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Campaign Leader



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

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Federal employees and retirees — creating hope ... changing lives.
Les employés et les retraités fédéraux ... sources d'espoir et de vies nouvelles.



This campaign is co-managed by United Way/Centraide Ottawa and Centraide Outaouais.
Cette campagne est gérée conjointement par Centraide/United Way Ottawa et Centraide Outaouais.

Table of Contents

INTRODUCTION	2
SECTION 1: ABOUT GCWCC	3
SECTION 2: THE ROLE OF THE CAMPAIGN LEADER – PROVIDING LEADERSHIP.....	5
SECTION 3: KEY STEPS TO A SUCCESSFUL CAMPAIGN	8
STEP 1 • SELECT YOUR CAMPAIGN CORE TEAM	9
STEP 2 • ANALYZE AND PLAN YOUR CAMPAIGN.....	18
STEP 3 • INVOLVE SENIOR MANAGEMENT	20
STEP 4 • MONITOR AND REPORT	21
STEP 5 • NOMINATE, CONGRATULATE, EVALUATE	22
SECTION 4: CAMPAIGN LEADER GCWCC CRITICAL PATH.....	23
SECTION 5: HELPFUL INFORMATION	27

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

INTRODUCTION

Welcome to the GCWCC! Thank you for your time, commitment, and leadership on this exciting adventure.

As a **Campaign Leader** (CL), this guide will help you develop and implement an effective plan for your GCWCC workplace campaign. It includes everything you'll need to lead your Core Team on a fun and exciting campaign path, and make your campaign a success for everyone involved. It offers you step-by-step advice and practical ideas to motivate, inspire, build team spirit and organize your campaign efforts effectively. It will also assist you to implement campaign strategies that work best in your workplace.

SECTION 1: ABOUT GCWCC

The Government of Canada Workplace Charitable Campaign (GCWCC) is a charitable giving campaign developed exclusively for federal employees and retirees in Canada. Managed by United Way/Centraide, the GCWCC helps federal employees and retirees build stronger, healthier communities through charitable giving. The campaign supports United Way/Centraide, Healthpartners/Partenairesanté, in addition to all other Canadian Registered Charities.

A PROUD TRADITION

Federal government employees and retirees have a long history of giving back to their communities and are well known for their generosity and caring. From 1990 to 1996, United Way/Centraide and Healthpartners/Partenairesanté participated in nearly 80 federal campaigns across Canada. In 1997, the Treasury Board established a single campaign to enable donors to support any Canadian registered charity under a new name – the Government of Canada Workplace Charitable Campaign (GCWCC).

Thousands of volunteers, United Ways/Centraides across the country and the GCWCC national office organize and promote the GCWCC nationally. Since its inception, the GCWCC has become one of the largest and most successful workplace fundraising campaigns in Canada. In 2009 alone, federal employees and retirees helped to improve the quality of life of Canadians by raising more than \$38.8 million.

WHY FEDERAL EMPLOYEES AND RETIREES VALUE THE CAMPAIGN

1. Giving is easy: The GCWCC offers donors the convenience and efficiency of consolidating their annual charitable giving through one transaction on a single form. Donors can choose to give through payroll deduction, spreading their gift out over the year. At the end of the year the amount appears directly on a donor's T4, alleviating the need to keep track of charitable receipts.
2. Donor choice: Donors have the choice of supporting a wide range of social, health and community-related agencies and organizations, large and/or small, which offer essential services within the community.
3. Efficiency: Through a centralized, streamlined administrative process, the GCWCC is able to process donations more efficiently than most charitable organizations. This means that more of your gift goes to where you feel it is needed most.

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. 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, neighbors...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 annual workplace campaign, from coast to coast to coast, there are some common elements of success. These include:

- The tradition of generosity and community engagement among Federal Employees and Retirees across the country;
- Face-to-face peer canvassing (peers canvass their peers);
- A "100 percent ask" approach (asking each and every employee face-to-face), and asking for all pledge forms to be returned whether filled out or not;
- Blitz campaigns;
- The ease of giving through payroll deduction;
- Support from all levels of management and unions;
- Effective recruitment and motivation of workplace volunteers;
- Support and guidance of campaign teams from the GCWCC national office; and
- Effective communication with donors, volunteers and management.

GCWCC STATISTICS

Campaign Year	Total Raised Nationally
2009	\$38,869,967.42
2008	\$36,083,055.10
2007	\$33,565,852.75
2006	\$31,527,253.02
2005	\$29,098,159.66
2004	\$26,065,973.32
2003	\$25,422,950.14
2002	\$22,707,507.01
2001	\$19,379,192.40
2000	\$17,055,678.12
1999	\$14,993,121.45

SECTION 2: THE ROLE OF THE CAMPAIGN LEADER – PROVIDING LEADERSHIP

Each volunteer on a campaign team plays an important role in making the campaign a success, yet no team can work together effectively without a strong leader --- someone who can pull the team members together, inspire them with a common goal, and keep everyone on track. As Campaign Leader, you are the one to bring the team together and lead it toward achieving its goal. To do so you must be enthusiastic, resourceful, creative and motivated.

THREE SKILLS YOU WILL NEED

1. Organizational Skills

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

- Campaign preparation;
- Recruitment activities;
- Communication between the GCWCC and the Core Team;
- Setting up tracking and reporting systems; and
- Effective support systems for Core Team members.

