



WORKPLACE CAMPAIGN BEST PRACTICES

A step by step guide to running a virtual
employee giving campaign



United Way
Calgary and Area

SETTING YOU UP FOR SUCCESS

Thank you for stepping up and volunteering to run an employee giving campaign at your workplace to support your community.

We're so happy to have you and we're here to support you.

When you run an employee giving campaign, you are bringing your co-workers together, inspiring them to make an impact, and joining over a thousand local organizations in creating ripples of positive impact. Along the way, you'll meet new people, build your network, learn new skills, and hopefully have a lot of fun!

We know COVID-19 has created unique challenges in running a campaign. This playbook has been created to help you implement a predominately virtual employee giving campaign. These resources can help address the risks associated with workforce or resource reduction, elimination of in-person engagement or fundraising opportunities, and changes to face-to-face campaign opportunities.

In this toolkit, you'll find everything you need to promote your campaign, get everyone excited and make this your best campaign ever.

- Your team at United Way



SUPPORTING UNITED WAY

Every donation contributes to creating lasting social change and improving local lives. It creates ripples of positive impact across our community that swell to waves of change.

When you donate to United Way, you are investing in your local community. You are giving your family, friends, and neighbours access to support when they need it most. Your donation is strategically invested right where you live, work, and raise your family.

United Way holds itself accountable to its donors, and invests donated resources as wisely, efficiently, and effectively as possible, generating a high return on community investment. We rigorously monitor and report on the impact of our investments so donors can be confident their investment is making a positive difference.





HOW TO GET STARTED

Campaign volunteers

Recruit key
roles to support
your campaign

Campaign prep

Set your
campaign up
for success

Campaign roll out

Educate, pledge,
and play for a
great campaign

Campaign wrap up

Celebrate your
campaign's
success!

Tools to help

Access online
tools and
templates



CAMPAIGN VOLUNTEERS



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RECRUIT YOUR VOLUNTEER TEAM

Volunteers are an essential part of every employee giving campaign.

In today's environment of social distancing and working remotely, volunteers are especially vital to provide the support you need from across your organization—and drive grassroots support for your employee giving campaign. This will help ensure everyone has an opportunity to participate, and you are reaching all employees—even virtually.

Getting involved in a United Way employee giving campaign is a unique volunteer experience, offering professional development opportunities, a chance to meet other colleagues, and an opportunity to drive work that improves local lives.

There are some specific volunteer roles we recommend to run a best practice campaign. In addition to those noted on the following pages, here are a few others you may want to consider:

- Online giving lead
- Special event coordinator
- Leadership giving lead
- Engagement lead
- Retiree liaison
- IT representative

Contact us to book a virtual training session for you and your team.



VOLUNTEER ROLES

Your volunteer structure will need to reflect the size and scope of your organization and the campaign you're running. Here are a few key roles:

1. Employee Campaign Coordinator

- Local campaign lead(s)—1 or 2 volunteers
- This essential volunteer role works closely with a United Way staff partner to ensure a successful and fun campaign

2. United Way Committee

- Local campaign champions—5 to 50 volunteers
- Your committee will collaborate to generate event ideas and fundraising strategies for your campaign

3. United Way Ambassadors

- Local campaign promoters—1 to 3 / floor or business unit
- Ambassadors help spread the word and generate excitement for your campaign



EMPLOYEE CAMPAIGN COORDINATOR (ECC)

This essential volunteer role plans, drives, and coordinates the employee giving campaign (and if you're reading this, it's probably you!) While giving back to your community, you will increase visibility in your organization, meet other employees, and have a unique professional development opportunity.

To engage your co-workers and run a successful campaign, the ECC:

- Plans and oversees your employee giving campaign
- Demonstrates leadership in the recruitment and coordination of a committee and ambassadors
- Rallies support for your organization's campaign
- Shares information about United Way and answer questions
- Thanks donors
- Arranges for donations to be delivered to United Way

