



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

Training manual: Canvasser



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

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www.gcwcc.org | www.ccmtgc.org

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 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 nearly 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 from coast to coast. 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 You Play as a Canvasser

Of the many roles taken on by GCWCC volunteers, the role of canvasser is perhaps the most challenging - and certainly the most critical to our success. Every fall across

Canada, thousands of canvassers bring the dedication, effort and enthusiasm needed to mount winning campaigns.

As the front line person, you will explain the GCWCC partnership (between United Way/Centraide, Healthpartners/Partenairesanté, and Canadian registered charities), describe community needs, and ask your colleagues for their support in the campaign. The goal is to offer people the opportunity to invest in their own communities, no more and no less.

As a canvasser, you will be challenged to convey your own commitment. You will need to plan your canvass, schedule and reschedule meetings, inform, persuade, explain, ask for a contribution, and express gratitude regardless of the outcome.

Of course, not everyone will immediately see the benefit of your efforts.

When confronted with objections or negative responses, you will need to be tactful; when asked about payroll deduction, you will have to explain and encourage. And at all times, you will be expected to promote the advantages of the GCWCC campaign, such as:

- Payroll deductions make it easy to contribute with bi-weekly contributions
- One gift can benefit several agencies, programs and organizations and
- Donors may specifically direct their gift to the region and registered agency/organization of choice allowing for maximum flexibility and the benefit of consolidating giving

Most of the time, you will be welcomed and thanked and you will be pleasantly surprised by the size of some donations. At other times, you may come across individuals who decide not to participate for various reasons, and that is a choice they make. Either way, at the end of your canvass, you will have positively impacted countless lives.

For more information on each of the three GCWCC partners, please refer to the “Partners” section at the end of this guide.

Section IV: 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 an information session for Canvassers	To gain knowledge: What 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	YES	No
		Date:	

	record contributions? What are the canvasser reporting requirements?	
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 as a GCWCC canvasser (see sample letter/email on page 12 & 13) to those employees assigned to you. 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 if you know of any. A few quick successes will give you the confidence and momentum for the rest of your canvass. Remember, one in two give through this campaign... expect similar results or better.	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



Canvasser Cheat Sheet

Consolidate all your charitable donations through the GCWCC by giving to any of the following:

- A) **Any United Way in Canada** [Box A of the Gift Form]
 - 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 can designate your gift to one, to several, or to all agencies**)
- B) **HEALTHPARTNERS** [Box B of the Gift Form]
 - see back of Campaign calendar for the list of the 16 partners (**you can give to one, to several, or to all 16 partners**)
- C) **Any other of the 80,000+ Canadian registered charities** [Box C of the Gift Form]
 - 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

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

Leadership Giving – A substantial investment in one’s community

- **Leaders** donate \$1,000 or more per year. Become a **Leader** for the price of 1 extra large coffee a day (as indicated below)
- **Friends** donate \$500 to \$999 per year. Become a **Friend** for less than the cost of a muffin (as indicated below)
- **Stars** donate \$250 to \$499 per year. Become a **Star** for the price of 3 Timbits (as indicated below)

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

In 2008, individuals received a **Federal tax credit** of 15% on the first \$200 given to charities and 29% on amounts exceeding. In addition:

- **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

Canvasser Cheat Sheet

1. Why give through the GCWCC?

- It's easy. By giving through the GCWCC, you can support all the causes that are important to you on one form. Choose the payroll deduction option and your donation will automatically appear on your T4 — no need to keep track of your receipts.
- You can make a difference. Your donation changes the lives of people living in your community — be it a friend, a neighbour or a family member. For examples visit the 'Your Impact' tab on gcwcc.org.
- Efficient giving. As managers of the GCWCC, United Way/Centraide is committed to ensuring that more of your gift goes to where you feel it is needed the most. We're proud to keep campaign **fundraising costs at 15 per cent or lower** — well below the national average of 26 per cent for other registered Canadian charities. *For more information contact your local United Way/Centraide.*

2. Why should I give through the GCWCC instead of directly to my charity of choice?

United Ways/Centraides, managers of the GCWCC, use a centralized, streamlined administrative procedure that processes designated donations more efficiently than most charitable organizations. Therefore, by donating through the GCWCC, you can ensure that more of your gift will support the programs and services provided by the organization(s) you select. For more information, contact your local United Way/Centraide.