2. Communication Skills

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

3. Time Management

The most successful campaigns are the ones that run like clockwork, where a timeline or critical path is developed in advance and each team member is aware of what needs to happen and when. Such a timeline is especially critical to keep Canvassers on schedule with their calls. It is easy to procrastinate, so timelines help keep everyone on track and hold volunteers accountable.

ROLES AND RESPONSIBILITIES OF THE CAMPAIGN LEADER

As Campaign Leader, you will acquire the resources needed and skilfully manage them toward a successful result. In addition to the responsibilities outlined below, the GCWCC invites Campaign Leaders to attend events and to take every opportunity to learn about the work of United Way/Centraide and Healthpartners/Partenairesanté and the agencies that they work with.

Analyze

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

Organize

- Recruit a Core Team (Communications Officer, Special Events Coordinator, Branch Coordinators and Team Captains, Training Officers, Treasurers and system data entry persons, Retirees representative and Next Generation representative), and report attendance with your GCWCC Manager that represents all areas of your department's/agency's work force.
- Schedule and chair all meetings and provide a copy of the schedule to your GCWCC Manager so that they will be in attendance.
- Obtain and promote management's endorsement of the campaign.

Orientation and Training

- Attend training session for Campaign Leaders provided by your local GCWCC Manager.
- Train Canvassers.

Plan Your Objectives

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

Monitor

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

Report

- Report weekly results to your local GCWCC Manager, who will then provide them to the GCWCC national office for analysis and tracking purposes.
- Communicate final campaign results to all employees.
- Submit a final report to the GCWCC Manager at the conclusion of your campaign.

Evaluate

- Ask for feedback from your committee and from Canvassers on the strengths and weaknesses of the campaign.
- Make recommendations for next year and submit a summary report to your local GCWCC Manager.

Recognize and Thank Volunteers

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

YOUR GCWCC STAFF SUPPORT

GCWCC Managers

In carrying out their responsibilities, Campaign Leaders receive the backing of the GCWCC Manager. The GCWCC Manager is an employee of your local United Way/Centraide whose key responsibility is to assist the Campaign Leaders in planning and executing their departmental campaigns. It is very important to meet with your GCWCC Manager on a regular basis so that they can provide professional fundraising expertise to you and your team. They will facilitate your strategic planning session (SPS), bring an outside perspective (mediator), be a consultant and conduct team training.

Loaned Representatives

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

SECTION 3: KEY STEPS TO A SUCCESSFUL CAMPAIGN

As Campaign Leader, you have been selected by your Deputy Minister/Agency Head to oversee the GCWCC within your department/agency. You will recruit a Core Team, organize a campaign, recruit Canvassers, arrange special events, and report to your Deputy Minister/Agency Head. Throughout your campaign, a GCWCC Manager will assist you.

1. Select Your Campaign Core Team

- Choose your team members based on your departmental and campaign needs
- Clarify roles and responsibilities for your team members
- Ensure that each team member receive proper training provided by the GCWCC
- Set up regular meetings with your Core Team members and your GCWCC Manager

2. Analyze and Plan Your Campaign

- Hold a Strategic Planning Session (SPS) with your Core Team members as well as your GCWCC Manager
 - Canvassing (1-10 ratio, 100% face-to-face ask)
 - Communications (Why give through GCWCC?, key messages, method)
 - Promote ease of giving (payroll deduction, consolidated giving)
- Determine and schedule key events (launch, canvassing period/blitz, special events, mid-year campaign review, closing event)
- Set your departmental goal

3. Involve Senior Management

- Involve your Deputy Minister/Agency Head early
- Senior management engagement and presence throughout the campaign

4. Monitor and Report

- Weekly reporting to Core Team and to your GCWCC Manager
- Report on dollars raised, number of Friends and Leaders to date, participation
- Mid-Campaign Review
- Regularly update results and data-entry in financial system

5. Nominate, Congratulate, Evaluate

- With your data entries up to date, submit your nominations for the GCWCC Achievement Awards by mid-November (depending on local GCWCC protocol)
- Thank your volunteers and everyone who contributed to the campaign
- With your Core Team, document any highlights and recommendations to pass along to the next CL

STEP 1 • SELECT YOUR CAMPAIGN CORE TEAM

As Campaign Leader, you are responsible for the campaign's Core Team members. It is your role to:

- Recruit Core Team members (see GCWCC organizational chart);
- Organize your diverse group of volunteers into an enthusiastic, motivated team with a common goal;
- Ensure that your team attends training sessions offered internally or by your GCWCC Manager. All team members must attend their respective training session organized and given by the GCWCC team. As Campaign Leader, it is your responsibility to share training dates with Core Team members and ensure each team member's participation in their respective training session. During the training sessions, Core Team members will learn more about their roles and responsibilities, learn about vital tools that will help them in their tasks, and get to know volunteers from other departments/agencies who will be in the same role;
- Monitor the activities of team members and ensure effective and timely reporting.
- Lead effectively: if you are committed to and believe in the value of this campaign, it will be easy to pass on your enthusiasm to the members of your team. If you notice areas where your team needs help, your role as a leader is to help identify the challenges and offer possible solutions. If the challenge is beyond your scope of experience, touch base with your GCWCC Manager. As a leader, you'll need to get to know your team members and help them feel comfortable working together. You will also need to listen to them and hear what they need from you. Be prepared to learn from their experiences. An important part of your role will be to make each volunteer feel important and valued, and create an environment where they can share their experiences, lessons learned and discuss concerns.