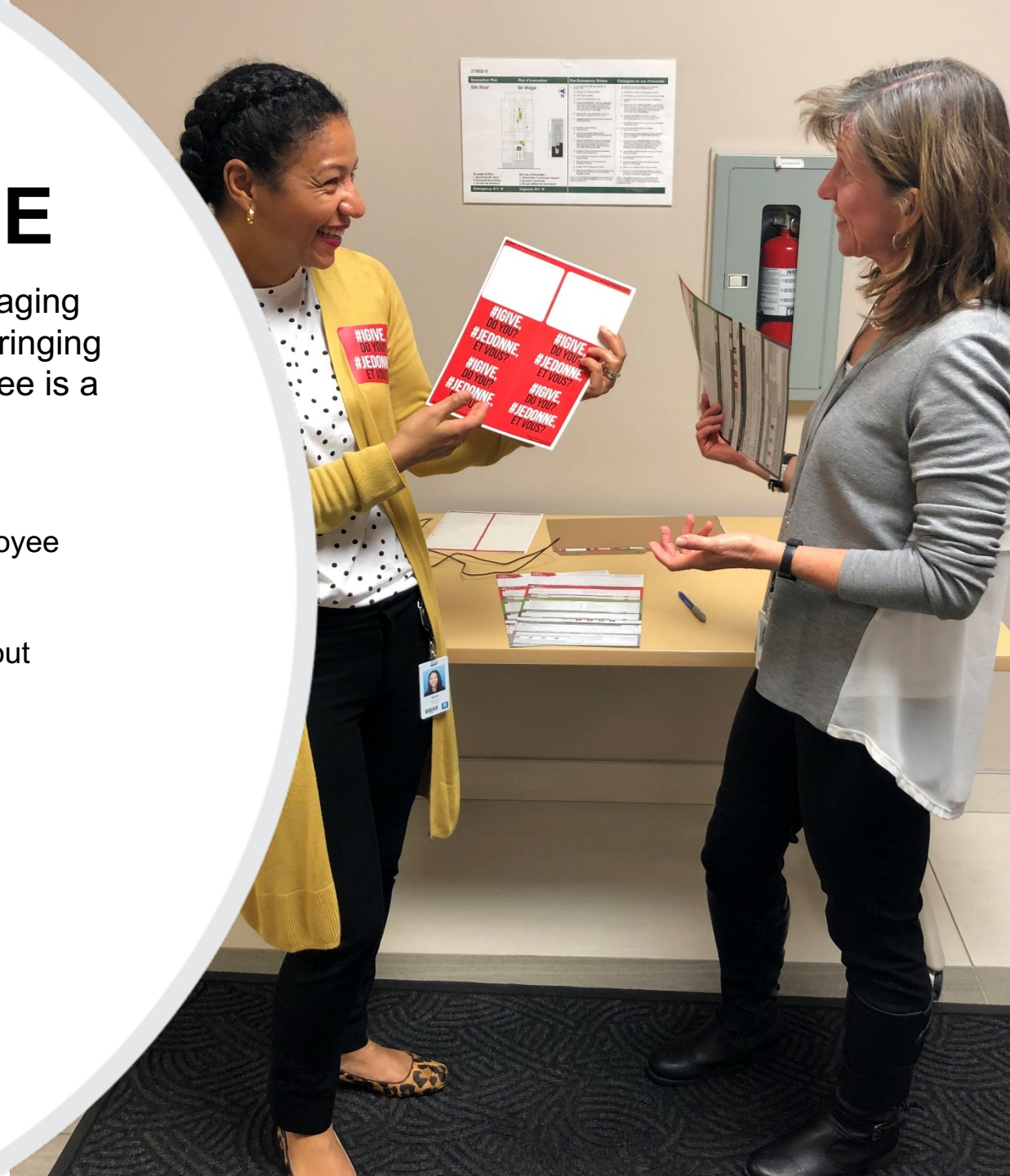


UNITED WAY COMMITTEE

This collaborative group of volunteers work to generate engaging event ideas and fundraising strategies for your campaign. Bringing together people from across your organization, this committee is a great opportunity to meet new people and build new skills.

These local campaign champions will:

- Support the ECC in planning and executing an outstanding employee giving campaign
- Plan and execute fundraising events for your campaign
- Help educate and share relevant information with co-workers about United Way
- Champion Leadership Giving in your organization
- Recruit United Way ambassadors



AMBASSADORS

An integral part of any campaign, ambassadors fuel passion during their campaign and inspire colleagues about the work of United Way. They are a resource for co-workers and help ensure the campaign runs smoothly. With social distancing and shifting work environments, ambassadors are critical to help reach out to employees not working in one location to champion excitement for your campaign.

These local campaign promoters are:

- Go-to resource for information on the campaign and upcoming events
- Assist with campaign events
- Support giving and offer help to employees who want to donate

As we adapt to virtual-first approaches, you can:

- Offer United Way's online ambassador training to volunteers—including videos, speakers, and breakout sessions
- Encourage them to attend a virtual engagement activity offered by United Way, to better understand our work
- Share United Way's digital event best practices so they feel comfortable running a virtual meeting or campaign event
- Ensure ambassadors are familiar with your giving platform so they can help employees donate (United Way offers training on our systems too—even easier!)

Be sure to think about your ambassador to employee ratio too. This may need to be lower in a virtual world to ensure you have resources to reach out to everyone in your organization.



FIELD REPRESENTATIVES

If you have a distributed workforce across multiple locations—either across the Calgary area, the province, the western region, or the country—field representatives can help you reach all employees in all your locations. These representatives can act as ambassadors in the field, ensuring your employee giving campaign is shared and represented to all employees across your organization.

These local campaign representatives:

- Share your organization's campaign with colleagues distributed across locations
- Offer information to colleagues on how to participate and give to your campaign
- Arrange for donations to be sent to United Way



EXECUTIVE SPONSOR & SUPPORT

Having an executive sponsor and executive support for your campaign can be a key element in running a best practice employee giving campaign. Seeing support from your organization's executive is vital in rallying support and fueling passion for your campaign. In a virtual campaign, it's important to have executive open any virtual events and send messages about the campaign out to staff.

To succeed in your best practice campaign, have your executive sponsor or support share why they have chosen to run a United Way employee giving campaign. Sharing why they care about United Way's work will help people feel connected to your campaign and feel inspired to participate.

