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# Special Events Coordinator 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.*

## Welcome & Introduction

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. Be assured that you have our solid backing every step of the way!

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.

# Your Role as Special Events Coordinator

As special events coordinator you are responsible for planning events, in conjunction with your campaign leader/ECC, that raise awareness about charitable issues and raise money to help support important community initiatives. A special event can last all day, a week, or just a couple of hours-- the point is that you are the project manager for the event and will need to plan everything from start to finish AND have fun doing it. The most important step in getting started to plan an event for your campaign is to inform yourself. Speak with your campaign leader/ECC and find out which events have worked best at your department. Make sure to find out if you will need special licensing for an event, if you will have technical requirements to deal with, and of course the costs associated with running a particular event. This guide is a great starting place to help you become knowledgeable about running activities aimed at raising awareness and money for the GCWCC.

## What You Need to Know

Special events can raise funds, create awareness, motivate, promote team spirit and encourage friendly competition. They're meant to be fun!

It is important that fundraising events be held **after employees are canvassed**; participants should not perceive that their financial contribution to special events replaces or lessens their personal pledges. (Special events are designed to create awareness and can be held at any time in the campaign). Remember that special events should complement your solicitation campaign, not replace it. Make sure this is clear with your campaign leader/ECC!

When planning a special event, choose one that has already proven effective (see our list of special events towards the end of this document). One of the most important goals of a successful special event is to involve as many employees as possible.

The saying "**Plan the work and work the plan**" really applies to special events. Sound logistics planning is absolutely essential to the success of an event. It may be wise to have a contingency plan and be prepared for every possible situation (e.g.- if it rains on your outdoor event!).

**Mind your Ps and Qs:** Planning and publicity, quality over quantity.

## Planning a Special Event

**What do you want to accomplish?** Raise awareness? Boost employee morale?  
Raise money? All of the above?

**Have you tried this event before?** Was it successful? How much money did it raise? How many employees participated?

**How much time is needed?** What are your resources? What is your budget? Who will organize it?

**Do you need special approval, a license or a permit?** How much time is required to obtain approval, a license or a permit?

**Did you inform your GCWCC manager of your calendar of events?** It is tremendously important that you notify your GCWCC manager of every special event you plan, especially if there are any changes to time, date, location, etc.

## **Cost**

Special events can incur substantial costs. If you approach outside organizations to donate supplies, services, or prizes, make it clear that this is in addition to their normal contribution to the GCWCC. Use the sample letter at the end of this document if desired.

If a request for incentives is not feasible, take a hard look at the amount of money you can realistically expect to raise. Few things are as disheartening as a well-intentioned special event that fails to meet its financial objective.

## **Resources**

Both United Way/Centraide and Healthpartners offer guest speakers in English and French, year-round, to give testimonials on the many positive benefits of United Way/Centraide and Healthpartners programs. Contact your GCWCC manager for additional information on our speaker's bureau.

## **Licensing**

For any special event that involves gaming, such as raffles, auctions, casino nights, or bingos among others, you will need to obtain a license from the province. The application form must be filled out in the name of your department/agency and have a letter attached with the authorization signatures from United Way/Centraide. The city will also need to be made aware of the gaming event and the application will require written approval from the municipality. The application is then sent to your provincial licensing bureau with the required application fee. (For more information in your region, consult your GCWCC Manager).

**It can take *up to six weeks* to receive your license. Therefore, if you anticipate needing a license, please contact your provincial licensing bureau as soon as possible.**

## **Important Notice**

The information provided on licensing and income tax receipting is the most accurate information available at print time. However, new provincial and CRA guidelines may be issued after print time, which may affect issuing of licenses or receipts. All rules and regulations are subject to change without prior notice and United Way/Centraide, the GCWCC manager, is obliged to comply in order to retain its charitable status.

# Licensing of Charitable Gaming

Charitable gaming refers to games of chance permitted by a license under the Criminal Code (Canada). They typically include bingos, raffles, 50/50 draws, and other social gaming events, such as a charity casino or raffle. A license must be obtained if all of the following conditions are met:

- A prize can be won (money, goods, services, etc. — donated prizes are included); and
- An entrance fee must be paid to be entitled to a chance to win (e.g., a ticket); and
- There is an element of chance.