HELPFUL HINTS IN SELECTING YOUR CORE TEAM

Selecting dedicated, motivated, and diverse people to work with you on the campaign can be challenging, but because your Core Team will plan and implement your entire campaign, it is the single most important element for its success.

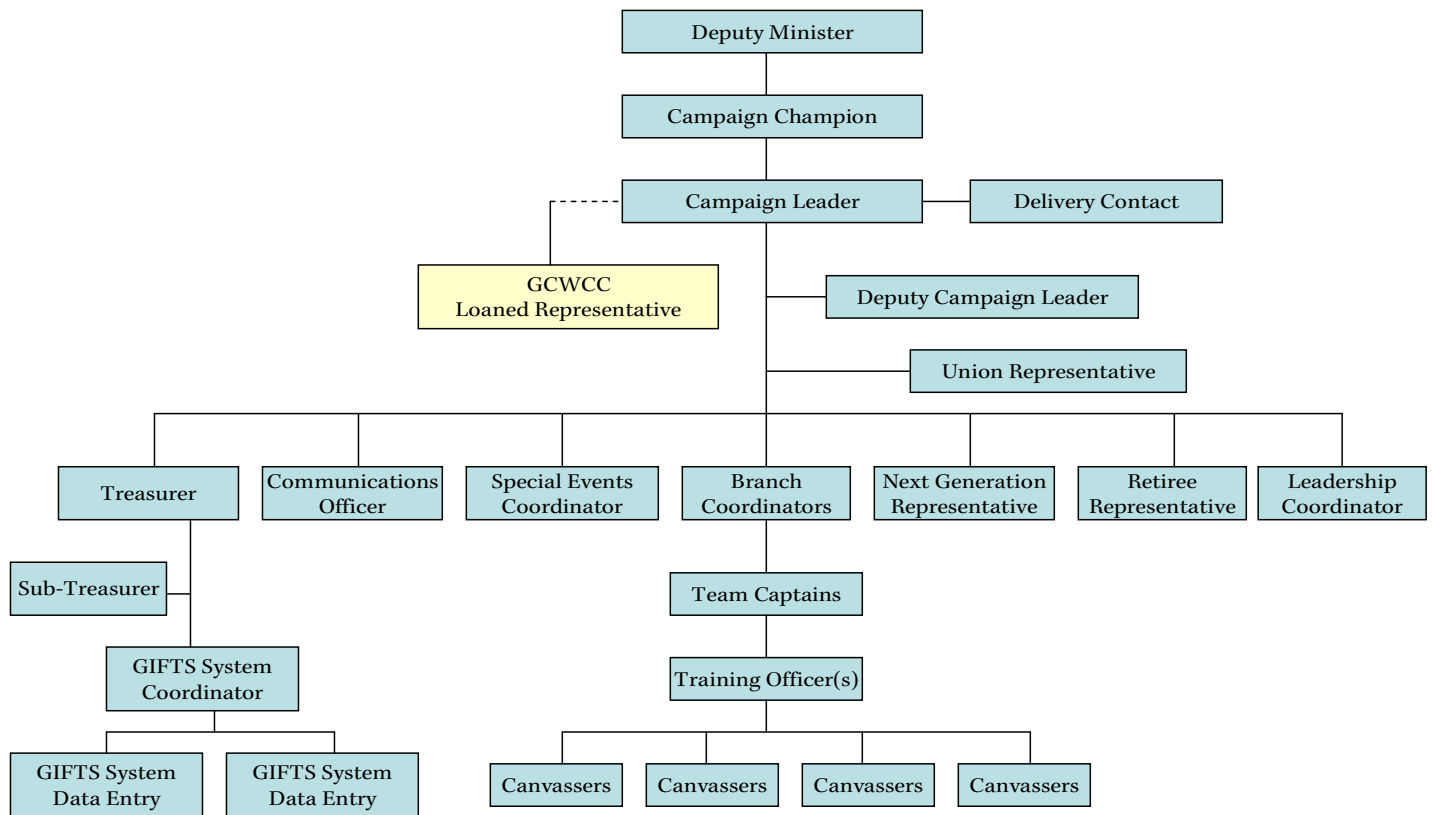
- Choose people who are truly committed to the philosophy and goals of a workplace charitable campaign;
- Ensure that all employee sectors of your department/agency are represented, including labour, where appropriate;
- Consider recruiting people who have served on previous campaigns;
- Choose people who are hard working, well-liked and enthusiastic;
- Choose people who have expertise in the areas you need (for example: communications finance, etc.);
- Ensure some of the members on your team will commit for a two-year term in order to provide experience to your department/agency;
- Ask your Core Team members to commit to the campaign by making their donations first;
- Clarify roles and responsibilities for your team members;

- Ensure that each team member receive proper training provided by the GCWCC
- Set up regular meetings with your Core Team members and your GCWCC Manager

YOUR CORE TEAM STRUCTURE

The size of your department/agency will determine how many members your Core Team needs and what their functions will be. Every department/agency has unique needs due to their size, structure, and culture. Your Core Team should therefore be representative of your department/agency. In smaller departments/agencies, one Core Team member may take on more than one role; the key to your campaign’s success is to select someone to represent each key member. To help you with this process, please consult the recommended roles and responsibilities for Core Team members provided below.

