates for your GCWCC campaign materials (i.e., gift forms, brochures, etc.)
- Community Builder Awards (CBA) Banquet, where some Federal Government Departments are recognized for their fundraising efforts
- Attend breakfast hosted by GCWCC NCR Cabinet Member
- Attend Good Neighborhood Meeting
- Attend the GCWCC reception

June

- Ensure that all committee members attend their respective GCWCC training sessions
- Complete recruitment of Canvassers
- Confirm number of employees in your department with your GCWCC Manager
- Develop Canvasser training schedule and provide a copy of your schedule to your GCWCC Manager
- Delivery of campaign materials from the GCWCC office to the departmental delivery contact. Verify contents of shipment. Distribute campaign materials from the GCWCC office to appropriate team members

- Book a Health Checks display
- Continue on-going meetings with your GCWCC Manager
- Finalize campaign strategies (book speakers, campaign materials)
- Participate in the GCWCC Seeing is Believing Tour; encourage core team to also participate
- Attend the GCWCC reception

July

- Enjoy the summer break!

August

- Confirm all campaign plans and dates (launch, blitz, leadership giving, special events)
- Prepare list of Special Events and work with GCWCC Manager on media plan
- Prepare a list of employees to be canvassed for each canvasser (make sure to include full-time, part-time, and term employees, as well as students and consultants)
- Book Speakers through the GCWCC Head Office (Speakers' Bureau) for your canvasser training sessions
- Begin canvasser training
- Have appropriate team members attend critical treasurer and GIFTS training
- Ensure GIFTS is installed in your department or agency and set up your campaign structure in the GIFTS system (refer to your GCWCC Manager)
- Set up weekly reporting mechanism (dollars, pledge rate, leaders & friends, % of population canvassed)
- Inform core team members of reporting mechanism established
- Canvass senior management and campaign volunteers prior to your departmental launch (pace setting)
- Inform your campaign core team members of the GCWCC Launch Event and encourage their participation
- Prepare status report on campaign progress for departmental/agency executive committee and send a copy to your GCWCC Manager
- Check preparations for campaign launch and ensure the involvement of Deputy Minister/Agency Head and senior officials
- Attend the GCWCC reception

September

- Host Leadership Giving presentation (pace setting)
- Attend, along with your core team and canvassers, the GCWCC Launch for the National Capital Region
- Launch your own campaign after the NCR Launch... Ensure that campaign posters and goal charts are prominently displayed in public areas of your offices/buildings
- Promote and publicize the GCWCC campaign via newsletters, e-mail, videos, other
- Finalize preparations for canvassing blitz ... canvass senior management (Deputy Minister/Agency Head and all levels of management) prior to campaign blitz
- Canvass
- Monitor campaign progress
- Report weekly results to GCWCC Manager or LR (based on GIFT forms received to date)
- Ensure Treasurer has all documents required for the deposit of money collected
- Ensure your Treasurer provides completed and verified gift forms, canvasser reports and deposit slips to the GCWCC office on a weekly basis (through your GCWCC Manager or LR)
- Participate in the GCWCC Seeing is Believing Tour; encourage Canvasser participation
- Promote and recruit team(s) for Day of Caring
- Attend the GCWCC reception

October

- Continue to monitor canvassing process
- Ensure 100% face-to-face ask is completed by canvassers
- Hold your special events after your canvassing is completed
- Schedule mid-campaign review with your campaign committee members and GCWCC Manager
- Compile list of all campaign volunteers for issuance of volunteer appreciation certificates
- Participate in annual Day of Caring
- Attend breakfast hosted by GCWCC NCR Cabinet Member
- Attend the GCWCC reception

November

- Execute the final campaign push (i.e. implementing strategies developed during mid-campaign review)
- Complete GIFTS data entry and submit envelopes to GCWCC Manager or LR
- Submit your campaign nominations for the GCWCC Awards (deadline is mid-November)
- Host your own GCWCC Achievement Event prior to the GCWCC close to announce and celebrate campaign results
- Thank all volunteers by presenting them with appreciation certificates at a committee wrap-up event. Invite senior management to distribute certificates
- Attend, with core team members, the GCWCC Achievement Event
- Attend final breakfast hosted by GCWCC NCR Cabinet Member
- Promote Sensational Sunday Event for Leadership Givers
- Attend the GCWCC reception

December

- Conduct post Campaign Review with your team
- Submit a final campaign report to your senior management
- Submit a final report to your GCWCC Manager

