



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

Communications



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/Partenairesanté s 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 **Communications Officer**, this guide will help you develop and implement an effective plan for raising the profile of the GCWCC inside and outside of your department, and to make a case for supporting the GCWCC through impact messaging and other methods. It includes everything you'll need to make your campaign a success for everyone involved. It offers you step-by-step advice and practical ideas to share the GCWCC message effectively. It will also assist you to implement communication 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, neighbours... often people they may never meet. Quite simply, their gifts create hope and change lives for thousands of people in communities across the country.

KEYS TO THE GCWCC'S SUCCESS

As Canada's largest 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.

SECTION 2: THE ROLE OF THE COMMUNICATIONS OFFICER

The Communications Officer is responsible for raising the profile of the GCWCC *in their department or agency*, as well as making a case for support through impact messaging and other methods. The Communications Officer also helps to raise the profile of the GCWCC *outside* of government – to promote the outstanding commitment that federal employees and retirees make towards their community.

Duties include:

- Developing a communications plan for your workplace with a focus on:
 - Impact messaging – messages that focus on the difference donor contributions make
 - Campaign visibility – ensuring that the campaign is highly visible in your workplace
- Raising the profile of the GCWCC and public servants through media coverage
- Executing communications activities as outlined in plan
- Adjusting campaign communications where necessary

SECTION 3: COMMUNICATIONS AND MARKETING FUNDAMENTALS

BRAND MANAGEMENT

Name

The official name is **Government of Canada Workplace Charitable Campaign (Campagne de charité en milieu du travail du Canada)**. In any document produced, the full name must appear in the first reference, with following references shortened to **GCWCC**. The word ‘campaign’ should never follow the use of the acronym (GCWCC campaign) as it is redundant.

Logo

The GCWCC logo brings together the Healthpartners/Partenairesanté logo, the United Way/Centraide logo and a maple leaf representing the federal government, superimposed on a stylized maple leaf. The logo’s components may not be separated or altered individually in any way.

As well, the logos themselves must not be tampered with: for example, black-and-white versions cannot be converted to colour and vice versa. Use caution when sizing a logo: it should always be sized proportionately to avoid distortion. Do not attempt to build a logo yourself.

The GCWCC logos can be downloaded from the organization’s website. ONLY the logo treatments available on the site are acceptable for use. Please refer any questions with respect to logo use to [Manager of Communications and Marketing, GCWCC](#).

The theme

The theme of the GCWCC is: “Be a star in someone’s life. Support the GCWCC.”

The slogan

The slogan of the GCWCC is: “Federal employees and retirees – creating hope...changing lives.”



Suggestions for improvement or modification to campaign material can be directed to the GCWCC national office, which will work with the Communications and Marketing team.

Bilingualism

As in the federal government, all GCWCC materials produced for the general public or other large audiences must be bilingual. For more information, consult the federal government policies on [official languages](#).

Named Recipients

As outlined in the Treasury Board of Canada Secretariat agreement, the GCWCC and all those who volunteer on its behalf must ensure that equal visibility is given to both of the campaign's named recipients — United Way/Centraide and Healthpartners/Partenairesanté — in all GCWCC workplace communications materials and messages. All print and electronic materials must represent the named recipients equally, as must all verbal presentations.

If you have any questions regarding the development of promotional material for distribution to workplace campaigns, contact the manager of communications.

SECTION 4: GCWCC COMMUNICATIONS STRATEGY

The GCWCC’s communications strategy is intended to help departments and agencies organize their own communications activities — and develop a more personalized approach, one that best matches your department’s culture and priorities.

GCWCC COMMUNICATIONS OBJECTIVES

The GCWCC communications objectives are:

1. Raise awareness and strengthen the GCWCC brand across the country and highlight the impact that federal employees and retirees have in their communities.
2. Provide campaign communications tools and resources to federal departments and agencies.