Your executive sponsor or support will:

- [Rally support for your workplace campaign](#) by encouraging colleagues and/or employees to attend events, participate in activities, and support your campaign
- Share their story of why they support United Way and care about United Way's work
- Kicks off the campaign by making their donation first
- Encourage colleagues and/or employees to step up and support the community
- Shows leadership and continuously thanks everyone who supports the campaign
- Provides leadership and support when required to employee campaign coordinator and campaign volunteers



CAMPAIGN PREPARATION

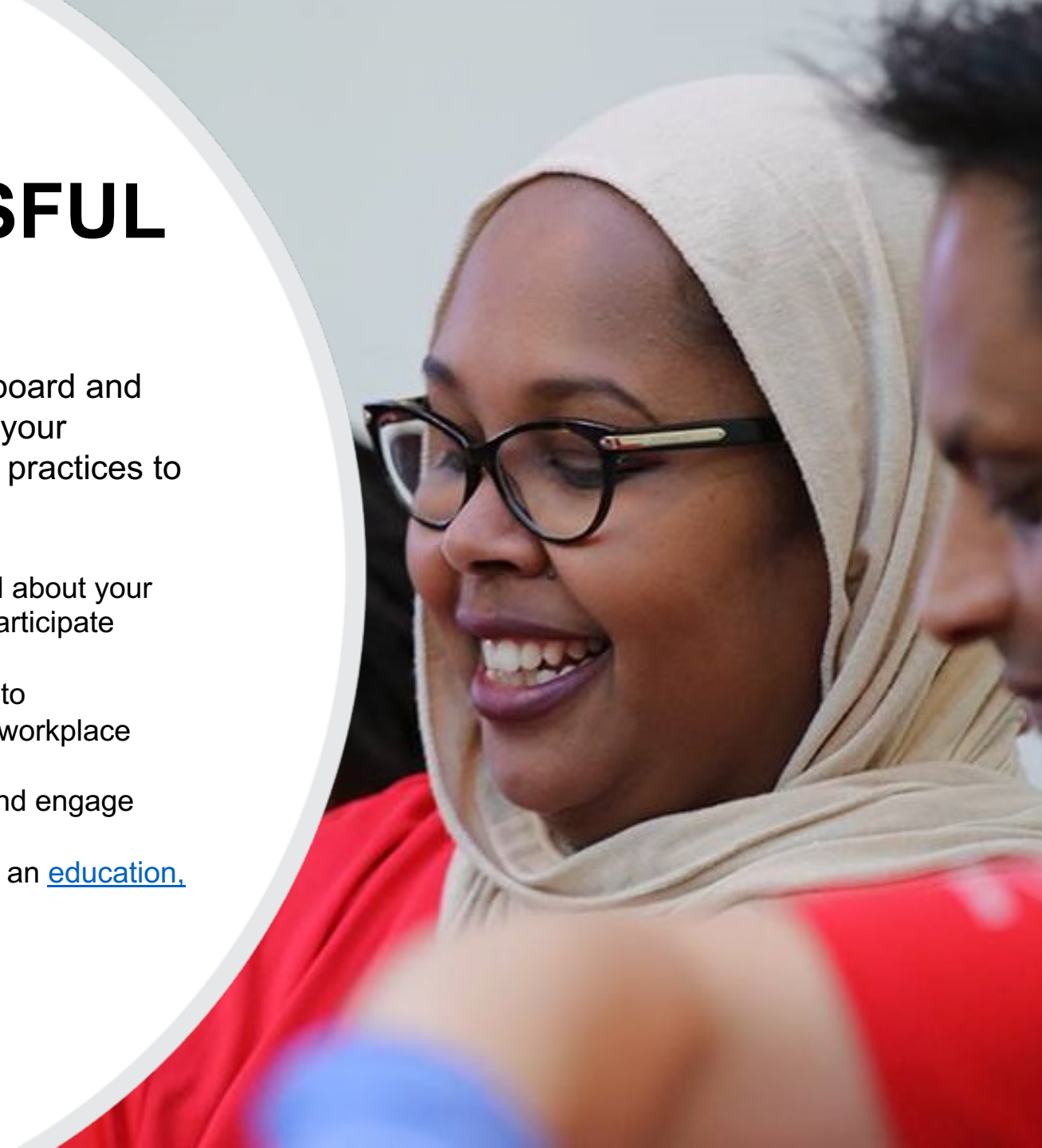


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PLANNING A SUCCESSFUL CAMPAIGN

Before you get started, make sure your executive is on board and can participate. They will help to drive engagement with your campaign by showing their support. Here are a few best practices to get spread excitement and drive participation:

- Ensure employees are educated about United Way, informed about your campaign activities, and encouraged by their supervisor to participate
- [Offer rewards](#) for achieving a certain level of participation
- Develop a [communications plan](#) that uses multiple mediums to educate staff about United Way and rally employees around workplace campaign activities
- Offer unique United Way [engagement activities](#) to educate and engage staff during the campaign and year-round
- Avoid asking employees to donate multiple times: implement an [education, pledge, then play](#) best practice campaign



STEPS TO RUN A SUCCESSFUL CAMPAIGN



CONNECT

With your staff partner to learn about United Way's work and access support



SET

Campaign dates, timeline, and goal(s)



RECRUIT

Ambassadors, executive sponsor, and build your volunteer committee



PLAN

Fun activities, incentives, and / or contests



PUBLICIZE & PROMOTE

Your campaign to employees so they know what's coming



KICKOFF

Your campaign and share why people should get involved



ENGAGE EMPLOYEES

Through events and engagement activities



ASK STAFF TO DONATE

Providing an opportunity for employees to give back



COLLECT

Donations from employees, events, retirees, and field workers



CELEBRATE

Campaign results and thank all volunteers and donors!



