



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

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, and United Way/Centraide was provided by those respective organizations. Each is responsible for the accuracy of its information

Introduction

The Government of Canada Workplace Charitable Campaign (GCWCC) is a fundraising campaign that allows federal employees and retirees to consolidate their charitable giving with the proceeds going towards United Ways/Centraides, Healthpartners/Partenairesanté or any other registered Canadian charity.

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. In the National Capital Region (NCR), federal public servants have contributed to annual fundraising campaigns since 1945.

From 1990 to 1996, United Way/Centraide and Healthpartners 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 or GCWCC.

Since its inception the GCWCC has become the largest and most successful workplace fundraising campaign in Canada. Last year federal employees and retirees helped to improve the quality of life of people living in communities across the country by raising over \$36 million in support of United Way/Centraide, Healthpartners and thousands of other registered Canadian charities.

Why Employees Value the Campaign

Participating in the GCWCC offers donors the convenience and efficiency of consolidating their annual giving through one transaction on a single form. As well, the GCWCC also allows donors to donate through payroll deduction so that they can spread their gift out over the year and keep campaign administrative costs to a minimum. The GCWCC provides donors with the choice of supporting vital social service and health care programs which offer services in your community or anywhere across Canada.

Federal Employees and Retirees – Creating Hope... Changing Lives

The GCWCC theme “Federal Employees and Retirees – Creating Hope... Changing Lives” brings focus to who is behind this campaign and the power of their generosity. Collectively, every year federal employees and retirees make a significant and positive impact on the lives of people who live in their own communities – friends, co-workers, neighbours... often people they may never meet. Quite simply, their gifts create hope and change lives for thousands of people in communities across the country.

Keys to the GCWCC's Success

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

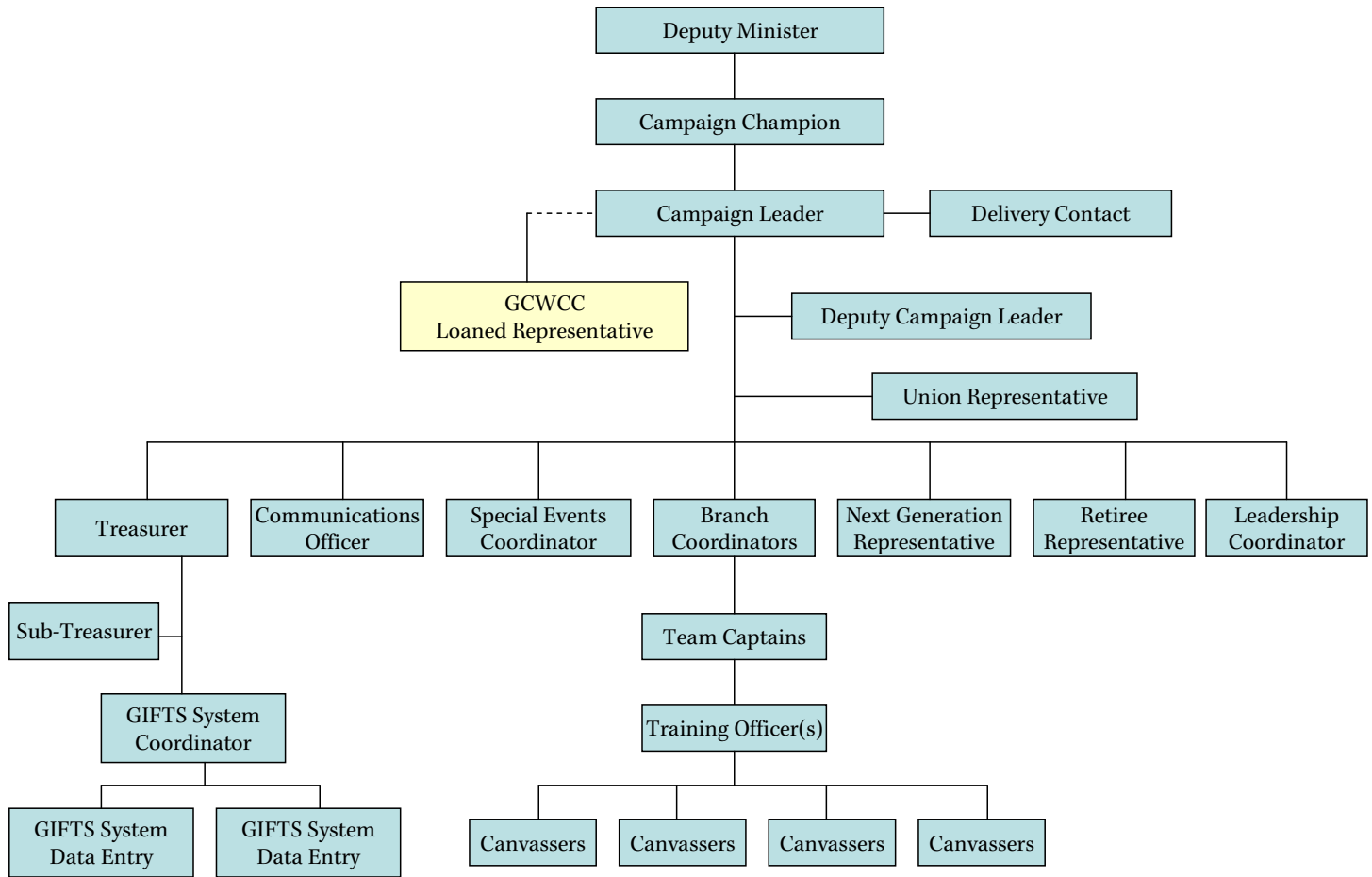
- the tradition of generosity and community engagement among Federal Employees and Retirees
- face-to-face peer canvassing (peers canvass their peers)
- "100 percent ask" approach (asking each and every employee face-to-face);
- making it easy to give through payroll deduction;
- support from all levels of management and unions;
- effective recruitment and motivation of workplace volunteers; and
- support and guidance of campaign teams from the GCWCC office.

