



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

Canvasser Guide



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.

The Role You Play

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 role of the GCWCC with United Way/Centraide, Healthpartners, and Canadian registered charities, describe community needs and the powerful impact of one's gift, and finally, ask colleagues for their support.

You will be challenged to convey your own commitment. You will need to plan your canvass, schedule and reschedule meetings, inform, persuade, explain, excite, 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 equal payments;
- One gift can benefit several programs and organizations; and
- Donors may specifically direct their gift to United Way/Centraide, Healthpartners and/or any other registered Canadian charity allowing for maximum flexibility and the benefit of consolidating giving.

Most of the time, you will be welcomed and thanked. At the end of your canvass, you will have positively impacted countless lives.

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 Date:	NO
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 Date:	NO
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 Date:	NO
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 Date:	NO
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 Date:	NO
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 of your canvass with your captain or leader.	YES	NO

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.

The Power of Payroll Deduction

There seems to be no end to the advantages of the payroll deduction program, for the campaign and for the donor. It's simple, painless and exceptionally effective. It's also becoming increasingly popular.

How does it work?

Simply ensure the donor enters the contribution amount on the gift form, checks the payroll deduction box, completes the "Payroll Identification" area, and provides mailing address and signature. The rest is automatic with payments from January to December in the following year.

Payroll deductions are treated the same way in the payroll office as other employee deductions, such as unemployment insurance and pension contributions.

How and when should I promote the Payroll Deduction Plan?

The best time to promote the advantages of payroll deduction is at your first meeting, when outlining the payment options listed on the gift form. Make payroll deduction the obvious choice from the start, and you will make your job a lot easier.

Stress the advantages to the donor:

- Payroll deductions are easy on the budget, with small convenient installments throughout the year;
- Contributions are indicated on the T4 slip — no more lost or misplaced receipts;
- Consolidated giving. One form, once a year.

Keep in mind that people tend to be more generous when they realize their total contribution is spread over the whole year. Hence, payroll deduction is better for everyone.

For **donors**, it is easier on the budget. Payments are in convenient installments and the T4 means no more lost receipts at tax time.

For **canvassers**, payroll deduction means easy record keeping, less follow up and no handling of cash or personal cheques.

For the **employer**, payroll deduction demonstrates a strong commitment to the campaign.

For **Healthpartners and United Way/Centraide**, larger donations mean that more dollars find their way to desperately needed programs and services.

Leadership Giving

Leaders are donors who donate at the leadership level each year. Their generosity is also a source of leadership advocacy and inspiration to others. Leaders can influence and guide peers to also have a substantial impact in one's community. As leaders come from all backgrounds, income levels and areas, they are often part of the canvassing strategy. For more information on current leader strategies, please see your campaign leader/ECC.

An important role you also play is encouraging and enticing donors to contribute to their campaign at the Leadership level. You can do this by pointing out some benefits, such as:

- ✓ **Tax benefits:** With the tax benefits of payroll deduction, donors may find that Leadership Giving isn't out of reach. In fact, the total cost of a Leadership gift is significantly reduced when tax benefits are factored in, depending on where in Canada you live. A gift of \$1,000 could cost as little as \$635, or about \$24 per pay.
- ✓ **Substantial Impact:** \$1000 a year provides three children ages 8-12 who have a parent with an addiction issue with counseling and support.

Canvasser Report

Your canvasser report is a key document for the internal control of contributions and is the reference source for all future consultations. The report provides information regarding the number of donors versus the number of individuals canvassed, valuable data on campaign progress to date as well as data for subsequent analysis of campaign results.

Every day, you will complete a report and give your team captain or campaign leader along with collected gift forms, cash and/or cheques. After it has been approved and signed, make a copy of the Canvasser Report for your records.

Tax Receipts

The allocation of tax receipts depend on the type of contribution. For instance, with payroll deductions, total yearly donations will be automatically indicated on the donor's T4 slip; therefore no separate receipts are issued from GCWCC.

For cash, cheques, post-dated cheques and one-time credit card payment, receipts are automatically issued for donations of \$20 or more (please consult with your local United Way concerning their policy). Please provide home addresses to ensure donors receive their income tax receipts.

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.

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 191 agencies and organizations of Healthpartners 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 *(insert GCWCC total last year)*. The average GCWCC donation by payroll deduction was \$XX, and XX% of the XX total donors gave through payroll deduction. 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 **helping to change someone's life for the better!**

Your canvasser,

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

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.