GCWCC Core Team Organizational Chart



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

CORE TEAM ROLES AND RESPONSIBILITIES

Campaign Champion

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

Past Campaign Leader

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

Deputy Campaign Leader

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

Treasurer

The Treasurer sets up your financial tracking system which will be specific to your local GCWCC Manager's system. He or she will collect all donations from your Team Captains and/or Canvassers within the department, deposit cash donations, and remit gift forms and Canvasser Reports to the GCWCC Manager in an expedient manner. Further responsibilities include:

- To oversee and ensure the proper management and operation of financial and administrative procedures within their department.
- Attend GCWCC Training Sessions
 - Locally specific Treasurer Training Sessions (detailed information on procedures and proper steps)
- Attend all Core Team meetings.
- Recruit and train his/her campaign team members; (ex. departmental Sub-Treasurers and departmental Canvassers, etc.)
- Develop and manage an internal process to gather all gift forms, special event forms and related monies and cheques.
- Gather all money collected and keep secure until deposited.
- Deposit all monies and cashable cheques in accordance with local United Way/GCWCC policy.

- Ensure the bottom tear away portions of the gift forms **are forwarded to the departmental payroll office**
 - Verify the cut-off date for the payroll deductions with your payroll office
 - Verify the payroll frequency of pay periods
 - Send the payroll tear-away portion of any seconded employees to their appropriate department/agency.
- Execute and /or coordinate all necessary data-entry into the financial system being used.
- Arrange for pick-up of all filled out gift forms with your local GCWCC Manager.

Team Captains

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

Get Informed

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

Motivate and Organize

- Organize Canvasser teams
- Provide campaign supplies to Canvassers.
- In cooperation with the Campaign Leader, provide training to Canvassers.
- Motivate and encourage Canvassers to succeed in their tasks (Rally the troops!).
- Provide guidance when needed.
- Develop a plan to include recognition of achievements and sub-targets with sectors or branches.
- Provide direct support in key areas.

Communicate

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

Monitor Canvassing & Reporting

- Provide periodic reports to Treasurer according to the predetermined reporting schedule (i.e., daily or every second day).
- Administer collection process: obtain gift forms, reports and cash/cheque donations from Canvassers.

Evaluate

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

Branch Coordinator

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

Get Informed

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

Motivate and Organize

- Organize Team Captain/Canvasser teams.
- Provide campaign supplies to Team Captains and Canvassers.
- In cooperation with the Campaign Leader and/or Team Captain Trainer, provide training to Team Captains and Canvassers.
- Motivate and encourage Team Captains and Canvassers to succeed in their tasks. (Rally the troops!).
- Provide guidance when needed.
- Develop a plan to include recognition of achievements and sub-targets with sectors or branches.
- Provide direct support in key areas.

Communicate

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

Monitor Canvassing & Reporting

- Provide periodic reports to Treasurer according to the predetermined reporting schedule (i.e., daily or every second day).
- Administer collection process: obtain gift forms, reports and cash/cheque donations from Team Captains/Canvassers.

Evaluate

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

Canvassers

The ideal canvassing team consists of a mix of new and returning Canvassers. The returning Canvassers bring valuable experience, while the new ones offer enthusiasm and new ideas. You may also want to approach former Canvassers to help in the recruitment of new ones. This way the experienced Canvassers can share why their involvement was worthwhile, motivating others to give it a try. Also, experienced Canvassers are prepared to answer questions potential recruits might have about the experience.

How many canvassers?

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

Peers canvass peers

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

Training

- In your action plan, you should plan for and set dates for training sessions for Canvassers. Don't forget to promote the dates of these events in advance (via e-mail, posters, or letters) so everyone can keep their calendars open for that day and be able to attend. Closer to the session, follow up with a phone call to remind your Canvassers of the event, encouraging them to attend. Training ensures that your Canvassers know each other well, understand the campaign and the programs and services it supports, and are prepared to answer questions and address concerns. Be sure to emphasize the importance of the training session when you recruit volunteers.

Reporting

- The 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 campaigns.
- Every day, the Canvasser will complete a report which they will give to the 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.

Canvasser Training Officer

This person organizes and delivers training for your Canvassers. GCWCC Managers can provide guidance on training for Canvassers.

Understand

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

Prepare

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

Communicate

- Explain the gift form and Canvasser report.

Evaluate

- Follow-up with Canvassers and Team Captains to get input on the impact of training in obtaining results.

Special Events Coordinator

To allow the rest of the Core Team to focus on the employee campaign, the Special Events Coordinator is responsible for coordinating the special events that *supplement* your fundraising efforts. This person will need the help of a group of volunteers to achieve successful special events. The Special Events Coordinator is tasked with the responsibility of planning and coordinating all departmental special events. The events can raise funds, create awareness, motivate, promote team spirit and encourage friendly competition.

Analyze

- Review special events from past campaigns, retaining the more successful ones and eliminating the rest.
- Verify the need for licenses and permits.
- Prepare schedule for special events, ensuring events occur after canvassing blitz and are reasonably spread out.

Identify

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

Communicate

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

Evaluate

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

Communications Officer

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

Analyze

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

Plan

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

Communicate

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

Measure

- Access the results of your plan and activities.

Lead

- Prepare the award submissions with Core Team.

Leadership Giving Coordinator

The Leadership Giving Coordinator is a volunteer on the campaign team who donates on a leadership level on a yearly basis. The Leadership Giving Coordinator is a natural leader who will work closely with the campaign team and the GCWCC Manager to strategically plan the canvassing of current and potential Leadership donors.