In all of these aspects of the campaign, **effective communication** — with donors, volunteers and management — **is crucial**.

This guide will help you develop and implement an effective communications plan for your workplace campaign. It includes everything you'll need to make your campaign rewarding and successful for everyone involved.

GCWCC Core Team Organizational Chart

GCWCC Core Team Organizational Chart



*** Note:** Some departments and agencies will have slightly modified core team structures depending on the size of the organization

Branch Coordinators and Team Captains

What's the Difference?

In larger departments/agencies, **Branch Coordinators** are the upper link between the Campaign Leader/ECC, 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 (if applicable).

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, neighbors, 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 neighbor 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.

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.

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/ECC** (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 (if applicable).

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/ECC or touch base with your GCWCC Campaign 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/ECC 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/ECC 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
 - Participation 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 the 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/ECC 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 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.

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/ECC 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 Campaign Manager.
- Ask canvassers to make their own donations before canvassing.

Step 2 • Establish Your Objectives and Strategies

Common objectives in all GCWCC campaigns are to:

- Canvass 100 percent of employees;

- Increase employee participation;
- Increase the number and amount of payroll deductions;
- Increase the number of Leaders and Friends;
- 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 Campaign 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 communication 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/ECC 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 Campaign 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 contact person.

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.

United Way / Centraide Canada

www.unitedway.ca



**United Way
Centraide**

United Way / Centraide is about building strong, healthy and safe communities for everyone. With your support and the help of thousands of volunteers, we bring people together to help find solutions that address short and long term needs in your own community.

When you give to United Way / Centraide, you can be certain that your donation will be invested where it is needed most and will have the greatest impact in your community.

For more information on the programs, projects, initiatives and partnerships that we support in your area, please contact your local United Way / Centraide.