DEVELOPING YOUR COMMUNICATIONS PLAN

As early as April, you should begin to develop your communications plan for the campaign. A clear and detailed plan will help you get your message out to potential donors quickly and efficiently once the campaign begins. The following points will help you create your plan:

1. Base your plan on the overall objectives of the GCWCC along with those in your department/agency. Example: Department “A” wishes to increase participation while increasing employee knowledge around the impact of gift.
2. Identify your target audience (e.g., all employees, team captains, canvassers). Examine opportunities to work with colleagues in regional offices to help create campaign continuity and ease workloads.
3. Decide what mediums to use to best reach the target audience(s) you identified above (e.g., e-mails, posters, face-to-face meetings, events).
4. Activities and timelines. working with your campaign team, determine your campaign activities and their dates. Develop a plan for communicating specific messages at the appropriate time.
5. How do you make this happen? Identify the resources you have at your disposal to help communicate both the key messages and upcoming activities. Use the tools and resources outlined in this guide to help your department reach its campaign objectives.
6. Is it Ongoing evaluation of your campaign communications is crucial. Be prepared to adjust your message/method in response to the needs of your department/agency.

A SPECIAL NOTE ABOUT CANVASSERS

When planning your communications strategies, don’t overlook the role of the Canvasser. No other volunteer has more opportunities to communicate to potential donors the value and impact of giving to the campaign.

Be sure to identify specific strategies to communicate with your Canvassers, ensuring they have all the information they need to inspire and motivate their colleagues to give generously. Time spent

communicating with Canvassers will pay off in terms of campaign success. The better prepared Canvassers are to share the campaign's key messages, the better prepared they will be to answer questions, share accurate information and encourage others to give.

Here are a few ways you can plan to communicate with your Canvassers:

- Use your Canvasser training event to share key messages and stories of how donations have changed lives. (Hint: use the Speakers' Bureau or key messages from the "Helping people make a wise investment in their community" section for this purpose.)
- Send regular e-mail updates or notes of encouragement to Canvassers, stressing how their efforts are making a difference to the success of the campaign — and to the entire community!
- Keep Canvassers updated on the campaign's progress via e-mail or brief news updates.
- Encourage Canvassers to share their experiences via an e-mail list or simple printed newsletter.

SECTION 5: RAISING THE PROFILE OF THE GCWCC

As Communications Officer, a large component of your position involves raising the profile of the GCWCC both inside your department and externally. Below are some suggested methods for achieving these goals.

CAMPAIGN MATERIALS

Every GCWCC Workplace Team will receive a campaign toolkit, which includes the following:

- Gift forms for every donor, with instructions for filling out the form.
- Training guides (available on-line) to provide the background information needed by members of your campaign team, such as this *Communications Guide*, the *Branch Coordinator/Team Captain Guide*, the *Special Events Guide*, the *Canvasser Guide (for your Training Officer)*, the *Treasurer Guide* and the more extensive *Campaign Leader Guide*.
- Campaign calendar/brochures published each year to provide important information on the needs addressed by the campaign, how the campaign is managed, how gifts are distributed and answers to the most frequently asked questions about the GCWCC. The calendar portion of the calendar/brochure shows campaign dates, and provides pay dates for the coming year, and shows holidays in Ontario and Quebec. This is an essential, and popular, campaign tool.
- Posters (available in hard-copy or on-line) and customizable templates to promote the campaign and its theme are available on-line. They can also be used to publicize the campaign or departmental events/activities. “Thermometer posters,” which you fill in as you go, help you track your area’s progress toward its fundraising goal.
- Recognition certificates (available in hard-copy or on-line) are a great way to say thank you. Use them to show your appreciation to campaign volunteers.
- GCWCC logos for use on your internal materials can be found at www.gcwcc-ccmtgc.org Read the “Graphic Standards” document available in this document and on-line for complete details on logo use.
- The GCWCC critical path, included in the *Campaign Leader Guide*, provides a step-by-step timeline to help you plan your campaign from start to finish; and
- Communiqués — throughout the year, the GCWCC sends a communiqué to campaign leaders and key stakeholders providing quick, concise updates on the campaign as well as success stories and news. Feel free to share the communiqué as you deem appropriate.

MEDIA RELATIONS

One of the key methods of raising awareness of the GCWCC in the public and private sectors is through the use of media coverage. During each campaign period, United Way/Centraide prepares weekly media advisories to encourage media outlets to attend and cover GCWCC themed events taking place at departments.