Analyze

- Revise the department/agency giving trends pertaining to Leadership Giving.

Organize

- Recruit and train a group of peers at the leadership level to assist you with canvassing.
- Schedule and chair a special event to recognize the contribution of all Friends and Leaders. Invite a GCWCC leadership giver to speak at your leadership event.
- Work closely with the GCWCC Manager

Plan Your Objectives/Strategies

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

Monitor

- Organize a reporting system.
- Monitor on-going results.
- Develop contingency plans.

- Plan a Mid-Campaign review.

Report

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

Evaluate

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

Next Generation Representative

The purpose of this position is to engage the next generation (ages 20-39) in the GCWCC. The Next Generation Representative is focused on identifying opportunities and challenges within the 20-40 age group, in order to build their awareness and participation towards the Campaign. Further responsibilities include:

- Promote youth undertaking responsibilities during the campaign.
- Find ways to tap into the energy and creativity of the young government employees.
- Strategically engage the youth in the Government of Canada.
- Promote community awareness
- Develop sound strategies to involve the young employees in the GCWCC campaign.
- Instill a sense of responsibility and a sense of belonging to the betterment of our communities.
- Establish needs concerns and solutions

Retirees Representative

The purpose of this position is to develop a better rapport with the increasing numbers of retirees from the public service. Given the demographics of the public service we ask each campaign team to recruit an individual who can promote the GCWCC retiree campaign to all future retired individuals, and explain the process of transitioning one's GCWCC giving from the workplace to retirement.

Union Representative(s)

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

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

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

STEP 2 • ANALYZE AND PLAN YOUR CAMPAIGN

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

HOLD A STRATEGIC PLANNING SESSION (SPS)

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

Participating in an SPS develops professional skills, including analytical skills that can be applied in the workplace. Our session will:

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

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

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

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

ESTABLISH YOUR OBJECTIVES

Common objectives in all GCWCC campaigns are to:

- canvass 100 per cent of employees;
- increase employee participation;
- increase the number and amount of payroll deductions;
- increase the number of Friends and Leaders;
- increase the average gift of employees.

Larger departments/agencies can look for five-year trends in employee participation and measure the number of donations that have increased or decreased, as well as other factors. Whatever your specific objectives, they should lead to a financial goal that is realistic, achievable and challenging.

ESTABLISH YOUR STRATEGIES TO MEET YOUR OBJECTIVES

Common strategies in many GCWCC campaigns are to:

- Have fun!
- Recruit volunteers who are capable and committed.
- Participate in GCWCC training sessions.
- Involve your organization’s labour division and ensure active support and participation from management.
- Train your Canvassers effectively, they are vital to the campaign.
- Schedule your campaign as early as possible and keep the campaign shorter and intense, versus longer and dragging.
- Canvassing to take place prior to special events.
- Schedule special events for your launch to heighten visibility and create enthusiasm.
- Invite guest speakers, show video and arrange other presentations to increase your employees’ awareness of GCWCC (consult your GCWCC Manager for available speakers and materials).
- Implement a canvassing process that suits your organization (i.e., choose one-on-one canvassing, group canvassing, or a combination of both, depending on the size of your department/agency).
- Canvass 100 per cent of your employees, including those who work shifts or part-time, off-site or on contract.
- Encourage payroll deductions.
- Promote Leadership Giving.
- Consider a “fair share” giving program in which employees donate a percentage of their salaries through payroll deductions (for example, the equivalent of a coffee break per pay period).

STEP 3 • INVOLVE SENIOR MANAGEMENT

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

INVOLVE YOUR DEPUTY MINISTER/AGENCY HEAD

Ask your Deputy Minister/Agency Head to:

- Authorize adequate time for your role as Campaign Leader;
- Have close contact with the campaign Core Team and approve its employee campaign goals;
- Authorize adequate time and money (where budgets are provided), for the campaign Core Team's operations;
- Approve time for training canvassers and for special employee events;
- Endorse the campaign by appearing at the department/agency launch, the first campaign team meeting and other campaign meetings of employees;
- Be the first person canvassed;
- Send a letter to all employees asking for their support;
- Conduct a special solicitation meeting with senior management and participate in a Leadership Giving presentation early in the campaign;
- Host or arrange a congratulatory achievement event for all volunteers (for example, a coffee-and-doughnut or wine-and-cheese -reception); and with the Campaign Leader, thank all volunteers.

IDEAS FOR FUN

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

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

STEP 4 • MONITOR AND REPORT

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

MONITOR YOUR CAMPAIGN

As important as it is to keep the Core Team members on track administratively, you'll also have to motivate and inspire them! Your leadership will be needed to get your team working effectively, supporting each other and working toward a common goal. You'll also be there to keep them focused and remind them that what they are doing is important to the community.

- 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 your Deputy Minister/Agency Head and 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 your Deputy Minister/Agency Head and union representative.

REPORT

You will be the link between your department/agency and the GCWCC Manager. You must therefore constantly be aware of your department/agency's progress, and report your activities, totals and outcomes to the Core Team. Your accurate and timely reporting will keep everyone informed of progress, and it will also help identify areas where additional effort is needed to keep the campaign on track. **Information sharing between the Campaign Leader, the Core Team, and the GCWCC team is crucial to the campaign's success.** You are the liaison that keeps everyone informed.

- Establish a complete and detailed reporting structure.
- Report on dollars raised, number of Friends and Leaders, participation rate, percentage of goal, etc...
- Update results and data entry in data systems.