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 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

- Department/agency products (donated by the department/agency)
- Spend the day with Senior Management/Agency Head or have lunch with Senior Management/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.

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 Senior Management/Agency Head and to your GCWCC contact.
- 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 Senior Management/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/ECC 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

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 Senior Management/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/ECC.

Your Final Report

As discussed under “Monitoring and Reporting”, you should submit regular progress reports to your campaign leader/ECC 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/ECC. The report should cover:

- your target or goal;
- percentage of goal achieved;
- participation 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/ECC.

DO NOT UTILIZE ANY UNUSED CAMPAIGN MATERIAL FOR ANY SUBSEQUENT CAMPAIGNS.

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/ECC 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 captain or leader.	YES NO

Questions & Answers

Q-What is the Government of Canada Workplace Charitable Campaign (GCWCC)?

A-The GCWCC is an opportunity for federal government employees and retirees to support Canadian charitable organizations, in a consolidated and cost-effective fashion.

There are three main beneficiaries to this unified charitable campaign: Healthpartners, your local and national United Way/Centraide, as well as any other Canadian registered charities.

Q-What are the benefits to contributing through the GCWCC?

A-There are several advantages to you and to those you help when you contribute through the GCWCC:

- ✓ Convenience - One gift can cover many supported programs and services;
- ✓ Payroll Deduction Option– Equal payments extended over one year makes contributing easy;

Q-Why should I give?

A-Because chances are, you or someone you know will benefit from one of the thousands of services offered by Healthpartners and United Way. In fact, approximately one in three Canadians will be assisted at some point in their lives.

Q-What happens to my contribution after I give?

A-That's up to you. You can choose to direct your donation to any combination of local or national United Way/Centraide, Healthpartners, or any Canadian registered charity.

Healthpartners funds medical research, health promotion and patient services programs; and United Way/Centraide funds social service.

Q-How much should I give?

A-Every decision is a personal one. The best response is to speak to impact and suggest guidelines

- Consider with the prospect what their donation can do. See the 'Power of Giving' at www.gcwcc.org and speak to impact;
- Consider a donation at the Leadership level;
- The Canadian Centre for Philanthropy suggests that Canadians donate one percent of their annual salary to charitable causes;
- Donate one hour's pay per month (to calculate this conveniently, multiply your annual salary by 0.00065);
- Match or surpass the average donation in your agency/department;
- Increase your donation from last year by a few dollars, or by an amount equivalent to the increase in salary or cost of living.

Q-What if I want to donate but can't afford to?

A-Even small increments make a difference.

Did you know that by donating **\$4 per pay** will provide four hours of counseling to a victim of sexual abuse?

By donating **\$5 per pay** you could provide resource materials for two educational workshops for children who are close to a person with Multiple Sclerosis.

Q-Why is my GCWCC gift so vital to the community?

A-Because so many people depend on the generosity of public servants.

Q-Can I make one gift to cover all the charities of my choice?

A-Absolutely, this is one of the strengths of the GCWCC. Simply follow the instructions on your gift form, allowing you to designate your donation at will.

Q-How much of my contribution goes to fundraising costs?

A-You can be confident that your investment in the GCWCC will be handled wisely. With charitable operating costs among the lowest in North America (under 15 percent), local and national United Ways/Centraides (which manage the GCWCC) will maximize the impact of your gift.

Q-Why do some Healthpartners members and United Way/Centraide supported agencies run individual fundraising campaigns?

A-Organizations and supported GCWCC agencies affiliated with Healthpartners and United Way/Centraide may not receive all the funds needed to operate. Therefore, they have to find other funding sources.

Q-Are the details of my contribution and my personal information kept confidential?

A-Yes, all information concerning you and your contribution is confidential and remains with the GCWCC.

Q-What if I change my mind about my gift?

A-You may change your gift by notifying your payroll unit in writing.