SETTING YOUR GOALS

Planning a successful campaign includes setting realistic, timely, and measurable goals. To set realistic goals, be sure to review results from the previous year and consider how your workplace environment has changed since then. Running a virtual campaign will likely shift engagement as well.

Goal type	Examples	Best practices to achieve goals
Educational	▪ Spread knowledge of United Way among employees ▪ Engagement in learning activities	▪ Provide multiple opportunities for employees to learn about United Way's work ▪ Share United Way materials
Participation	▪ Donation participation (= # donors ÷ # employees) ▪ Attendance at activities and/or events ▪ Login rate for Philanthropy Cloud or other giving system	▪ Offer rewards for early donations ▪ Keep events simple, few, and fun ▪ Direct employees to your online giving system in campaign emails
Financial	▪ Increase in total dollars raised year over year ▪ Increase and/or new Leadership donors	▪ Include a strong donation ask in your campaign ▪ Leverage a corporate match



INCENTIVIZING GIVING

Offering incentives can be a great way to increase participation in your employee giving campaign. There are a myriad of ways your organization can get behind the causes you and your employees care about to make meaningful change in your local communities.

- Promote a corporate match to increase participation and create larger social impact (1:1, 1:2, 1:0.5)
 - Match employee volunteer time (dollars for hours), new donors, new and increased Leadership donations, etc.
- Offer rewards and/or prizes for giving
 - Early bird draws for donations made early in your campaign, prizes for hitting campaign goals, etc.

BENEFITS OF CORPORATE DONATION MATCHING THROUGH UNITED WAY



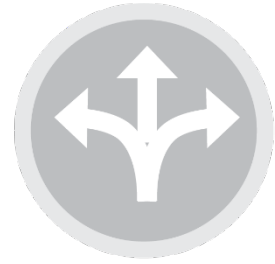
You control the direction of your organization's corporate giving



You invest in a network of services that make a lasting impact in your community



United Way evaluates and measures the impact of your investments



United Way processes receipts and distributes the match for all your locations



LEADERSHIP GIVING

Leadership Donors lead change in Calgary and its surrounding area through investments of \$1,200–\$9,999 annually. They demonstrate a deep commitment to the well-being of local people and pave the way for social change.

Leadership Donors:

- Can choose to be publicly recognized for their contribution, with their generosity celebrated annually in United Way's [Honour Roll](#)
- Are invited to virtual events and opportunities throughout the year—offering deeper insight into local social issues and networking opportunities. This includes the President's Series with President & CEO, Karen Young.
- Can join [Women United](#), where members receive invites to exclusive educational events and volunteer opportunities to connect with local women leading change in our community
- Receive an email signature badge to demonstrate their commitment to our community
- Receive valuable tax credits, which can reduce federal and provincial income tax every year: after tax, a \$100/month donation only costs about \$54



LEADERSHIP GIVING IN YOUR CAMPAIGN

Integrating Leadership Giving into your campaign can be an engaging way to promote philanthropy during your employee giving campaign.

- **Identify a volunteer lead to focus on Leadership Giving.** Depending on the size of your organization, a volunteer lead and possibly a volunteer committee can support effectively reaching out to employees. Your team should lead by example, motivate employees, and provide support so others can make an informed giving decision. A peer-to-peer connection is the most effective way to generate Leadership Giving results.
- **Review your Leadership Donor list and goals.** Working with your United Way staff partner, review the previous year's results and include those that are near the Leadership Donor level in your analysis. Set a Leadership Giving goal to help motivate you, your team, and your workplace.
- **Leverage matching opportunities!** Thanks to local philanthropists, employees can make an even greater impact by becoming a new Leadership Donor or growing their Leadership gift and being matched!*
- **Consider a targeted Leadership Giving message.** Your staff partner can support you with templated messages, letter, or email to connect with past Leaders and near Leaders to thank them, share impact, and to remind them about the Leadership Giving Program.
- **Get creative and leverage executive support!** Ask the executive team to help thank past Leadership Donors or share why they give at the Leadership or Major Donor level. Have executive host a virtual coffee for Leadership Donors.
- **Host a Leadership or Major Donor event.** Hold an exclusive event with those at the Leadership and/or Major Donor level or for those who are interested in learning more
- **Remember we're here to help!** United Way staff and volunteers are here to thank and connect with Leaders virtually year-round. With thank you calls, email updates, and virtual event and volunteer opportunities throughout the year, Leaders have a unique experience—even if virtually!