## Notes:

1. Applications must be filed with the provincial office, **at least 30 days before the start of the event.**
2. The GCWCC office has been instructed by the provinces to **refuse monies** from charitable gaming, if a license was not obtained for that event.
3. **The department/agency is responsible for the license (application and report).**

## Three Steps to Obtaining a License

### 1. Applying for a license

For such activities, a license must be obtained. A governmental organization may apply for license by:

- determining what type of activity will be conducted;
- obtaining the appropriate application forms from the province in which the activity will be conducted; and completing the form according to the instructions;
- obtaining a letter of acknowledgement from your United Way/Centraide (please discuss with your GCWCC manager).

Once the application is approved, the gaming authority will issue a license directly to the applicant. **United Way/Centraide is not authorized to distribute licenses.**

### 2. Recording the event proceeds

Once you have conducted your activity in compliance with all rules and regulations, **it is required that all proceeds of the event be recorded on the GCWCC Special Event Form and that the money be deposited separately from other donations or other event proceeds, as required by the gaming authority.** Consult your treasurer for the procedures applicable in your department or agency.

### **3. Reporting the results**

The gaming authority issues licenses for which an activity report is required no later than 30 days after the completion of the event. Failure to submit a report in the prescribed time line may have an impact your department's or agency's eligibility for subsequent license applications as well as United Way/Centraide's ability to secure licensing for other organizations. In addition to the report, you will need to provide the gaming authority with a copy of the deposit slip, which is unique to every license. Consult your treasurer to obtain a copy of the deposit slip. Similar to the application process, send a copy of the report and of the deposit slip to your GCWCC manager. You should also keep a copy for you records.

\*For more information of licensing, contact your local United Way.

## **Receipting Monetary Gifts and Gifts In-Kind**

CRA guidelines state clearly that a gift is a voluntary transfer of property for which the donor receives no benefits in return. In other words, an income-tax receipt cannot be issued if the donor receives anything in return for a monetary gift or a gift in-kind. The term "gift in-kind" usually refers to property other than cash and gifts of service. Issue of an official receipt may not acknowledge contribution of services, as a gift must involve property. Services, such as time, skills or efforts, are not considered property and do not qualify for tax receipting.

**\*\* Do not promise tax receipts without gaining prior approval for the receipt from your GCWCC manager**. For additional information, consult the Canada Revenue Agency website link on charitable giving; [www.cra-arc.gc.ca](http://www.cra-arc.gc.ca)

Generally, a gift is made if ALL THREE OF THE CONDITIONS listed below are satisfied.

1. A donor transfers some property — usually cash — to a registered charity;
2. The transfer is voluntary (any legal obligation to make a donation would cause the donation to lose its status as a gift); and
3. The transfer is made without an expectation of return. With limited exception, no benefit of any kind may be provided to the donor.

Departments and agencies are often in situations where the eligibility for a tax receipt may be questionable. Here is a sample of some of CRA guidelines on specific fundraising events and activities.

## Tickets for Lotteries, Draws, Raffles and Other Gaming Events

If an individual purchases a ticket for games of chance, such as a lottery, draw or raffle to win a prize, a receipt cannot be issued because in return for the ticket price, the individual receives an opportunity to win a prize. Simply, a payment for a lottery ticket or other chance to win a prize is not a gift.

## Auctions

All monetary gifts and some gifts in kind donated for a charity auction may be receipted if their value can be determined. Note that the value of an item is not determined by the price at which it was sold. Many exceptions apply. Please discuss receipts with your GCWCC manager prior to promising a receipt. Only gifts which meet CRA guidelines will be considered for receipting. Requests for gift-in-kind receipts together with supporting documentation must be forwarded to your GCWCC manager **no later than the first week of December** and must not be included in regular campaign envelopes.

In all cases where you have an offer of a gift-in-kind donation for which a tax receipt is requested, contact your GCWCC manager **before a commitment is made**. The United Way/Centraide Chief Financial Officer must approve all gifts-in-kind receipts. It is the United Way/Centraide's policy to comply with all CRA requirements for receipting and, where necessary, to consult with CRA representatives to determine eligibility for income-tax receipts.

## Golf Tournaments

CRA has strict guidelines concerning tax receipts and charity golf tournaments. Prior to undertaking such an activity, please review the CRA guidelines and be sure to consult your GCWCC manager.