Q-What if I retire?

A-Please be aware that payroll deductions cease upon retirement. Please call us at 1-877-379-6070. It would be our pleasure to discuss your options with you:

- Honor your gift by paying off the balance with cash, cheque or credit card; or
- Convert your gift to pension cheque deductions. Your payroll office can help you fill out the appropriate forms.

Please visit www.gcwcc.org for more information regarding our Retiree Program.

Q-What if I change jobs?

A-You may honor the amount owing in a single payment, or renew your gift at your new place of employment. If you are moving within the Government of Canada, please consult your pay office to ensure that your payments continue as usual.

Q-What is the Loaned Rep Program?

A-The Loaned Rep program is a career development opportunity with the united Way/Centraide, whereby federal employees are seconded during campaign for a 16 week period. For more information on the Loaned Rep Program, please visit www.gcwcc.org

For more messaging to assist with questions, please visit www.gcwcc.org and click on FAQs.

Gift Forms

The GCWCC gift forms offer designation options for giving as clearly and concisely as possible.

- ❖ Main portion (top) Must be forwarded to the GCWCC office.
- ❖ Tear Away portion (bottom) Payroll (**for payroll deduction only**)
The donor could keep it if the method of payment is not a payroll deduction.

There are four main sections to gift forms:

1. Name, address and other related information

Include payroll identification number, as well as home addresses (Canada Revenue Agency requirement). The canvasser will also add his/her canvasser number.

2. Amount of donation and method of payment

Donors must indicate the total amount of donation and the method of payment of choice.

a. Payroll Deductions:

Indicate the amount you wish to donate per pay period. Ensure that the donation amount can be divided into the number of pay periods (i.e.: \$1,014 / 26 pays = \$39 per pay).

b. Cheque:

Make cheques payable to "United Way (Government of Canada Workplace Charitable Campaign)" and attach to the gift form.

c. Post-Dated Cheque(s):

Make post-dated cheque(s) payable to "United Way (Government of Canada Workplace Charitable Campaign)". Attach the post-dated cheque(s) to the gift form.

d. Cash:

Insert the cash into an envelop and attach to the gift form.

e. Credit Card:

Indicate the type of credit card, name of person appearing on credit card, credit card number, expiration date and telephone number.

Donors must choose between a one-time payment or twelve monthly payments. One-time payments will be processed upon receipt and twelve monthly payments will be taken on the 15th day of each month, starting in January of the following year.

3. Donor Signature

Donor signature and date are mandatory for all completed gift forms.

4. Donor Designation

Donors should indicate where he or she wishes to direct the donation; to any national United Way/Centraide, Healthpartners, any Canadian registered charity, or all of the above.

BOX A – United Way/Centraide

Donors may choose to designate a donation to one or more specific United Way/Centraide (refer to the codes on the back of the gift form).

Donors can then choose one of the following options:

- Distribute where it is needed most to provide the broadest range of support and help the greatest number of people;
- Distribute to one or more impact areas
- If you choose to give to more than one United Way/Centraide, you must complete one gift form per United Way/Centraide.

BOX B - Healthpartners

- Designate a donation to the Healthpartners members, from which donations will be distributed; OR
- Designate a donation to one or more specific Healthpartners member organizations (please refer to the GCWCC brochure).

BOX C - Other Canadian Registered Charities

- Designate a donation directly to any other Canadian registered charities of choice. Please indicate the exact name, full address and charity number of the charity. This is important as many charities have very similar names and multiple locations.
- The charity must be registered with Canada Revenue Agency and you must indicate the business number of the charity. This number may be obtained by calling 1-888-892-5667 or by referring to www.cra-arc.gc.ca.
- A minimum donation per charity may be required for the GCWCC to honor the donor's gift. Please refer to your local United Way/Centraide for more information.

Be sure to verify that the amounts reported at the top of the gift forms are an accurate reflection of the designated amounts in Boxes A, B and C. All unused gift forms must be returned to your team captain or campaign leader/ECC.