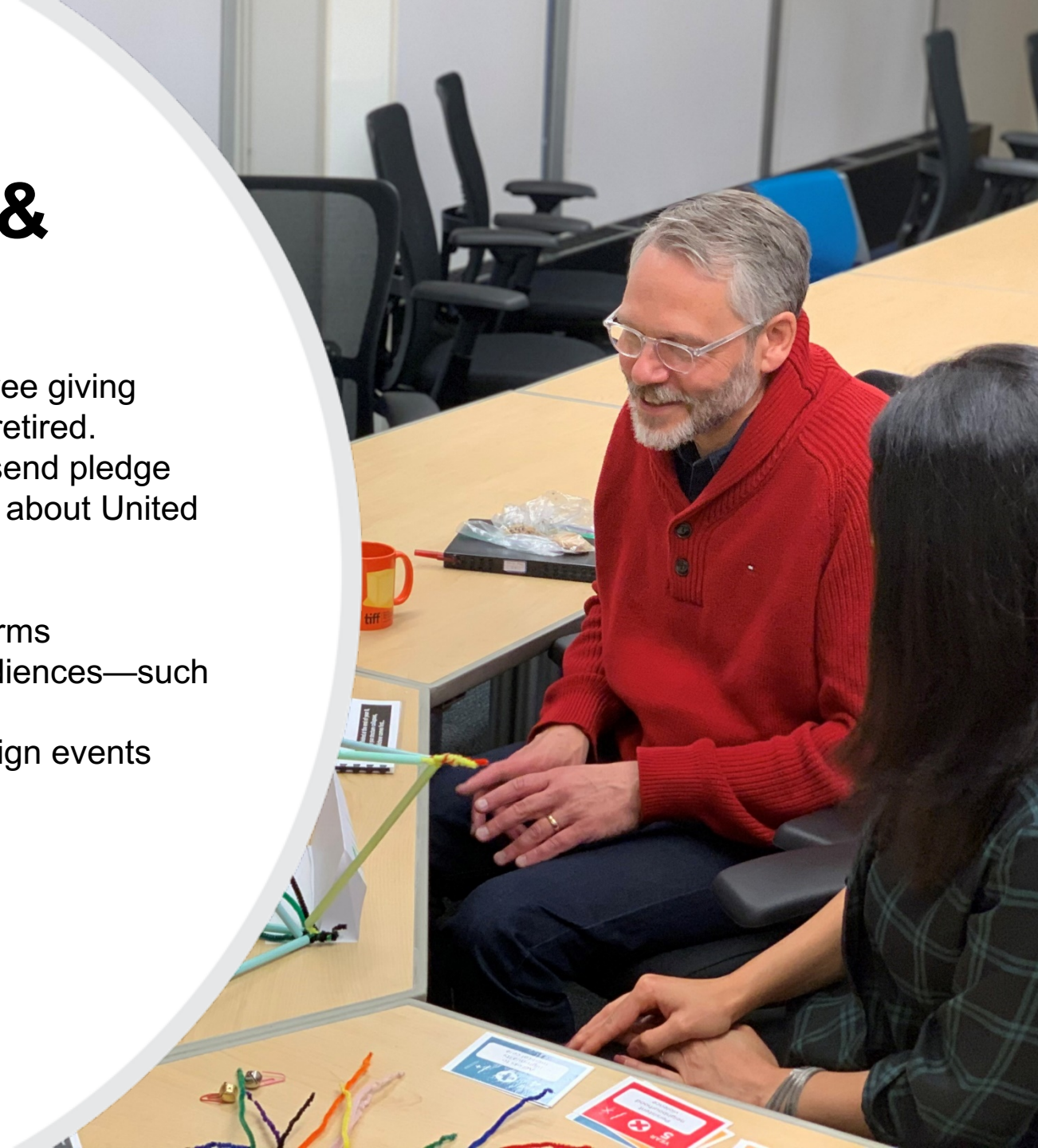
*Note: matching opportunities are typically announced in early fall, so watch for information from your United Way staff partner for the latest match information.



ENGAGING RETIREES & FIELD WORKERS

It's important to include all staff members in your employee giving campaign—including field workers and those who have retired. Ensure they receive links to your online giving portal or send pledge forms out via email or mail. Be sure to share information about United Way's work and why your employee giving campaign.

- Make giving easy through donation links or pledge forms
- Offer volunteer opportunities that align with these audiences—such as coaching, mentorship, or remote event planning
- Invite retirees and field workers to your virtual campaign events



VIRTUAL & CASHLESS CAMPAIGN*

- 1** Ask United Way about the digital tools that best fit with your organization and 2020 campaign goals
- 2** Let us help you set up the digital tools for employee giving, special events, and volunteering to support your fun, virtual, and cashless campaign
- 3** Fundraise and celebrate the success of your virtual and cashless campaign

*While we are encouraging contactless donation methods, we will be accepting cash and cheques. These can be mailed to United Way or one of our staff members can pick them up from you. Please connect with your United Way staff partner to determine the best and safest way to hand off any paper materials. Learn more about [ways to give](#).



SPECIAL EVENTS

Despite social distancing, you can still create fun, exciting events to amplify your campaign! Special events can be a great way to give people a brain-break from virtual meetings and get them up and engaging with your organization differently for a little while.

Here are some tips to create engaging events:

- Set a clear purpose for each event: is it a fundraiser, team builder, or engagement opportunity?
- Mix it up with virtual and non-virtual activities
 - Keep online events relatively short
 - Encourage people to involve their families in some of the events
 - For online trivia and other virtual events, keep the groups small and consider hosting multiple events so everyone can participate
- Drop off items prior to an event at people's house or have a 'pick-up' spot, so that everyone is prepared to participate
- Make sure you follow Alberta Health Services guidelines for all your events



SPECIAL EVENT TAX RECEIPT REQUEST FORMS

Some special event donations can qualify for a tax receipt. These forms help record donations from your event and ensure United Way has the required information to issue tax receipts where applicable under the CRA guidelines. Please read through our [Special Event Tax Receipt and Guidelines](#) to determine which form to use.

- [Form 1: Tax Receipt Request for Special Event](#)
- [Form 2: Tax Receipt Instructions and Receipt Request for a Gift-in-Kind](#)
- [Form 3: Tax Receipt Request for an Auction Winner](#)
- [Form 4: Tax Receipt Request for 50/50 or Raffle Winner](#)
- [Form 5: Split Receipt Request](#)

If you have any questions, please contact your United Way staff partner.