January

- Deliver tax receipts
- Perform a debrief to the incoming Campaign Leader
- Present to management committee “Lessons Learned” and promote importance of early assignment of the Campaign Leader for the current year. Promote the success and team building aspects of campaign and early engagement equals campaign and departmental success

Section VI: Key Steps to a Successful Campaign

As Campaign Leader, you have been selected by your Deputy Minister/Agency Head to oversee the Government of Canada Workplace Charitable Campaign (GCWCC) within your department/agency. You will recruit a core team, organize a campaign, recruit canvassers, arrange special events, and report to your Deputy Minister/Agency Head. Throughout your campaign, a GCWCC Manager will assist you.

1. Select Your Campaign Core Team

- Choose your team members based on your departmental and campaign needs
 - Clarify roles and responsibilities for your team members
 - Ensure that each team member receives proper training provided by the GCWCC
 - Set up regular meetings with your core team members and your Manager
- 2. Analyze and Plan Your Campaign**
- Hold a Strategic Planning Session (SPS) with your core team members as well as your Manager
 - Canvassing (1-10 ratio, 100% face-to-face ask)
 - Communications (Why give through GCWCC?, key messages, method)
 - Promote ease of giving (payroll deduction, consolidated giving)
 - Determine and schedule key events (launch, canvassing period/Blitz, special events, mid-year campaign review, closing event)
 - Set your departmental goal
- 3. Involve Senior Management**
- Involve your Deputy Minister/Agency Head early
 - Senior Management engagement and presence throughout the campaign
- 4. Monitor and Report**
- Weekly reporting to core team and to your GCWCC Manager
 - Report on dollars raised, number of Friends and Leaders to date, participation
 - Mid-campaign review
 - GIFTS entry to date
- 5. Nominate, Congratulate, Evaluate**
- With your GIFTS entries up to date, submit your nominations for the GCWCC Achievement Awards by mid-November
 - Thank your volunteers and everyone who contributed to the campaign
 - With your core team, document any highlights and recommendations to pass along to the next Campaign Leader

Step 1 • Select Your Campaign Core Team

Because your core team will plan and implement your entire campaign, the single most important element for its success is to have the right people on your core team. The size of your department/agency will determine how many members your core team needs and what their functions will be.

Choose Your Core Team

- Choose people who are truly committed to the philosophy and goals of a workplace charitable campaign
- Ensure that all employee sectors of your department/agency are represented,

including labour, where appropriate

- Consider recruiting people who have served on previous campaigns
- Choose people who are hard working, well-liked and enthusiastic
- Choose people who have expertise in the areas you need (for example: communications, finance, etc.)
- Ensure some of the members on your team will commit for a two-year term in order to provide experience to your department/agency
- Ask your core team members to commit to the campaign by making their donations first
- Clarify roles and responsibilities for your team members (see Glossary of Terms)
- Ensure that each team member receives proper training provided by the GCWCC
- Set up regular meetings with your core team members and your GCWCC Manager

Team Training

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

It is essential that all members of your core team attend training and it is the role of the Campaign Leader to motivate committee members to attend. Up to date Training guides will be provided on the GCWCC Website at www.gcwcc.org.

Training sessions will take place from April to September, so please make sure to recruit your team members in time. Contact your GCWCC Manager to find out the exact dates and location.

Step 2 • Analyze and Plan Your Campaign

A successful campaign is 80% planning and 20% execution. Start by reviewing your department/agency's previous campaigns, especially last year's campaign, with the help of last year's Campaign Leader. Then identify your strengths and opportunities for improvement, taking into account any changes within the department/agency, such as a change in the number of staff or new locations.

Hold a Strategic Planning Session (SPS)

One way to guarantee a successful workplace campaign is to schedule a Strategic Planning Session (SPS). This is a key-planning tool that is available to our workplace campaigns. The analysis represents a two-hour session with the Campaign Leader, Core Team Members and your GCWCC Manager.

Participating in an SPS develops professional skills, including analytical skills that can

be applied in the workplace. Our session will:

- develop a thorough understanding of your campaign's history and trends
- focus on your campaign's areas of greatest potential
- identify campaign strengths so they can be protected and expanded
- develop strategies and a work plan to increase the number and level of employee contributions and
- enhance your Campaign Team's capacity to work as a coordinated team and build their confidence to deliver a great campaign

Our SPS serves to provide a "snapshot" of the employee campaign. As a team, we analyze various data, including the employee donations, special events and Leadership Givers; examine the breakdown of results by sector, branch or floor; and suggest any other potential improvements.