STEP 5 • NOMINATE, CONGRATULATE, EVALUATE

Key to the success of GCWCC is the work of the thousands of volunteers who give their time and talent to the campaign. It is critically important that your volunteers are recognized.

NOMINATE

During the GCWCC Achievement Awards (locally), various departments are highlighted with a variety of awards. Please consult your local GCWCC Manager for an updated list of awards, their criteria, as well as the nomination process.

SAY THANKS!

- Send committee members a welcoming letter thanking them for their willingness to serve in the campaign. State that Core Team members will spend some department/agency time carrying out their responsibilities.
- Host a lunch for your committee. You may want to include your Canvassers.
- Purchase token gifts of thanks such as t-shirts, pins, etc.
- Publish a special “thank you” article in your department’s/agency’s newsletter — or make up your own flyer.
- Hold a special event to thank donors and volunteers. Be sure to thank your Canvassers and publicly recognize them.
- Present certificates or plaques that are inscribed to recognize volunteers. The GCWCC office can supply certificates for each of your volunteers and these are also available on the website.
- Ask your Deputy Minister/Agency Head to send a letter of thanks to Core Team members and Canvassers at the end of your campaign.

EVALUATE YOUR CAMPAIGN

It is important to evaluate your campaign to determine whether it met your objectives, achieved your goals and responded to your strategies. Identify aspects of your campaign that worked well and those that did not.

Document your findings for next year’s Core Team and make recommendations for future campaigns.

SECTION 4: CAMPAIGN LEADER GCWCC CRITICAL PATH

We highly recommend that you follow the Critical Path to help you prepare for your GCWCC.

M a r c h

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

A p r i l

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

M a y

- Complete an SPS, if not previously done
- Continue regular meetings with your GCWCC Manager
- Conduct Deputy Minister/Agency Head visit with your GCWCC Manager to report on previous years' successes and gain approval/support for this years' campaign.
- Complete recruiting Branch Coordinators, Team Captains and begin recruiting Canvassers
- Confirm that all Core Team members attend their respective GCWCC training sessions (Communications Officer, Special Events Coordinator, Branch Coordinators and Team

Captains, Training Officers, Treasurers and system data entry persons, Retirees representative and Next Generation representative) and report attendance with your GCWCC Manager

- Secure labor participation
- Develop individual work plans for the Communications Officer, Special Events Coordinator, Branch Coordinators and Team Captains, Next Generation representative, Retiree representative, and Treasurer
- Develop an approach to ensure 100% ask from Canvassers: involve Team Captains and confirm number of Canvassers (emphasize the campaign blitz (explained later), either the 1-day version, or, for 2 or 3 weeks)
- Plan for licenses / permits / incentives / prizes
- Continue promoting Loaned Representative (LR) program to peers and management
- Provide your GCWCC Manager with the Delivery Contact person's name and coordinates for your GCWCC campaign materials (i.e., gift forms, brochures, etc.)

J u n e

- Ensure that all committee members attend their respective GCWCC training sessions
- Complete recruitment of Canvassers
- Confirm number of employees in your department with your GCWCC Manager
- Develop Canvasser training schedule and provide a copy of your schedule to your GCWCC Manager
- Book a HEALTHCHECKS display
- Continue on-going meetings with your GCWCC Manager
- Finalize campaign strategies (book speakers, campaign materials)
- Participate in the GCWCC Seeing is Believing Tour; encourage Core Team to also participate

J u l y

- Enjoy the summer break!

A u g u s t

- Delivery of campaign materials from the GCWCC office to the departmental Delivery Contact. Verify contents of shipment. Distribute campaign materials to your Core Team.
- Confirm all campaign plans and dates (launch, blitz, Leadership Giving, special events)
- Prepare list of special events and work with GCWCC Manager on media plan
- Prepare a list of employees to be canvassed for each Canvasser (make sure to include full-time, part-time, and term employees, as well as students and consultants)
- Book speakers through the GCWCC Manager (Speakers' Bureau) for your Canvasser training sessions
- Begin Canvasser training
- Have appropriate team members attend critical treasurer training

- Ensure the financial tracking system (specific to your local GCWCC/United Way) is installed in your department
- Set up weekly reporting mechanism (dollars, participation rate, Friends and Leaders, % of population canvassed)
- Inform Core Team members of reporting mechanism established
- Canvass senior management and campaign volunteers prior to your departmental launch (pace setting)
- Inform your campaign Core Team members of the GCWCC Launch Event and encourage their participation
- Prepare status report on campaign progress for departmental/agency executive committee and send a copy to your GCWCC Manager
- Check preparations for campaign launch and ensure the involvement of Deputy Minister/Agency Head and/or senior officials

S e p t e m b e r

- Host Leadership Giving presentation
- Attend, along with your Core Team and Canvassers, the GCWCC Launch
- Ensure that campaign posters and goal charts are prominently displayed in public areas of your offices/buildings
- Promote and publicize the GCWCC campaign via newsletters, e-mail, videos, other
- Finalize preparations for canvassing blitz. Canvass senior management (Deputy Minister/Agency Head and all levels of management) prior to campaign blitz
- Canvass
- Monitor campaign progress
- Report weekly results to GCWCC Manager or LR (based on gift forms received to date)
- Ensure Treasurer has all documents required for the deposit of money collected
- Ensure your Treasurer provides completed and verified gift forms, Canvasser Reports and deposit slips to the GCWCC office on a weekly basis (through your GCWCC Manager and LRs)