3. Can I change my contribution?

You may change your pledge at any time by notifying your payroll officer in writing. Further questions about changing your contribution can be addressed by a member of the GCWCC administration team, available at gcwcc.org under the "Contact" tab.

4. What if I change jobs or retire?

You may pay the amount you pledged all at once or you can renew your donation at your new workplace by contacting your payroll officer. If you stay with the Government of Canada, deductions continue as before. To make other arrangements, please contact your local United Way/Centraide. If you retire you will be solicited through your pension office the following year in two mail-outs, the first in September and the second in mid-October.

5. When I give through the GCWCC a small portion of my gift goes toward fundraising costs. When it reaches my charity of choice do they also direct some of it to fundraising costs?

Fundraising costs off-set the resources required to solicit, process, receipt and distribute your donation to your charity of choice. Since the charitable organization you choose is not incurring any costs on their end in receiving your donation they should not remove any portion of your gift to off-set fundraising costs.

If you have further questions about how your charity of choice deals with your donation once they receive it contact them directly.

Section V: Gift Form

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

Frequently asked Questions

Please consult the link below for frequently asked questions:

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

Sample Letter/Emailer: Introduction

Dear Colleague:

If you are one of the thousands who routinely give to the Government of Canada Workplace Charitable Campaign (GCWCC) every year, please regard this letter not as an introduction, but as a thank you.

As your canvasser, I am the first to appreciate your understanding of the needs in our community and your generosity to the GCWCC. You make my task — and the lives of the GCWCC beneficiaries — that much easier.

Allow me to assure you that we do not view your generosity as routine; nor do those who benefit from your gift year after year. So, on behalf of the campaign team, thank you for choosing to **create hope, and change lives**.

If you have not given to the campaign in the past, I hope you will find the incentive to give in the enclosed brochure. See for yourself the enormous impact that your assistance makes in one out of every three lives in your community. The ultimate choice is yours – you choose who, where and how to help.

Everyone knows what he or she can afford to contribute – and contributions are important and meaningful.

By balancing what we are able to give with what is needed, each of us can establish a realistic individual goal. With this, I am confident the *(insert department/agency name)* meet and exceed our overall target of *(insert department/agency target)*.

Federal employees have a long and proud tradition of generosity. As we continue to make a tremendous difference to the efforts of the more than 194 agencies and organizations of Healthpartners/Partenairesanté and United Way/Centraide, we now look to your generosity.

Did you know that in *(insert last year)* our *(department/agency)* raised *(insert last year's achievement)* from a total of \$20,106,30. In 2008, the average GCWCC donation by payroll deduction was \$320 and almost 70% of the 69,745 total donors gave through

payroll deduction in the National Capital Region.

For that, we thank you for your generosity and dedication, for your commitment to improving the communities in which we live and work, and for your desire to help others achieve a quality of life most of us take for granted.

I will be in touch with you shortly to answer your questions and provide you with your Gift Form. In the meantime, please visit www.gcwcc.org. Thank you.

Your canvasser,

Sample Letter/Emailer: Thank-you!

Dear Colleague:

Thank you for your support of the Government of Canada Workplace Charitable Campaign (GCWCC). Your gifts are bringing **help, health, and hope** to people in our community every day.

Thanks to your gift to the GCWCC, a person battling a disabling disease has access to support services and hope — knowing important research is being conducted to find a cure for the disease.

Thanks to a program made possible by your contributions, a troubled teen will have the opportunity to get off the streets and back in school and life.

Because of your support, a young family will find a refuge of safety and hope through a community agency supported through the GCWCC.

These are just a few of the ways your support of the GCWCC **transforms the lives of individuals** and **creates healthier communities** for all. Please visit www.gcwcc.org for more impact information and testimonials.

Your gift has truly **made a difference!** Thank you for **being a star in someone's life.**

Your canvasser,