\*\*For more information regarding this issue, please view the following link:

<http://www.cra-arc.gc.ca/tax/charities/donors/menu-e.html>

## Special Events that raise AWARENESS

### Barbecue: Sizzling Fundraising

Cost of running event: .....	<b>High</b>
Degree of difficulty:.....	<b>High</b>
This event raises: .....	<b>Awareness &amp; Money</b>
License required: .....	<b>No</b>

#### **Keys to success:**

- Advertise in advance what you will be serving at the barbecue.
- Have your tickets on sale a week ahead of time so you will have an idea of how much food is required.
- Purchase meat at a reduced cost based on volume.
- Visit a wholesale distributor to negotiate a donation of supplies (plastic plates, utensils, etc.).
- If you are feeding a large number of people, have at least four to five gas barbecues.
- Encourage Senior Management to participate.
- Provide the chefs with GCWCC aprons if available.
- Make sure you have vegetarian menu items (meatless hamburgers for example).

### Bake Sale: Cooking Up Some Fun

Cost of running event: .....	<b>Low</b>
Degree of difficulty: .....	<b>Low</b>
This event raises: .....	<b>Awareness &amp; Money</b>
License required: .....	<b>No</b>

#### **Keys to success:**

- Arrange for employees to donate baked goods.
- Advertise in advance with posters, memos and bulletins.
- Recruit volunteers to help set up, serve and clean up.

### Jeans Day: Casual for Today

Cost of running event: .....	<b>Low</b>
Degree of difficulty: .....	<b>Low</b>
This event raises: .....	<b>Awareness &amp; Money</b>
License required: .....	<b>No</b>

#### **Keys to success:**

- Get permission from Senior Management to have a casual day every Friday throughout your departmental/agency campaign.
- Create and sell stickers. Each sticker purchased entitles the holder to dress casually on the designated casual day.
- Only those wearing a sticker on the designated casual days are allowed to dress casually.

## **Elevator Toll: The Ups and Downs of Fun**

Cost of running event: .....	<b>Low</b>
Degree of difficulty: .....	<b>Low</b>
This event raises: .....	<b>Awareness &amp; Money</b>
License required: .....	<b>No</b>

### **Keys to success:**

- Get Senior Management approval to charge a toll for all those using the departmental/agency elevator on a particular day.
- Ask an employee to collect a toll from every patron using the elevator.
- Give each toll payer a label to wear to avoid being charged on subsequent elevator rides.

## **Interdepartmental Pentathlon: Friendly Competition**

Cost of running event: .....	<b>Low</b>
Degree of difficulty: .....	<b>Medium to High</b>
This event raises: .....	<b>Awareness</b>
License required: .....	<b>No</b>

### **Keys to success:**

- Schedule noon-hour events each day of the week (therefore, a pentathlon).
- Schedule fun events like: a paper airplane throwing contest, shooting crumpled paper into wastebaskets, an obstacle race (an added twist is to push Senior Management sitting in chairs around a course of pylons), a briefcase toss.
- Encourage departmental/agency sectors to enter employees in each event.
- Hold finals in the main lobby where employees can cheer on their co-workers.
- Encourage interdepartmental competition.

## **Mini-putt: A Stroke of Genius**

Cost of running event: .....	<b>Medium</b>
Degree of difficulty: .....	<b>Medium</b>
This event raises: .....	<b>Awareness &amp; Money</b>
License required: .....	<b>No</b>

### **Keys to success:**

- Advertise in advance for foursomes to enter (BYOP — Bring your own putter).
- Charge a flat fee per foursome. Solicit prizes from contacts/suppliers.
- Develop a scorecard for participants.
- Set up mini-putt golf course throughout hallways, offices, elevators, etc.
- Be creative. Construct water traps with buckets, sand traps made out of popcorn, etc.
- Lowest score wins.

## **Coffee Cart: Midnight Madness**

Cost of running event: ..... **Low**  
Degree of difficulty: ..... **Low**  
This event raises: ..... **Awareness**  
License required: ..... **No**

### **Keys to success:**

- Arrange for volunteers to push a coffee and doughnut/goodies cart through building during night shifts.
- Distribute coffee and doughnuts/goodies along with GCWCC campaign information to all shift employees.

## **Penny Contest: Make Cents**

Cost of running event: ..... **Low**  
Degree of difficulty: ..... **Medium**  
This event raises: ..... **Awareness & Money**  
License required: ..... **No**

### **Keys to success:**

- Advertise a penny collection competition between departmental/agency sectors.
- Identify a drop-off location for rolled pennies.
- Award prizes to those departmental/agency sectors collecting the most pennies.