O c t o b e r

- Continue to monitor canvassing process
- Ensure 100% face-to-face ask is completed by Canvassers (only after blitz has happened)
- Hold your special events after your canvassing is completed
- Schedule mid-campaign review with your campaign committee members and GCWCC Manager
- Compile list of all campaign volunteers for issuance of volunteer appreciation certificates

N o v e m b e r

- Execute the final campaign push (i.e. implementing strategies developed during mid-campaign review)
- Complete financial system data entry and submit gift forms and cash/cheques to GCWCC Manager and LR (depending on local protocol).
- Submit your campaign nominations for the GCWCC Awards (locally)
- Host your own GCWCC Achievement Awards prior to the GCWCC close to announce and celebrate campaign results (locally)
- Thank all volunteers by presenting them with appreciation certificates at a committee wrap-up event. Invite senior management to distribute certificates
- Attend, with Core Team members, the GCWCC Achievement Awards (held locally), hosted by your GCWCC Manager's United Way/Centraide.

D e c e m b e r

- Conduct post Campaign Review — prepare a campaign evaluation and submit a final campaign report to your senior management, next year's Campaign Leader (if known) and GCWCC Manager

SECTION 5: HELPFUL INFORMATION

Communication Strategies

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

DETERMINE MODES OF COMMUNICATION

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

KNOW WHERE TO GO FOR ANSWERS

When your Canvassers come to you for answers to their questions or need additional information, be prepared to know where to get that information quickly. The GCWCC web site (www.gcwcc-ctimgc.org) is a great place to go for such information, and having it book-marked will help you get there quickly. Your GCWCC Manager can also help provide the right information.

REPORT TOTALS IN A TIMELY FASHION

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

ATTEND MEETINGS

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

PROMOTE THE CAMPAIGN!

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

Seven Steps to Canvassing 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? Why does our community need contributions and what are the impacts? What is the Canvasser role? How and when to effectively canvass. What are the Canvasser reporting requirements? How to record contributions.	YES NO Date:
2. Plan your canvass strategy with your team	Canvassing should always happen <u>prior</u> to special events. Establish who will be canvassed and when (10-15 colleagues per Canvasser). Generally 'peers canvassing peers' is the best approach. Speak with your Campaign Leader about your Leadership strategy, which could impact your canvass.	YES NO Date:
3. Give your gift first	Demonstrate your own dedication and set an example by donating first. This will give you more confidence when approaching colleagues.	YES NO Date:
4. Inform your colleagues of your role and intentions.	Formally introduce yourself as a GCWCC Canvasser (see sample letter/email) to those assigned to you. Express your intentions and request a face-to-face meeting (although this may seem formal, it confirms expectations and the importance of your canvass).	YES NO Date:
5. Build your confidence	Start by canvassing regular donors. A few quick successes will give you the confidence and momentum for the rest of your canvass.	YES NO Date:
6. Ready, Set, Canvass!	Canvass 100% of employees assigned to you face-to-face. Share the benefits of the GCWCC and your own reasons for supporting your community. Explain the advantages of the Payroll Deduction program. Assist with the completion of gift forms, and if they seem undecided, leave the form and return later. Thank everyone for their time - regardless of the outcome.	YES NO
7. Report and evaluate	Complete and file a daily Canvasser Report. Evaluate your canvass with your Team Captain or Team Leader.	YES NO

The Gift Form

GIFT FORM LAYOUT AND PROCESS

❖ Main portion	(top)	Must be forwarded to the GCWCC office.
❖ Tear Away portion	(bottom)	Payroll (for payroll deduction only) Must be forwarded to your payroll office. The donor may only 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 your local United Way and attach to the gift form.
- c. **Post-Dated Cheque(s):** Make post-dated cheque(s) payable to your local United Way. 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, and provide signature. 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/Partenairesanté, any Canadian registered charity, or all of the above.

DESIGNATION OPTIONS

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

BOX A – United Way/Centraide

Donors may choose to designate a donation to one or more specific United Way/Centraide. The donor must put the United Way/Centraide code (refer to the codes on the Calendar/Brochure or on the GCWCC website) in both of the code sections of the gift form for Box A (in Part 2 and Part 6). Please note that if the donor chooses to give to more than one United Way/Centraide, they must complete one gift form per United Way/Centraide.

Donors can 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;

BOX B – Healthpartners/Partenairesanté

Donors may choose to designate a donation to Healthpartners/Partenairesanté. Donors can choose one of the following options:

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

BOX C - Other Canadian Registered Charities

Donors may choose to designate a donation directly to any other Canadian registered charities of their choice. The donor must put their **local** United Way's/Centraide's code (refer to the codes on the Calendar/Brochure or on the GCWCC website) in both of the code sections of the gift form for Box C (in Part 2 and Part 6).

- 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.

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.

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

Campaign Tools

SPEAKERS' BUREAU (LOCALLY – SPEAK WITH YOUR GCWCC MANAGER)

GCWCC offers volunteer speakers from United Way/Centraide and Healthpartners/Partenairesanté in English and French. All have first-hand experience with the valuable services United Way/Centraide and Healthpartners/Partenairesanté have to offer. Many of our volunteer speakers have benefited directly from United Way/Centraide member agencies or Healthpartners/Partenairesanté member organizations — and they speak from the heart. Speakers are available throughout the year. We recommend that you give your GCWCC Manager as much advance notice as possible so that they 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 Speakers Bureau is available from your local GCWCC Manager.