A person is only considered canvassed when he/she has contributed or has expressed a desire not to contribute.

Campaign Tools

Speakers' Bureau

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

Speakers are available throughout the year. We recommend that you give 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 are great opportunities to visit the agencies and organizations that receive funding from United Way/Centraide and Healthpartners, and actually see for yourself how your donations are helping people in your community.

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.

Health Checks

The Healthpartners Health Checks 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. Health Checks are offered to Government of Canada employees at their workplace and take only 20 minutes. People are invited to participate in a series of Health Checks stations, where they find out everything from their blood pressure to nutrition education. Health-related information is also available to help them learn more about healthy living.

GCWCC.org

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

Recipient Organization Profiles

Healthpartners/Partenairesanté

www.Healthpartners.ca



Health: It Touches All of Us

Mothers. Fathers. Sons. Daughters. Nieces and nephews. Everyone is touched personally and directly by either their own health issues or those of 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 offers federal public service employees and retirees the chance to invest in breakthrough research, locally delivered programs and critical, community-based services through the unique partnership of 16 of Canada's most trusted health charities.

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.

Thanks for your support!

Our Members

ALS Society of Canada, Alzheimer Society of Canada, The Arthritis Society, Canadian Cancer Society, Canadian Cystic Fibrosis Foundation, Canadian Diabetes Association, Crohn's and Colitis Foundation of Canada, Canadian Hemophilia Society, Canadian Liver Foundation, Heart and Stroke Foundation of Canada, Huntington Society of Canada, The Kidney Foundation of Canada, the Lung Association, Multiple Sclerosis Society of Canada, Muscular Dystrophy Canada, Parkinson Society of Canada

HEALTHPARTNERS MEMBER ORGANIZATIONS: PROFILES

Today's aging population means that more Canadians than ever suffer from age-related diseases; however, many diseases know no age limits.

Alzheimer Society of Canada: The Alzheimer Society identifies, develops and facilitates national priorities that enable its Members to effectively alleviate the personal and social consequences of Alzheimer Disease and related disorders. The organization promotes research and leads the search for a cure. Information: 1-800-616-8816 or www.alzheimer.ca

ALS Society of Canada is dedicated to finding a cure or effective treatment for ALS (Amyotrophic Lateral Sclerosis), also known as Lou Gehrig's disease. The Society funds research into the cause and cure, promotes education and awareness, and provides support to patients, their families and care givers. Information: 1-800-267-4257 or www.als.ca

The **Arthritis Society in Canada's** provides and promotes arthritis education, community support and research-based solutions, to more than four million Canadians living with arthritis. Since its inception in 1948, The Society has contributed approximately \$140 million towards arthritis research to develop better treatments and to ultimately, find a cure for this debilitating disease. 1-800-321-1433 or www.arthritis.ca

Canadian Cancer Society is a national, community-based organization of volunteers whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer. The Canadian Cancer Society achieves its mission through funding research, education, patient services and advocacy for health public policy. Two in five Canadians will develop some form of cancer in his or her lifetime. Information: 1-888-939-3333 or www.cancer.ca

Canadian Cystic Fibrosis Foundation (CCFF) is dedicated to finding a cure or control for CF, an inherited, fatal disorder affecting the respiratory, digestive and reproductive systems. The CCFF's programs have contributed to dramatic improvements in the median age of survival for Canadians with CF (from four years of age in 1960, to over 35 years today). Information: 1-800-378-2233 or www.cysticfibrosis.ca

Canadian Diabetes Association promotes the health of Canadians through diabetes research, education, service and advocacy. An internationally recognized authority on diabetes, the Association provides Canadians with the support that they need, invests in research, and to strives to prevent diabetes from overburdening our healthcare system. Our successes include new programs, strengthened partnerships, heightened awareness, and more resources for healthcare professionals. Information: 1-800-BANTING (226-8464) or www.diabetes.ca