## **Carnival of Fun: Flea Markets, Book Sales, Palm Readings**

Cost of running event: ..... **Low**  
Degree of difficulty: ..... **Medium**  
This event raises: ..... **Awareness & Money**  
License required: ..... **No**

### **Keys to success:**

- Arrange for people to donate used articles (i.e., books, toys, etc.)
- Have volunteers available to sort, price and display wares. Include a fortune teller/palm reader booth where Senior Management will read your fortune.

## **Fun with Feathers: Who's the Turkey?**

Cost of running event: .....	<b>Low</b>
Degree of difficulty: .....	<b>Low</b>
This event raises: .....	<b>Awareness &amp; Money</b>
License required: .....	<b>No</b>

### **Keys to success:**

- Pay a dollar to pin a feather on your favourite Senior Manager/Manager/Supervisor.
- At the end of the day, announce who appears to be the Biggest Turkey of the Day!
- Can tie into Thanksgiving theme.

## **Chili Lunch: Hot Fun**

Cost of running event: .....	<b>Medium</b>
Degree of difficulty: .....	<b>Medium</b>
This event raises: .....	<b>Awareness &amp; Money</b>
License required: .....	<b>No</b>

### **Keys to success:**

- Ask staff members or a wholesale distributor for a donation of supplies or a discount.
- Advertise in advance with posters, memos and bulletins.
- Sell tickets in advance to help make the luncheon run smoothly.
- Prepare chili, rolls and salad in advance.
- Set up early in the morning, simmering chili in slow cookers.
- Approach Senior Management to do the serving.
- Have a chili cook-off and invite employees to bring in a batch of their best! Co-workers can judge the chili on taste, texture and fire value.

## **Potluck and Cookbook: Gourmet Fun**

Cost of running event: .....	<b>Low</b>
Degree of difficulty: .....	<b>Low</b>
This event raises: .....	<b>Awareness &amp; Money</b>
License required: .....	<b>No</b>

### **Keys to success:**

- Ask each staff member to contribute a dish for the potluck luncheon.
- Encourage them to bring in the recipes for their dishes.
- Organize the recipes later to create a staff cookbook.
- Sell the cookbooks later to raise money for your campaign.

## **Hunger Awareness Event: Educational**

Cost of running event: .....	<b>Medium</b>
Degree of difficulty: .....	<b>Medium</b>
This event raises: .....	<b>Awareness &amp; Money</b>
License required .....	<b>No</b>

### **Keys to success:**

- Hold the event during lunch time when people will be hungry
- Ask each participant to pay five or ten dollars as the entry fee ticket price
- Participants each pay the same amount, but do not know if they will receive the “wealthy” lunch (i.e.- many & various food items), the “normal” lunch (i.e.- moderate amount of food items), or the “impoverished” lunch (i.e.- very little food at all)
- Participants get to experience the daily meals for three very different socioeconomic classes.
- The aim to raise awareness about hunger in the community

## **Homelessness Awareness Event**

Cost of running event: .....	<b>Low</b>
Degree of difficulty: .....	<b>Medium</b>
This event raises: .....	<b>Awareness &amp; Money</b>
License required .....	<b>No</b>

### **Keys to success:**

- Prior to the event, have volunteers collect change to support their stay as a homeless person for a day
- Have volunteers collect cardboard boxes and create makeshift homes to put in the lobby of the building
- Volunteers take shifts sitting in boxes as employees walk by and take notice.
- The result is to show that homelessness does exist in our community, whether you see it or not

# Special Events that raise MONEY

## Loonie Toonie race

Cost of running event: .....	<b>Low</b>
Degree of difficulty: .....	<b>Low</b>
This event raises: .....	<b>Money &amp; Awareness</b>
License required: .....	<b>No</b>

**Keys to success:**

- Stick a strip of double-sided tape on the floor or on a table along a designated route.
- Collect coins a few weeks before the event.
- Ensure volunteers are available to encourage participation.
- Encourage passers-by to give loonies or toonies.

## 50/50 Draw

Cost of running event: .....	<b>Low</b>
Degree of difficulty: .....	<b>Low</b>
This event raises: .....	<b>Money &amp; Awareness</b>
License required: .....	<b>Yes</b>

**Keys to success:**

- Verify with your GCWCC manager regarding licensing obligations (illegal in Quebec.)
- Designate volunteers to promote and collect monies for the event.
- Ensure that all employees have an opportunity to participate.
- Tickets or coupons are utilized to identify the winners.