To help facilitate this process, the Communications Officer must submit complete information/descriptions of upcoming events to the GCWCC National office at United Way/Centraide Ottawa so that media information can be prepared from a centralized point. This ensures a consistent message and reduces media fatigue around events.

Weekly Media Advisory

What is it?

In an effort to raise the profile of the GCWCC among public servants and the general public, media advisories containing information about upcoming departmental special events are sent out to media contacts during the campaign period. These advisories, sent every Friday afternoon and Monday morning, advise the media of upcoming events that they might wish to cover.

How can you help?

Workplace events such as major launches, blitzes and other events can often make good media content, so it's critical that you keep us informed of these activities. Submit information on workplace events by filling out the form available at www.gcwcc-ccmtgc.org Thursday morning of each week – by 11 a.m.

Planning For Media: Check-List

The following information will help you plan and manage media at departmental special events.

Is this a media story?

- Does it promote our role as contributors to the GCWCC campaign?
- Does it enhance the profile of federal public servants and retirees as community builders?

Think about the visuals for the media

- How can the GCWCC be profiled (backdrops, t-shirts for spokesperson, GCWCC logo)
- Is the activity that is taking place visual?
- What is happening in the background?
- What is the room like? Is the lighting appropriate? Is there any glare?

Select a spokesperson(s)

- What are the GCWCC messages that they need to deliver?
- Make sure that the spokesperson is well briefed
- Do we have a spokesperson who speaks both official languages?

Plan for media access

- If you are in an area or building that has security access guidelines, media need to be cleared — ensure someone is at the front desk to sign them in and to escort them to the appropriate location

- Ensure that security at your location is aware that media will be attending the event
- Live remotes need to be in an area where they will get a signal. Don't bury them in a basement, and keep them close to the street if you can. Be flexible!

Remember: Timing is everything!

- All media work on tight deadlines: papers go to print, TV and radio go to air.
- If you want a media hit, time your events to be media-friendly.
- Morning event? If it's early enough you can get hits on the morning show, noon, 6 p.m. and maybe even late at night.
- Red flag any event that runs from 3 p.m. Stories have been filed by then. By tomorrow, you're yesterday's news.

Dealing with the media at your event

- What will the media ask? Has my department/minister been in the news lately?
- Develop briefing notes/Q&A's for your spokesperson.
- Designate a media relations person to greet media, answer media questions and direct the media to spokespeople.
- Have business cards of your spokesperson handy for proper spelling of names.
- Visuals, visuals, visuals! Remember to get them in the shot (backdrop, t-shirts, etc.)
- There are no stupid questions. Call or e-mail the [Manager of Communications and Marketing, GCWCC](#) if in doubt.

VISIBILITY

What is it?

Raising the profile of the GCWCC in your workplace is key to a successful campaign. Extensive resources including posters, artwork and other materials are available in the campaign materials kit your organization received, as well as online at www.gcwcc-ccmtgc.org

How can you help?

Take advantage of the electronic materials and graphics/logos for use in developing your department's personalized GCWCC materials. Please ensure that the graphic standards are followed when developing these personalized items; a complete listing of graphic standards is included in this guide and on-line.

ITEMS ON LOAN

What is it?

To assist in your campaign's visibility objectives, your local GCWCC may offer a number of visibility materials that can be borrowed free of charge. These include banners, aprons, signage etc.

How can you help?

Contact your local GCWCC Manager to attain a list of available items, including flags, banners, aprons and other visibility items that you can use to raise the profile in your department/agency.

E-COMMUNICATIONS

GCWCC Website

What is it?

The GCWCC has unveiled a new interactive website in the public domain, which features extensive information, tools and resources.

How can you help?

1. Promote campaign awareness by working with your IT department to have the GCWCC website added to the list of links on your departmental website/intranet, etc.
2. When communicating with donors, reference the website as a place where they can find answers on many topics, from administrative costs to impact of gift and much more.
3. The website is also a great place to showcase your campaign, submit pictures and campaign success stories, and nominate colleagues who are making a difference in your community. Visit www.gcwcc-ccmtgc.org today!

GCWCC Communiqués

What is it?

Throughout the campaign period, the GCWCC sends out weekly communiqués that contain useful information for both campaign volunteers and donors.

How can you help?

Forward information provided in communiqués to colleagues where appropriate.