Once our SPS is complete, you and your core team will benefit from the renewed commitment and enthusiasm that comes from knowing you are on the right track!

GCWCC is ready to help you plan your campaign. You will schedule your SPS with your GCWCC Manager.

Establish Your Objectives and Strategies

- Determine and schedule key events (launch, canvassing period/Blitz, special events, mid-year campaign review, closing event)

Common objectives in all GCWCC campaigns are to:

- canvass 100 per cent of employees
- increase employee pledge rate
- increase the number and amount of payroll deductions
- increase the number of friends and leaders
- increase the average gift of employees

Larger 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 Campaign's Objectives

- Have fun!
- 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
- Canvassing to take place prior to special events
- Schedule special events for your launch to heighten visibility and create enthusiasm
- Invite guest speakers, show video and arrange other presentations to increase your employees’ awareness of GCWCC (consult your GCWCC Manager for available speakers and materials)
- Implement a canvassing process that suits your organization (i.e., choose one-on-one canvassing, group canvassing, or a combination of both, depending on the size of your department/agency)
- Canvass 100 per cent of your employees face-to-face, including those who work shifts or part-time, off-site or on contract
- Encourage payroll deductions
- Promote Leadership Giving
- Consider a “fair share” giving program in which employees donate a percentage of their salaries through payroll deductions (for example, the equivalent of a coffee break per pay period)

Step 3 • Involve Senior Management

Every successful department/agency campaign needs strong endorsement from the top. By agreeing to a campaign, your Deputy Minister/Agency Head has already indicated an interest in supporting the GCWCC and our community. It is important that you encourage your Deputy Minister/Agency Head to demonstrate his or her support to employees by taking an active and visible role in the campaign.

Involve Your Deputy Minister/Agency Head

Ask your Deputy Minister/Agency Head to:

- authorize adequate time for your role as Campaign Leader
- have close contact with the Campaign Core Team and approve its employee campaign goals
- authorize adequate time and money for the Campaign Core Team’s operations

- approve time for training canvassers and for special employee events
- endorse the campaign by appearing at the department/agency launch, the first campaign team meeting and other campaign meetings of employees
- be the first person canvassed
- send a letter to all employees asking for their support
- conduct a special solicitation meeting with senior management and participate in a Leadership Giving presentation early in the campaign
- host or arrange a congratulatory achievement event for all volunteers (for example, a coffee-and-doughnut or wine-and-cheese -reception); and with the Campaign Leader, thank all volunteers

Ideas for Fun

Here are a couple of ideas used by organizations to involve their senior management:

- At a campaign event, several senior managers were dressed in chefs' hats and aprons and prepared a "feast of all feasts" for employees
- Senior management could host a desk delivery bake sale called "Executive Sweets"
- Two Deputy Ministers participated in a "Loonie Challenge" in the main lobby of their building to create campaign momentum and fun among employees

Step 4 • Monitor and Report

Keeping track of results during all phases of your campaign is vitally important to its success.

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 Senior 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 your GCWCC Manager so that they are recognized properly
- Plan a mid-campaign review

- Report final campaign results to your Deputy Minister/Agency Head and union representative

Report

- Establish a complete and detailed reporting structure
- Report on dollars raised, number of Friends and Leaders, pledge rate, percentage of goal, etc...
- Ensure timely entry of gift forms into the GIFTS system

Step 5 • Nominate, Congratulate, 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.

Nominate

During the GCWCC Achievement Celebration, various departments are highlighted with a variety of awards. Please consult the Website, www.gcwcc.org, for an updated list of awards, their criteria, as well as the nomination process and the submission deadline.

Say Thanks!

- Send committee members a welcoming letter thanking them for their willingness to serve in the campaign. State that core team members will spend some department/agency time carrying out their responsibilities
- Host a 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 department’s/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 that are inscribed to recognize volunteers. The certificates are available on the GCWCC Website at www.gcwcc.org You can personalize the certificates and present to each of your volunteers
- Ask your Deputy Minister/Agency Head to send a letter of thanks to core team 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 core team and make recommendations for future campaigns.