## Auction: Bidding Wars

Cost of running event: .....	<b>Low</b>
Degree of difficulty: .....	<b>Low</b>
This event raises: .....	<b>Money &amp; Awareness</b>
License required: .....	<b>No</b>

**Keys to success:**

- Reserve a room for the auction.
- Ask each employee to donate one item of interest to be auctioned off.
- Ask Senior Management in your department/agency to be guest/celebrity auctioneers.
- Advertise the auction in advance, and perhaps even combine it with a potluck lunch.

## **Bingo: Under the B**

Cost of running event: .....	<b>Medium</b>
Degree of difficulty: .....	<b>Medium</b>
This event raises: .....	<b>Money &amp; Awareness</b>
License required: .....	<b>Yes</b>

### **Keys to success:**

- Negotiate with contacts/suppliers for donation of prizes.
- Reserve and set up bingo location early.
- Have Senior Management call out numbers.

## **The "Idol" contest: Talent Show**

Cost of running event:.....	<b>Medium</b>
Degree of difficulty:.....	<b>High</b>
This event raises:.....	<b>Money &amp; Awareness</b>
License Required:.....	<b>No</b>

### **Keys to Success:**

#### **Why?**

- Creates awareness of the GCWCC Campaign
- Popular, high energy and entertaining event
- Generates a positive work atmosphere
- Increases dollars raised for GCWCC

#### **How?**

- Schedule event later in the campaign, after canvassing is complete
- Find a location conducive to music stage set-up; high traffic open space area, which provides good visibility for audience; can be night club type venue
- Advertise for musical talent, performing individuals or groups
- Screen test all acts to ensure quality and content
- Recruit judges and emcee for main event
- Get donated prizes for winning acts
- Signal the day with GCWCC balloons at all entrances
- Set agenda to finalize timing
- Include opening remarks by Senior Management on the importance of GCWCC support, impact to community and campaign update
- Publicize main event with names of participating acts
- Decorate the location with posters, balloons, other
- Plan for food and/or refreshments
- Decide on voting system (judges' decision, audience, ballots, other)

Set-up information table on GCWCC

### **Benefits**

Allows everyone to have fun in support of GCWCC

Allows everyone to learn a little more about impact to community

Generates departmental pride and good morale by demonstrating musical talent

Good team building for managers and employees

### **More Special Event Ideas**

Door decorating contest

Red tape cutting contest

Paperclip sculptures contest

Paper airplane toss

Walk-a-thon at lunch time

Shoe shine by Senior Management

Jelly bean jar counting contest

Jail and bail Senior Management

“Popluck” in the lobby (for \$1 or \$2, employees pop a balloon that may contain a prize)

Silent auction

Around-the-world potluck lunch

Colouring contest for employees’ children (\$1 or \$2 an entry)

Mini-Olympics (three-legged race, briefcase toss)

## The one-day blitz: A successful campaign strategy

The most important thing to keep in mind with the one-day blitz is that you must coordinate the event with the strategies put in place by your campaign leader/ECC and core team. Blitzes come in a variety of formats, including the one-day, two or three-day, one week, and many others. Consult with your campaign leader/ECC AND with your GCWCC manager to find the blitz strategy that would work best for your department.

### Why hold a blitz?

- A motivating kick-off event
- Intense campaign for only one day
- Raises participation, increases dollars raised for charitable organizations
- Fun, good for corporate morale
- Fosters team work

### How?

- Publicize in advance and have countdown before the day to alert people of the event
- Hold training for canvassers and managers before the blitz
- At training, ask canvassers and managers to donate before anyone else and count totals at start
- Post names of canvassers one week before, add one floating canvasser
- Get donated prizes as incentives
- Hold event on first day of campaign in central location
- Signal the day with GCWCC balloons at all entrances
- Ensure visibility of Senior Management
- Set up tables for canvassers who decorate using theme and costumes
- Post floor plan and make special name tags for canvassers
- Refreshments (coffee, juices, donuts etc.) and entertainment
- Make “voting booths” where donors can complete their forms privately
- Include an info fair of agencies from United Way, Centraide and Healthpartners
- Sign up a runner to take info to treasurer and post running totals during day

### Incentives

- Popular incentive prizes: hotel stays, meals, games, luggage, spa – from corporate donors
- Draw prizes for returned completed or blank gift forms every half hour
- Announce first winner by e-mail during the first hour of the blitz
- Incentives for canvassers to volunteer (T-shirt), for first finished, highest participation rate, best decorated table, costume, for having first donor

### Advantages

- Allows staff to participate at lunch, coffee breaks without taking much time from work
- Staff can come and go
- Canvassers work as a team filling in for one another
- Managers participate
- Can be done in only half a day or one full day
- By the end of September, only twenty per cent of staff left to canvass
- Can still hold Special Events during the remainder of the campaign

## Educational/Awareness Tools

In addition to the ideas listed in the previous pages, resources are available from the GCWCC office to support educational events: Health Checks, Speakers' Bureau, and GCWCC videos. These events are designed to educate donors and raise awareness in your workplace.