Campaign Success Stories

What is it?

Throughout the campaign period, the GCWCC profiles departments and agencies that have gone to new heights in their campaign.

How can you help?

Your assistance is required in collecting these stories. Every department and agency campaign has its own special moments — moments when you've surpassed your own goals and/or people

have gone to great lengths. If this is the case, your Deputy Minister agrees to get dunked for a good cause or you have a canvasser who has been working on the campaign for longer than anyone can remember ... WE WANT TO HEAR FROM YOU! The more we know, the better able we are to highlight some of the amazing acts of kindness and community commitment among federal employees and retirees. Please visit www.gwcc-ccmtgc.org to submit your campaign success story — don't forget to include a picture!

SPEAKERS' BUREAU

What is it?

The bureau comprises dozens of speakers who represent the community we help. Many are recipients of services; others are volunteers or staff members who can talk about the true human impact of a donation to United Way/Centraide, and Healthpartners/Partenairesanté.

How can you help?

Nothing hits home quite as much as hearing first-hand of the impact of your investments. You can book members of the Speakers' Bureau (through your local GCWCC Manager) to speak at campaign launches and meetings by filling out the appropriate form at www.gwcc-ccmtgc.org. Please ensure to have your audiences complete the evaluation forms — also available on-line.

STORY BANK

What is it?

The GCWCC storybank is an on-line database of stories about individuals whose lives have been changed because of the support they received from United Way, Healthpartners/Partenairesanté or other registered Canadian charities.

How can you help?

Highlighting a “lives changed” story at a special event, in an e-mail communiqué or through collaterals is an excellent way to reach potential donors on a personal level. Many departments and agencies have found a “lives changed” story of a colleague within their organization to be very effective in enhancing the case for giving and showing effectively the impact of a gift to the GCWCC.

Working with your Campaign Leader, you may wish to solicit individuals from your organizations to share stories of how their lives have been changed from the help they may have received or the time that they volunteered. Stories can also be submitted to the GCWCC for inclusion on the website; visit www.gwcc-ccmtgc.org for more details.

SEEING IS BELIEVING

What is it?

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.

How can you help?

Contact your local GCWCC Manager to book your place at one of the many SIB tours and encourage team members and colleagues to do the same.

Several departments also schedule customized SIB tours aimed at their own campaign volunteers and culture. These can take the form of walking tours by visiting nearby agencies, thus saving time and expense.

IMPACT-BASED EVENTS

What is it?

One of the best ways to make a case for supporting the GCWCC is to animate the impact that a gift can make. From illustrating the homelessness situation, to showing the needs of children and youth, to health-based awareness — impact events can be used to reach your audience on a different level.

How can you help?

Implement impact-based events into your communications strategy. A selection of impact/awareness-based events is included in the Special Events Guide, as well on-line at www.gcwcc-ccmtgc.org.

HEALTH CHECKS

What is it?

Healthpartners/Partenairesanté actively promotes health in Canadian workplaces using a unique and fun approach. Healthpartners/Partenairesanté HEALTH CHECKS is a free educational program designed to make people more aware of their health and to show how simple lifestyle changes can make a real difference.

HEALTH CHECKS are fully interactive displays that provide information about physical activity, managing stress and healthy eating choices. Our volunteers, who represent the member organizations of Healthpartners/Partenairesanté, provide the program right in your workplace

How can you help?

During the GCWCC, HEALTH CHECKS are offered to Government of Canada employees at their workplace and are available to departments/agencies upon request.

To book your HEALTH CHECKS, contact your local GCWCC Manager who will arrange the HEALTH CHECK with your provincial Healthpartners/Partenairesanté coordinator. Reservations for the fall start in May. Reservation dates are honoured on a first-come, first-served basis.

DAY OF CARING

What is it?

Day of Caring brings together individuals 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 of two or three can also be matched up with others to form a team.

How can you help?

Get a group together and register for Day of Caring, but register early to reserve your spots for your team(s). Visit www.gcwcc-ccmtgc.org or contact your GCWCC Manager for more information.

LEADERSHIP GIVING PRESENTATIONS

What is it?

Departments and agencies can host a Leadership Giving presentation to help employees discover the personal and tax benefits of making a gift at the Leadership level (\$1,000). A brochure explaining leadership giving is also available for potential donors.