Crohn's and Colitis Foundation of Canada is dedicated to finding the cure for Crohn's disease and ulcerative colitis, which are chronic digestive disorders of the small and large intestines (also called inflammatory bowel disease or IBD). An estimated 170,000 Canadians of all ages suffer from IBD. Information: www.cfc.ca or 1-800-387-1479

Canadian Hemophilia Society (CHS) exists to improve the quality of life for all persons with inherited bleeding disorders. The CHS is dedicated to raising public awareness about the prevalence of bleeding disorders, providing information and support, and ensuring that proper diagnosis and treatment are available, funding research to improve the quality of life for persons with bleeding disorders and eventually finding a cure. Information: 1-800-668-2686 or www.hemophilia.ca

The **Canadian Liver Foundation** was the world's first organization devoted to providing support for research and education into the causes, diagnoses, prevention and treatment of liver disease. It is estimated that one in 10 Canadians has one of the over 100 documented types of liver disease. Information: 1-800-563-5483 or www.liver.ca

Heart and Stroke Foundation of Canada is a leading funder of heart and stroke research in Canada. Our mission is to improve the health of Canadians by preventing and reducing disability and death from heart disease and stroke through research, health promotion and advocacy. Information: 1-888-HSF-INFO or www.heartandstroke.ca

Huntington Society of Canada seeks to find treatment and eventual cure for people with Huntington's disease through

research, service and education. Huntington's is an inherited and fatal brain disorder causing symptoms ranging from uncontrollable movements to mental deterioration. It affects the life of one in every 1000 Canadians. Information: 1-800-998-7398 or www.hsc-ca.org

The Kidney Foundation of Canada is the national volunteer organization committed to reducing the burden of kidney disease through: funding and stimulating innovative research; providing education and support; promoting access to high quality healthcare; and increasing public awareness and commitment to advancing kidney health and organ donation. Information: 1-800-361-7494 or www.kidney.ca

For over 100 years, **The Lung Association** has been dedicated to promoting and improving lung health for all Canadians. Donations from the public support lung health research, education, prevention and advocacy. Our focus includes asthma, COPD, air quality, smoking cessation, sleep apnea, tuberculosis, flu and more. Information: 1-888-566-LUNG or www.lung.ca

Multiple Sclerosis Society of Canada provides services to the estimated 50,000 Canadians who have MS and their families, and funds medical research into the cause, prevention, treatment and cure for MS. The Society also carries out government relations and public education programs. Information 1-800-268-7582 or www.mssociety.ca

Muscular Dystrophy Canada (MDC) offers assistance to Canadians affected by any of the more than 100 known neuromuscular disorders including Duchenne and Myotonic dystrophy. Through research, services, equipment, information, MDC is dedicated to improving the quality of life of people with neuromuscular disorders and finding a cure. Information: 1-866-muscle-8 or www.muscle.ca.

Parkinson Society Canada is the national voice of the nearly 100 000 Canadians living with Parkinson's. Its purpose is to ease the burden and find a cure through research, education, advocacy and support services. Parkinson's is a chronic, slowly progressive disease, the symptoms of which appear when there is not enough dopamine in the brain. Dopamine is a naturally occurring chemical that allows nerve cells to transmit messages between each other and then to muscles to facilitate normal movement. Information: 1-800-565-3000 or www.parkinson.ca

United Way / Centraide Canada

www.unitedway.ca



**United Way
Centraide**

United Way / Centraide is about building strong, healthy and safe communities for everyone. With your support and the help of thousands of volunteers, we bring people together to help find solutions that address short and long term needs in your own community.

When you give to United Way / Centraide, you can be certain that your donation will be invested where it is needed most and will have the greatest impact in your community.

For more information on the programs, projects, initiatives and partnerships that we support in your area, please contact your local United Way / Centraide.