### **Healthchecks**

The Healthpartners Healthchecks 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. People are invited to participate in a series of Healthchecks stations, where they find out everything from their blood pressure to nutrition education. Information is also available to help them learn more about healthy living. To arrange for a Healthchecks display at your office, please contact your local United Way/Centraide.

### **Speakers' Bureau**

The GCWCC Speakers' Bureau is made up of volunteers, staff and beneficiaries of Healthpartners and United Way/Centraide. Speakers tell their compelling stories of how a program or service, funded through the GCWCC, that has changed their lives or the lives of people they know. They speak from the heart and their messages will motivate and inspire your colleagues to continue to support the campaign. Consult your Campaign Leader/ECC to gain information on any potential speakers you may have from within your department.

# Special Event Checklist

## *General*

- select a suitable event
- comply with department/agency policy
- get consensus from Campaign Team
- appoint event coordinator
- advise GCWCC manager

## *Date*

- set date far enough ahead
- pick the most suitable date for the event
- avoid other significant events on same day/at same time
- check availability of Senior Management/special guests
- obtain a license (if applicable) between now and the planned date

## *Venue/Location*

On-site contact person:

**Y N**

Is a permit, license or special licensing required?

**Y N**

Is parking required and available?

**Y N**

Is there wheelchair access?

**Y N**

Are there any washrooms at the venue or nearby?

**Y N**

Can the venue accommodate the expected crowd?

**Y N**

Are there other factors: weather, religious observances...?

**Y N**

Is a map necessary for participants?

**Y N**

Have technical requirements been reviewed by the on-site contact?

**Y N**

Can venue be decorated with posters, banners...?

**Y N**

Are there any security factors to consider?

**Y N**

Does the venue provide clean-up service? At what price?

**Y N**

## *Time and Scenario of the Event*

Beginning of event:

End of event:

On-site event coordinator:

**Y N**

Has coordinator assigned tasks to committee members?

**Y N**

Is a detailed minute-by-minute script needed?

**Y N**

Are all speakers lined up and confirmed?

**Y N**

Are biographical notes required for each guest speaker?

**Y N**

Have spellings, pronunciations and titles of guests been confirmed?

**Y N**

Are documents distributed? In English, French or bilingual?

**Y N**

Is media invited? Is a media feed box required? Special seating?

**Y N**

Are printed tickets required?

**Y N**

## ***Wrap-up***

Is a clean-up team in place?

Y N

Can posters, signs, etc. be reused?

Y N

## ***Results to report to core team (complete this portion when event is wrapped up)***

Dollars raised (if applicable): \_\_\_\_\_

Cost (if applicable): \_\_\_\_\_

Net result: \_\_\_\_\_

Actual volunteer resources: \_\_\_\_\_

Actual volunteer time required: \_\_\_\_\_

Actual number of participants: \_\_\_\_\_

General feedback/  
advice for next year: \_\_\_\_\_

Completed by (name): \_\_\_\_\_

Date: \_\_\_\_\_

## Additional Resources

### *Sample Letter: Request for Incentives*

Dear \_\_\_\_\_:

*The Government of Canada Workplace Charitable Campaign (GCWCC) conducts an annual fundraising campaign among federal employees of more than 83 United Ways, and federal Public Service retirees, on behalf of United Way/Centraide, and Healthpartners. In 2008, federal employees and retirees across Canada raised a record breaking \$36 million. The GCWCC is a model of generosity and compassion for those in the community in need of care and support.*

*In conjunction with this year's campaign, [Department/Agency Name], is planning [Name Event] to be held on [Date]. Such events go a long way toward ensuring our goals, and thus those of the GCWCC are met. Last year, our [department/agency] raised more than [dollars] on special events.*

*For this year's [Name Event], I am soliciting prizes which will be awarded during the event. The sponsor, of course, will receive full acknowledgement and visibility in our campaign.*

*Your support for this very worthwhile cause would be greatly appreciated. Further information may be obtained by contacting the undersigned at [Telephone/Fax numbers].*

*Sincerely,*

*Special Events Coordinator*