How can you help?

Book a leadership presentation for your workplace. Contact your GCWCC Manager for more information.

AWARDS AND RECOGNITION

What is it?

The GCWCC has a number of award and recognition programs aimed at bringing attention to the outstanding contributions made by federal employees and retirees to their communities. These tools can be used to motivate and encourage charitable giving, campaign dedication and community engagement. Communications Officers can promote these awards and honorees at events and in newsletters and other communications vehicles, and are encouraged to forward nominations to the GCWCC team.

How can you help?

Contact your local GCWCC Manager for a list of awards and credentials.

SECTION 6: MESSAGE TOOLKIT

One of the key roles of the Communications Officer is to create a case for giving to the GCWCC. In making a decision about where to invest their charitable dollars, donors want to be assured their gifts will be invested wisely and that they will make a difference.

KEY MESSAGES

- Federal employees and retirees can be a star in someone's life by supporting United Way/Centraide, Healthpartners/Partenairesanté or any registered Canadian Charity through the GCWCC.
- A gift to the GCWCC makes a tremendous impact on the lives of individuals in communities across the country.
- With administrative costs among the lowest in the charitable sector, the GCWCC ensures that more of your gift goes to work where you feel it's needed most.
- The GCWCC employs a centralized, streamlined administrative procedure, which is able to process donations more efficiently than most charitable organizations. Therefore, by donating via the GCWCC, you can ensure that more of your gift will go towards supporting the programs and services provided by the organization(s) you select.
- The GCWCC is the largest and most successful workplace fundraising campaigns in Canada, raising more than \$38.8 million last year in support of United Way, Healthpartners/Partenairesanté and thousands of other registered Canadian charities.

THE POWER OF GIVING

When you support the GCWCC you're helping to create hope and change lives in your community. Here are just a few examples of how your gift can make a difference (based on 26 pre-tax periods):

- \$5 per pay provides a meal to five persons in need, along with educational activities designed to help them become self-reliant.
- \$6 per pay helps two women at risk of substance abuse due to the pressure of single parenthood, poverty, isolation or discrimination learn how to develop healthy strategies to cope with the stress that can lead to substance abuse.
- \$6 per pay provides new school supplies to 3 children so they can start the school year on a positive note.
- \$10 per pay help a person with diabetes benefit from the support provided at Association presentations, programs and services.
- \$12 every two weeks will ensure that 6 people newly diagnosed with rheumatoid arthritis will get answers to their questions helping to alleviate their fear and anxiety.
- 12 per pay, provides social integration activities for one week to 7 young potential school drop-outs.

- \$15 per pay helps a senior maintain her independence and enhance her quality of life. By participating in recreational activities seniors are kept active and connected to their community.
- \$18 every two weeks would enable 40 people to attend a Chronic Pain Management Program which is a targeted 2 hour seminar on specific techniques to assist individuals with their pain management.
- \$20 per pay allows one family living with Huntington’s disease (HD) to be able to see a social worker free of charge for one year.
- \$20 per pay (\$520 per year), provides clothing, furniture and social integration activities to 5 immigrant or refugee families to help them in their integration process.
- A gift of \$20 per pay, or about \$40 a month could pay for a nutritionist to attend a specialized training course to help individuals combat digestive problems caused by cystic fibrosis, and maintain an adequate weight.
- \$25 per pay provides four days of basic scientific research into liver disease conducted in a top-notch research laboratory.
- \$30 per pay provides 72 hours of school preparation for 3 to 5 year old Somali and Arabic children. Trained facilitators educate parents about everyday learning, and their role in supporting their children.
- \$50 per pay can be a lifeline for about 130 people who reach out for help. Trained volunteers provide suicide prevention, crisis intervention, and confidential support for vulnerable people through a 24-hour distress telephone line.
- \$60 per pay provides employment training to six disadvantaged young adults aged 18-29. During training, youth gain valuable employment experience as they learn practical skills that will help them in life.
- \$77 per pay (\$2 000 per year), provides over 200 families with access to emergency food supplies and collective support.
- \$135 per pay (\$3 510 per year), provides 2,000 meals to senior citizens in need of assistance.
- \$200 per pay provides the opportunity for 23 disadvantaged boys and girls aged 6 to 17 to participate in skill development programs in the arts, education and recreation that help build confidence and self-esteem.