ENGAGEMENT ACTIVITIES

United Way of Calgary and Area offers exclusive and unique opportunities to engage your employees in creating lasting social change in your community year-round.

Options include volunteering opportunities, facilitated activities, workshops, speakers, or panels—and we have adapted these options so almost all are now available online or virtually in some way.

These activities are a great way to:

- Increase understanding of the needs in your community
- Provide a teambuilding opportunity and increase employee morale
- Help others in your community through hands-on activities
- Enhance your workplace campaign

For more information or to schedule one of these opportunities please visit engagement.calgaryunitedway.org. This exclusive website is only available to our corporate partners that run a United Way employee giving campaign.



Please reach out to your United Way staff partner for your access!



PLANNED GIVING

Offering planned giving information and activities is a great way to add value for your employees. It can help people engage with your campaign, while also learning important information for their own financial future.

Consider offering opportunities like tax talks, estate planning seminars, and planned giving seminars. These sessions are led by local legal, tax, and insurance professionals and cover topics like:

- How to protect your assets and the ones you love
- How to maximize and multiply your impact in the community

Talk to your United Way staff partner about running a planned giving event.



CAMPAIGN ROLL OUT



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BUILD YOUR CAMPAIGN

When building out your employee giving campaign, it's important to find a time that works for your organization—and your campaign doesn't have to be time consuming! Best practice campaigns can be any length, from one day or for 1–2 weeks.

SAMPLE ONE DAY CAMPAIGN



In the morning, have your president or a senior leader send an exciting email kicking off your United Way employee giving campaign and rally everyone to get involved. Include a link to a video for extra inspiration!



Share a link early in the day for people to donate through your chosen online giving tool.



Celebrate your collective achievement and thank everyone with a closing email at the end of the day.



BUILD YOUR CAMPAIGN

SAMPLE TWO WEEK CAMPAIGN

Monday	Tuesday	Wednesday	Thursday	Friday
Offer an educational opportunity for employees through an engagement activity	Have ambassadors present at meetings about your campaign and why your organization is supporting United Way		Offer an educational opportunity for employees through an engagement activity	
← EDUCATION & AWARENESS WEEK →				
Kick off your United Way employee giving campaign with a virtual event and send a rallying email linked to your online giving tool		Host a mid-week energizer—make it a team-building event Draw for an early bird prize for those who donated early in your campaign	Host a fun, virtual special event tied to your campaign theme 	Celebrate and wrap up your campaign—announce your collective achievement and thank eve
← PLEDGE & PLAY WEEK →				



KICK OFF YOUR CAMPAIGN



To build excitement and bring your team together, you should have a kickoff event to launch your campaign early on. This is a great way to bring people together, let everyone know what to expect over the course of your campaign, and share why your organization is running an employee giving campaign.

Hosting a virtual kickoff doesn't have to be daunting. Here are a few suggestions to help:

- Virtual events are challenging if they're longer than 30 minutes—so keep your event agenda focused and interactive so your colleagues can actively participate online
- Add an interactive element, like running a poll, using a virtual white board, or asking United Way trivia questions

To host your best kickoff event online or in person (or both), here are a few general best practices:

- Invitations from your executive sponsor/support will lead to higher participation
- Ask a member of you executive to speak about why your company is supporting United Way and why personally care about supporting United Way's work
- Consider joining a pre-existing meeting that already has a captive audience, like a town hall or weekly department meeting
- Promote matching opportunities your company is offering during your employee giving campaign
- Include a United Way speaker
- Embed a donation call to action in the meeting invite, or send a link to your online giving tool immediately after your kickoff



ENGAGE WITH WOMEN UNITED

Leverage Women United to inspire Leadership Giving (\$1,200+). Women United is focused on creating a strong network of female donors who are empowered to be active philanthropists and part of leading change in our community. Membership is open to individuals contributing \$100 monthly / \$1,200 annually to United Way. Members can show their involvement in the group by including the Women United signature badge in their email signature.

In 2020, Women United is offering its events and opportunities virtually. You can connect Women United with your organization's women's network to:

- Learn more about how to get involved
- Offer a relevant virtual workshop for women to educate and inspire
- Learn about a social issue this group specifically works to address
- Understand how you can apply some of our best practices around engaging women in philanthropy to your campaign



Contact womenunited@calgaryunitedway.org to learn how we can help engage your employees virtually through Women United.



ENGAGE YOUNG PROFESSIONALS

Gen Next engages the next generation of leaders around philanthropy and community. It offers a unique way to engage young professionals in your organization through its unique events and experiences, or by integrating it into your young professionals' group.

In 2020, Gen Next is offering its events and opportunities virtually. You can connect Gen Next with young professionals in your organization to:

- Learn more about how to get involved
- Leverage upcoming virtual events, volunteer opportunities and more
- Learn about a social issue this group specifically cares about
- Understand how you can apply some of our best practices around engaging young people in philanthropy to your campaign

Join Gen Next by visiting calgaryunitedway.org/gen-next to receive updates on upcoming virtual offerings throughout the year.

Contact gennext@calgaryunitedway.org to learn how we can help engage your employees virtually through Gen Next.



CAMPAIGN WRAP UP



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WRAP UP

Your campaign wrap up is an opportunity to celebrate your employee giving campaign, announce campaign results, and thank all volunteers and donors!