LEADERSHIP SPEAKERS' BUREAU (LOCALLY – SPEAK WITH YOUR GCWCC MANAGER)

Similarly to the Speakers Bureau, Leadership Speakers are trained speakers who can attend your Leadership event, speak at a general assembly, attend an executive committee meeting, and promote the various levels of giving. Leadership Speakers are trained to explain the benefits of giving at the leadership level, speak to the needs of the community, and motivate employees to give. Full information on Speakers Bureau is available from your local GCWCC Manager.

SEEING IS BELIEVING TOURS (LOCALLY – SPEAK WITH YOUR GCWCC MANAGER)

Seeing Is Believing (SIB) tours are great opportunities to visit the agencies and organizations that receive funding from United Way/Centraide and Healthpartners/Partenairesanté, and actually see for yourself how your donations are helping people in your community. Please consult your GCWCC Manager for dates and locations of upcoming SIB's. Several departments also schedule their own customized SIB tours aimed at their own campaign volunteers and culture. These can sometimes take the form of walking tours by visiting nearby agencies, thus saving time and expense. We strongly encourage you and any of the campaign volunteers in your department/agency to register for the SIB tours. Please contact your GCWCC Manager for more information

DAY OF CARING (LOCALLY – SPEAK WITH YOUR GCWCC MANAGER)

Another valuable experience for campaign volunteers or departmental staff is to participate in the Day of Caring (DOC). DOC brings together teams of people from numerous private and public sector workplaces and assigns them to a specific agency or community project to provide a helping hand for one day. Since participants register in teams, this becomes a great team-building event for campaign teams or workplace employees. Individual participants or smaller groups can also be matched up with others to form a team. Participants congregate in the morning, meeting up with all the teams, having breakfast, receiving their assignments, and return at the end of the day to share their experience. We highly recommend this activity and invite you to register early to reserve your spots for your team(s). Please contact your GCWCC Manager for more information.

HEALTHCHECK (LOCALLY – SPEAK WITH YOUR GCWCC MANAGER)

The Healthpartners/Partenairesanté HEALTHCHECK 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. HEALTHCHECKS are offered to Government of Canada employees at their workplace and take only 20 minutes. People are invited to participate in a series of HEALTHCHECKS 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. Please speak to your local GCWCC Manager to arrange a HEALTHCHECK at your location.

GCWCC.ORG

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

GCWCC AWARDS (LOCALLY – SPEAK WITH YOUR GCWCC MANAGER)

At the end of every campaign, departments and agencies are recognized for their outstanding achievements with the GCWCC. A series of awards are presented at achievement celebrations recognizing outstanding campaign achievement in a series of categories. Please consult your local GCWCC Manager about these awards.

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.

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.

Common Questions and 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/Partenairesanté 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- It is important to give because there is a chance that in your lifetime you or somebody you know will need to access one or more of the thousands of services offered by United Way/Centraide, Healthpartners/Partenairesanté or one of the other many charities that would benefit from your donation. Your donation today ensures these services are here tomorrow. (One in three Canadians will be assisted by outside supports at some point in their life)

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/Partenairesanté, or any Canadian registered charity.

Healthpartners/Partenairesanté 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.gewcc-ccmtgc.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-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/Partenairesanté members and United Way/Centraide supported agencies run individual fundraising campaigns?

A-Organizations and supported GCWCC agencies affiliated with Healthpartners/Partenairesanté 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 or visit www.gcwcc-ccmtgc.org for more information regarding our Retiree Program. 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.

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-ccmtgc.org

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

RECIPIENT ORGANIZATION PROFILES

United Way / Centraide Canada www.unitedway.ca



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.



Healthpartners/Partenairesanté, through the unique partnership of Canada’s most trusted health charities, offers Federal Public Service employees and retirees the chance to invest in research, programs and services through the GCWCC.

Supporting any or all of the 16 national health charities participating in the Healthpartners/Partenairesanté campaign means increased funds for medical research, health promotion and patient services; with a focus on the reduction of premature death and the enhancement of the quality of life of all Canadians.

Healthpartners/Partenairesanté is a true partnership. Our members recognize the remarkable advantages of working together as a team. The member organizations do not lose their individual identities when they participate in Healthpartners/Partenairesanté — in fact Healthpartners/Partenairesanté seeks to promote the public profile of all of its members.

Our members

Alzheimer Society of Canada, ALS 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 Canada

Promoting full donor choice

Healthpartners/Partenairesanté promotes full donor choice in workplace fundraising and provides donors with the opportunity to direct their charitable contributions to the health charity (charities) of their choice. To assist donors in directing their gifts, Healthpartners/Partenairesanté makes member organization information readily available throughout the campaign. As public education is an important part of the campaign, we encourage donors to learn more about Canada’s health issues.

Healthpartners/Partenairesanté member organizations provide much-needed services in all regions of Canada. A gift to Healthpartners/Partenairesanté or one of its member organizations will ultimately benefit donors and their communities by helping fellow Canadians affected by disease.

Healthpartners/Partenairesanté offers a unique model: you decide which health charity or charities you want your workplace donation to go to, and, because our health charities represent the major diseases in our country, you are offered a wide range of choice. Your gift is directed towards national research and local programs, including patient/caregiver services and health promotion, all bringing better health – and hope – to people in your community.