CAMPAIGN THEME

In past years, the GCWCC has developed an annual campaign theme as a tool for campaign volunteers to animate the campaign in their workplaces.

In 2007 the GCWCC took a different approach, choosing instead to focus on impact messaging. The result was the campaign theme ‘Be a star in someone’s life.’ Feedback received from federal employees and retirees showed that the theme proved to be a strong call to action that resonated in federal workplaces across the country.

Consequently, the GCWCC has decided to roll out a three-year plan for the campaign theme going forward. "Be a star in someone's life" will be used as the national GCWCC theme until further notice, at which point a new theme will be developed.

Benefits of a multi-year theme:

- A more effective campaign: You have the opportunity to work with other departments and agencies and share best practices around animating the 'star' theme/message into your campaign.
- Cost savings: Collateral items that are developed/purchased by departments and agencies (posters, banners etc.) can have a longer shelf life, thus cutting down on one-time expenses.

"Be a star in someone's life" allows campaign volunteers to tailor the campaign to the mood or culture in their particular workplace. Some departments and agencies opted to key on the word 'star' — as a result they developed many fun events and activities to help engage colleagues (talent shows, musicals, etc.). Others chose to take the theme at face value and focus their campaigns on impact. When interpreted in this fashion the theme is a strong call to action: it asks public servants to step forward and help make their community great ... for everyone. It reminds public servants that their gift to the GCWCC is making a difference in the lives of individuals in their community (maybe a friend, colleague or even family member).

Campaign Theme: Key Messages

The following messages are recommended for use in campaign speeches and in conversation with others about this year's campaign:

- You can be a star in someone's life.
- Be a star in someone's life. Support your GCWCC.
- Support the GCWCC. Be a star. Make a difference.

SECTION 7: HELPFUL INFORMATION

COMMONLY ASKED QUESTIONS (*For more Q's and A's, visit www.gcwcc-ccmtgc.org*)

Q: How much of my contribution goes to pay fundraising costs?

As managers of the GCWCC, United Way/Centraide is committed to ensuring that more of your gift goes to where you feel it is needed the most. We're proud that our campaign fundraising and administrative fees do not exceed 15%. This is well below the national average of 26% for other registered Canadian charities. Many donors ask us to tell them exactly how much it costs to administer their personal donation. There is no one answer to this question – in fact, the answer is as varied as our donors are. Factors that affect the cost of administering your gift include the organization you donate to, the size of your gift, the number of organizations that your gift is divided among, and how you choose to pay. For example, large gifts that are given to only one organization cost proportionately much less to administer than smaller gifts split among many organizations. Credit card gifts cost more than gifts given through payroll deduction because of credit card charges.

The bottom line, though, is that no matter how much you give, or how you pay, or how many organizations receive a portion of your gift – you can be confident that our overall costs remain at 15% or less.

For more information about fundraising and administrative costs in your region, please contact your local United Way/Centraide.

Q: Why donate to the GCWCC?

A: 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. Donors can also choose to support a wide range of social, health and community agencies and organizations — large and small — that offer essential services in your community or anywhere across Canada.

Q: Why should I designate my gift via the GCWCC as opposed to directly to my charity of choice?

A: The GCWCC uses a centralized, streamlined administrative procedure that can process designated donations more efficiently than most charitable organizations. Therefore, by donating via the GCWCC, you can ensure that more of your gift will go towards supporting the programs and services provided by the organization(s) you select. For more information, contact your local United Way.

Q: Can I control where my donation goes?

A: The GCWCC equips donors with complete control over their donation by allowing them to direct their gift to United Way/Centraide, Healthpartners/Partenairesanté or any of the over 82,000 registered

Canadian charities. You can direct your dollars to work in your community or any other across the country — it's your choice.

SAMPLE CORRESPONDENCE

Communicating is key to the success of any workplace campaign. It's your job as Communications Officer to make sure appropriate messages are being delivered to targeted audiences in a timely manner. To help with message continuity, a series of sample templates have been prepared. You can adapt them for your departmental communications.