Here are a few suggestions to help with a virtual wrap up:

- Keep your virtual event to 30 minutes so your colleagues can actively participate online
- Add an interactive element, like running a poll, using a virtual white board, or asking trivia questions about your campaign

Whether online or in person, here are a few general best practices:

- Invitations from your executive sponsor/support will lead to higher participation
- Ask a member of you executive to thank volunteers and employees for participating, donating, and increasing their understanding of local social issues
- Consider joining a pre-existing meeting that already has a captive audience, like a town hall or weekly department meeting
- Offer an incentive for people to attend:
 - Announce the winners of draws or campaign activities
 - Announce your campaign achievement (dollars raised and/or participation reached)

Whether you're hosting a wrap up event or not, be sure to let all staff know about your campaign achievement through whichever channels you use: social media channels, Intranet site, your website, a newsletter, or an email from an executive.



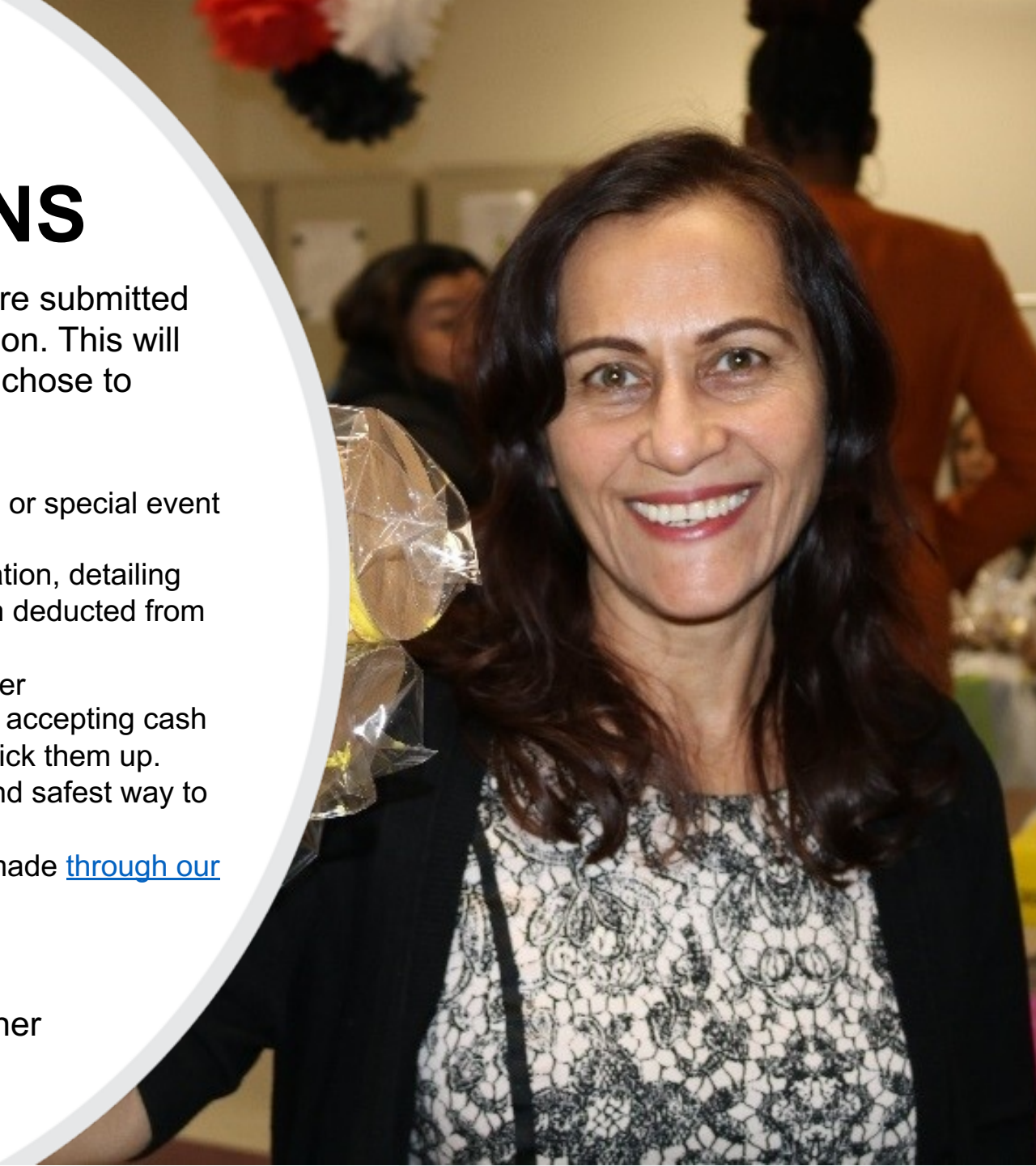
SUBMITTING DONATIONS

As you wrap up your campaign, consider how the funds are submitted to United Way, and any follow up items for your organization. This will ensure you have up-to-date reporting and that those who chose to donate receive their tax receipts.

- Donations made through any of United Way's employee giving or special event tools will be automatically processed by United Way
 - United Way will provide a payroll report for your organization, detailing which donors have made a pledge to have their donation deducted from their pay
- Special event and corporate donations can be sent by e-transfer
- While we encourage contactless donation methods, we will be accepting cash and cheques. These can be mailed to United Way or we can pick them up. Please connect with your staff partner to determine the best and safest way to hand off any paper materials.
- If someone misses your campaign, donations can always be made [through our website](#)



Please connect with your United Way staff partner if you have any questions.