Section VII: Communications Tips

In the early stages of the campaign, you and your Communications Officer will want to plan out your communications strategy. Here are some tips that are provided in the Communications Officer Guide to help you better coordinate your efforts:

Determine Modes of Communication

Decide how and when you will communicate with your Campaign Leader and Canvassers. Some teams prefer to be informed by e-mail, others prefer to share information by telephone or in person. An e-mail distribution list works well in many offices, but only you can determine the most effective means in your workplace. Whatever means of communication you choose, ensuring that everyone gets the right information at the right time is crucial.

Know Where to Go for Answers

When your canvassers come to you for answers to their questions or need additional information, be prepared to know where to get that information quickly. The GCWCC Web site is a great place to go for such information, and having it book-marked will help you get there quickly. Your Campaign Leader or GCWCC Manager can also help provide the right information.

Report Totals in a Timely Fashion

It is important to keep your canvassing team focused on its goal. To do that, you need to provide up-to-date totals and let the team know whether it is on track to reach the final goal by the deadline. Give regular weekly updates on how many donations you've received and what the total is for your area.

Attend Meetings Organized by Your Campaign Leader

As Team Captain, you are responsible to attend the meetings and keep everyone else on the canvassing team informed and up-to-date. These meetings will not only provide you with important information, they will also motivate and inspire you, which in turn will be passed on to the canvassers.

Report Regularly to the Campaign Leader

Don't forget to keep your Campaign Leader up-to-date on the progress of your team's canvassing efforts. During the canvassing blitz, make regular progress reports and discuss ways of keeping everyone motivated and on track. Report problems and concerns, ask for advice and discuss possible solutions.

Promote the Campaign!

Let everyone know that the campaign is happening. A visible campaign will get everyone's attention and keep them talking! One suggestion to increase your campaign's visibility is to post thermometer posters throughout your workplace — a constant reminder to everyone of the progress you are making toward your goal.

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, success stories and significant achievements. Timely and clear reporting will help keep your team excited and motivated and will help the campaign leader stay up-to-date on campaign progress.

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 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 when approaching colleagues.	YES No 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 Team Captain or Campaign 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}
 - 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):
 - 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)
 Become a Friend for less than the cost of a muffin (as indicated below)
 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 VIII: 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 IX: 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.

Leadership Speakers Bureau

Similarly to the Speakers Bureau, the Leadership Speakers Bureau offers a variety of trained speakers who can attend your Leadership event, speak at a general assembly, attend an executive committee meeting, and promote the various levels of giving. Leadership Speakers are trained to explain the benefits of giving at the leadership level, speak to the needs of the community, and motivate employees to give.

Seeing is Believing 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 one 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 (www.gcwcc.org) for finalized dates or contact your GCWCC Manager for more information.

GCWCC Awards

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:

GCWCC Community Appreciation Award (CAA award)

While the GCWCC is often associated with raising dollars, it is well understood that it takes more than money to create a strong, healthy community.

Federal employees and retirees are among the NCR's most active and engaged volunteers and community supporters. In 2004, the GCWCC launched a new award program that recognized the "unsung heroes" in our midst. The Community Appreciation Award (CAA) is presented to federal employees and retirees who have gone above and beyond in the service of others and their community.

Generally, the CAA's are awarded during surprise presentations to worthy recipients in their workplace or volunteer organization. GCWCC staff works with colleagues, family

and friends to ensure that the presentation is special for the individual being honoured. Senior GCWCC volunteers often participate in the presentations which see the honoree presented with a recognition plaque.

Do you know a federal employee or retiree who you feel is worthy of receiving a CAA? Please visit www.gcwcc.org to submit a nomination.

The GCWCC Mitchell Sharp Award for Meritorious Service

The GCWCC Mitchell Sharp Award for Meritorious Service recognizes a federal retiree whose lifetime record of service to community and country stands as a shining example of dedication, generosity and commitment to others. This award was named for the late Mitchell Sharp, one of our country's best known federal employees, and someone who, even in retirement, remained dedicated to our country and the well-being of its people. The award is presented at the annual GCWCC Campaign Achievement event; a nomination form is also available at www.gcwcc.org.

Campaign Achievement Awards

At the end of every campaign, departments and agencies are recognized for their outstanding achievements toward the GCWCC. A series of awards are presented at the Achievement Celebration recognizing outstanding campaign achievement in a series of categories. Please see the recognition section located on www.gcwcc.org for a comprehensive listing of awards and how your department/agency can qualify. As well as the GCWCC "Campaign Hall of Fame" for a list of past winners.

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.

Health Checks

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 Website

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