Deputy Minister/Agency Head to Senior Executives

(to be sent in April/May)

Fall is just around the corner and, once again, we're looking forward to launching the annual Government of Canada Workplace Charitable Campaign (GCWCC).

Through the GCWCC, federal employees and retirees can help build stronger, healthier communities by choosing to support United Way/Centraides, Healthpartners/Partenairesanté or a registered Canadian charity.

I am pleased to announce that (Name) has agreed to serve as Campaign Leader and is in the process of recruiting individuals to help run the campaign. Volunteers are required for all aspects of the campaign, from canvassers, to event planners, to communications officers, to treasurers. I encourage you to lend your full support to this initiative and to provide your assistance and that of your staff wherever possible. You may even wish to volunteer your services to canvass your peers.

Last year the GCWCC raised more than \$38.8 million across the country, with more than 108 departments and agencies participating. This year's goal is \$X.X million, for [department] . We are confident that we can meet our objective because we know our community is counting on us. The theme for this year's campaign — "be a star in someone's life" — reminds federal public servants that they can make a difference in the life of someone in their own region.

This campaign cannot be successful without your support. Thank you in advance for your efforts and those of your staff.

If you have any questions, please do not hesitate to contact the Campaign Leader, [Name].

Deputy Minister/Agency Head to All Staff

(Late August/Early September)

The close of summer represents an important time for our department/agency — and for the communities in which we live. The [year] Government of Canada Workplace Charitable Campaign (GCWCC) gets underway on September XX. Its success depends on the support of each and every employee.

What is the GCWCC?

The GCWCC is a consolidated charitable campaign that allows federal employees and retirees to build stronger, healthier communities by supporting United Way/Centraides, Healthpartners/Partenairesanté or a registered Canadian charity.

As federal employees, we are all about making a difference in our work and in our communities. The GCWCC allows us to express these values. In fact, your generous support has helped to make the GCWCC the largest and most successful workplace charitable campaign in all of Canada — something in which we can all take pride.

Why should I give?

The GCWCC is important to our community — and to each and every one of us. Our gifts are put to work here, where we live and work. The individuals whose lives are changed by this support could be a colleague, neighbour, friend, even a family member.

With your support you're helping an isolated senior remain independent, you're providing funding for life-saving medical research or you're making sure a child receives a nourishing meal before school.

The campaign offers an opportunity to maximize the value of your gift by consolidating your charitable giving. You can also choose the convenience and efficiency of giving through payroll deduction. And, since your donation appears on your T4, there's no need to keep track of a receipt.

Fundraising costs

As managers of the GCWCC, United Way/Centraide is committed to ensuring that more of your gift goes to where you feel it's needed most. We're proud to keep campaign fundraising and administrative fees at 15% or lower — well below the national average of 26% for other registered Canadian charities.

This year, the campaign runs from September XX to November XX. During that time, a colleague will call on you to ask you to consider a contribution. I hope that you will choose to “be a star in someone's life” by pledging your support.

Thank you in advance for your involvement!

Memorandum from Deputy Minister/Agency Head to Canvassers

(Late August/Early September)

I was pleased to learn that you have agreed to volunteer as a canvasser for the (year) Government of Canada Workplace Charitable Campaign (GCWCC). I cannot stress enough how important canvassers are to the campaign's success. Many people are counting on you, including those individuals who benefit from services funded by the campaign, services that range from social programs to life-saving medical research.

As important as your role is, you are not alone. I want to assure you of my unconditional support and that of the entire staff. You can be certain that everyone is backing you in this endeavor and we wish you every success.

I encourage you to call upon your colleagues with enthusiasm and confidence in asking them for their support for this important campaign. Don't forget to share with them the impact of their gifts and the many ways in which lives are changed because of their support. And, be sure to tell them how much their donation is appreciated and recognized in our department/agency, in the federal service and in the community. The GCWCC is the largest workplace campaign in Canada, and federal employees are widely praised for their generosity and caring.

This year, the campaign runs from DATE to DATE. During that period, you will be calling on your colleagues and asking for their support. Please don't overlook anyone in your canvassing. Our tradition of a "100 per cent, face-to-face ask" has contributed greatly to the campaign's effectiveness in the past, and our success in reaching this year's goal depends on it.