TAX RECEIPTS

A tax receipt can be a great incentive to give as they can offer a reduction in overall taxes every year. All one-time gifts made to United Way by December 31 at 11:59 p.m. will receive a tax receipt for the current year.

Here is some additional information on tax receipts to help answer questions that may come up:

- One-time donations (cash, cheque, or one-time credit card*) will receive a tax receipt by no later than February 28 of the following year
- Monthly credit card** donations will receive a tax receipt by February 28 of the following year
- Payroll deductions will appear as a charitable donation in Box 46 of your T4 the following year (unless otherwise specified by your organization)
- Gifts of \$25 or more qualify for a charitable tax receipt
- Many special events donations do not qualify for charitable tax receipts. See the [Canada Revenue Agency's website](#) or ask your United Way staff partner for more details.

*If using Philanthropy Cloud or e-Pledge, credit card donations are issued by the platform immediately via email.

** If using Philanthropy Cloud, recurring credit cards will be tax receipted each month. Tax receipts are also available to download from the [user's profile page](#).



GIFT-IN-KIND

Use this [Gift-in-Kind](#) form when an individual requests a tax receipt for an item donated to be in a silent auction, raffle, or fundraiser.

- Complete Gift-in-Kind form: The donor is required to include their full name, address and list of items donated, including the fair market value or cost of each item. Item must be over \$50.
- Proof of purchase: A Gift-in-Kind donation will only be processed if a proof of purchase (invoice/receipt) is provided. The invoice must be certified by the donor and marked “Paid in Full” by the donor.
- Previously owned items: If the item being donated was previously owned (i.e. furniture, antiques, artwork, etc.) a third-party appraisal indicating the value must accompany the Gift-in-Kind form.
- Tax receipt: United Way’s donor services team will provide a tax receipt equal to the value indicated on the invoice appraisal (less GST, if donor is GST registered). The receipt will clearly indicate that the donation is a Gift-in-Kind.

Use this [Successful Bid Over 25% of Value](#) form if an individual pays 125% of the value of the item won at an auction fundraiser.

- Value of item must be ascertainable, provable, and be advised to all bidders prior to making a bid.
- The successful bid over 25% of value form must be completed and signed.
- Proof of the fair market value of the item must be provided.
- United Way of Calgary and Area can only provide a tax receipt for a successful bid over 25% of value if United Way was the recipient of the donated funds.

To set up a fund collection site, please work with your staff partner. You will most likely use United Way’s [Giveeffect platform](#) and there are a couple steps to take.

- Share event details with your United Way staff partner, who will receive internal approval for your site.
- Employee campaign coordinator will create the campaign page.
- Share the link with bid winners to complete their donation online.



HELPFUL TOOLS



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TRAINING

Ensuring your team of volunteers know their roles and how to champion United Way will help your campaign be successful.

United Way has many online resources that can be used to train your team and make sure they have the tools to succeed, including:

- Best practices documents (just like this one!)
- Online donation and pledging demos and walk throughs
- Ambassador training
- Executive presentations and training
- Videos on United Way's work

Contact your United Way staff partner for links or to set up a training session for your team.



CAMPAIGN TOOLKIT

In United Way's online campaign toolkit, you'll find everything you need to promote your campaign, get people excited, and create your best employee giving campaign ever.

The toolkit includes information and templates for:

- Recruiting volunteers
- Planning your campaign
- Executing your campaign
- Answering questions
- Sharing information about United Way

Also included are a number of prepared materials, templates, and logos you can use for your campaign!

Visit calgaryunitedway.org/toolkit to get started.



CAMPAIGN MATERIALS

To help you run your best campaign, United Way has a number of materials, templates, and other documents ready for you to download and use for your campaign. All these digital assets are available on the [campaign toolkit](#):

- Campaign planning, email, and volunteer templates
- Local impact stories, videos, and information, including:
 - Visit [ImprovingLocalLives.org](#) to see United Way's annual impact
 - [Impact calculator](#)—see the impact of your donation
- Brochures and posters—print them out for your office or share them digitally!
- Activities templates—with messaging and graphics so you can quickly fill in your dates and share with your team
- [Frequently asked questions](#)
- Donation forms and information

If you're looking for promotional items, start with United Way Centraide Canada's [online store](#). If you'd like to customize and print your own t-shirts, pull up banners, or other physical materials, we have templates on our website you can download, customize, and have local partners print for your organization.



PHILANTHROPY CLOUD

Philanthropy Cloud is the corporate impact platform designed for a new era of giving. This platform allows your employees to give back to their communities, activate their personal impact, and be part of their employer's social impact too.

Philanthropy Cloud is a great way to keep your employees connected and engaged with the causes close to their hearts through stories, volunteer opportunities, and employee giving.

Learn more and see how Philanthropy Cloud can help bring your campaign online in [this demo video](#).

Important note: Philanthropy Cloud is great for employee giving and engagement. However, it cannot be used for special events that are eligible for tax receipts, such as raffles, bingo, wine survivor, etc.



THANK YOU

We're here to support you every step of the way!
Don't hesitate to call upon your United Way staff partner for information, answers, or inspiration.

Materials, videos, and more can be found
on the campaign toolkit at
calgaryunitedway.org/toolkit



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