Best wishes on your canvassing, and thank you in advance for your generous contribution of time to this campaign!

Campaign Leaders to Canvassers

(July – August)

Thank you for agreeing to serve as a canvasser for the (year) Government of Canada Workplace Charitable Campaign (GCWCC).

Your role is vital to the campaign's success. Through your efforts, we will reach our fundraising goal and continue to build a stronger, healthier community by supporting United Way/Centraides, Healthpartners/Partenairesanté and thousands of other registered Canadian charities.

Last year, our department/agency raised \$XXX for the GCWCC. This year, we've set our sights even higher, with a goal of \$XXX. With your help we are confident we can reach this goal — and make a lasting difference for our community.

This year, the canvassing blitz will begin on September __ and will continue until November __, (year). Don't underestimate the impact you can have on the people you canvass during this period. Your enthusiasm, dedication and commitment will ensure our success. Moreover, the long history of success for this campaign has depended on a "100 per cent ask" approach. Ensuring each and every person is asked personally to make a donation is an important job — and crucial to the campaign.

To canvass effectively, you should:

- attend the training sessions on [date] at [time] in [location];
- carefully read the materials provided;
- understand the needs in the community so you can explain them to potential donors;
- know what United Way/Centraide and Healthpartners/Partenairesanté are about because your conviction of their worth will come across to others;
- fully understand the choices that donors have in terms of designating their gift;
- when in doubt ask for help or additional information;
- ensure that every person on your list is personally canvassed;
- remind people of the advantages of payroll deduction; and
- turn in your reports promptly to your treasurer or campaign leader.

Thanks again for taking on this important role in the campaign. I know we can depend on you to help build a brighter future for those around us!

- Enclosed is a list of campaign contacts and telephone numbers.

Thank You Memorandum from Deputy Minister/Agency Head to All Employees

(end of the campaign)

At the close of the XXXX Government of Canada Workplace Charitable Campaign (GCWCC), I want to express my personal thanks to all of those who responded so generously to the campaign through their volunteer efforts and financial gifts. Please be assured that your contributions will make a lasting difference for people in this community.

Thanks to your support, United Way/Centraides and Healthpartners/Partenairesanté will be able to continue to support essential programs and services in our region. Your generosity is truly building a brighter future!

Thank you for being a star in someone's life.

Deputy Minister/Agency Head to Canvassers

(end of the campaign)

Thanks to your commitment and dedication, our organization has once again implemented a successful campaign, raising [\$AMOUNT] to date. These gifts will go a long way toward meeting social and health needs in our region, supporting the work of United Way/Centraides, Healthpartners/Partenairesanté and other registered charities across this country.

The thousands of people whose lives will be changed because of your support offer their thanks as well. You have truly made a lasting difference to their lives.

Thank you for being a star in someone's life.

Speaking notes for general audiences

These speaking notes offer some key messages to share with employees when making public presentations about the campaign.

- As federal employees we want to make a difference, in our work and in our communities. I'm proud to be a volunteer with the GCWCC because it provides me with the opportunity to do both.
- The GCWCC is a consolidated charitable giving campaign that allows federal employees and retirees to build stronger, healthier communities by supporting United Way/Centraides, Healthpartners/Partenairesanté and thousands of other registered Canadian charities.
- Giving through the GCWCC is simple. You can do all of your charitable giving in one place; you can even spread out your gift through payroll deduction and at the end of the year your donation appears on your T4.
- With fundraising costs that are 15% or lower (well below the national average of 26%), you know that when you give through the GCWCC, more of your dollars go to where you feel they are needed the most.
- Most importantly, this campaign offers all of us an opportunity to “be a star in someone’s life.” Whether it’s the isolated senior who needs help to remain independent, an individual suffering from a terminal illness or a child who needs a nourishing meal before school, our support does make a difference.
- In the past, employees of [agency/department name] have demonstrated their generosity and caring by supporting this campaign. I know we can reach our fundraising target, [\$AMOUNT], again this year. Let’s all work hard to achieve our goal and help build a brighter future for those around us.

RECIPIENT ORGANIZATIONS

United Way / Centraide 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.

SECTION 8: GCWCC CONTACTS

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