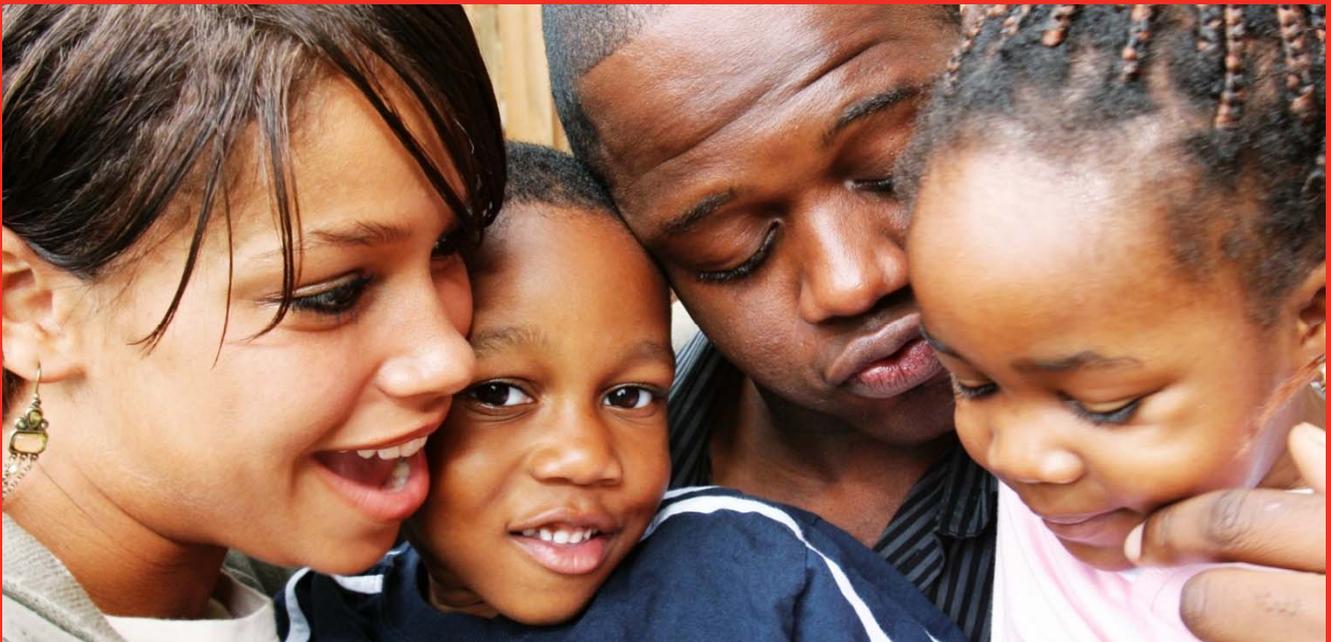




United Way
Alberta Capital Region



Ambassador Guide

Best practices, ideas and advice to help make your workplace campaign canvass a success.

Thank you for volunteering for United Way!

Your role as a United Way Ambassador is essential to the success of your organization's campaign and ultimately, to the well-being of your community. Thank you for taking on this role and leading your colleagues to give, volunteer and act.

Whether you're a veteran Ambassador or a novice, this guide provides you with the information and resources needed to communicate United Way messaging and support a successful campaign in your organization.

Your role as an Ambassador is to support your Campaign Committee and to engage 100% of your colleagues in the opportunity to participate and give. In the best campaigns, the volunteers ensure that:



United Way Ambassador Role Description

- Ask every employee to give or make a decision
- Share the details of your campaign and United Way messaging
- Support the campaign from start to finish
- Boost participation
- Collect pledge cards

Who is an ideal Ambassador?

An employee who is:

- Community-minded and excited about United Way's impact in the Alberta Capital Region
- A committed United Way donor
- Enthusiastic and respected
- Organized and flexible
- A self-starter and team player

Find more online!

Find everything you need online to support a successful canvass:

- Videos
- Stories
- Book speakers
- Order materials
- Sample emails and letters



Your support of United Way helps children, youth and families right here in the Alberta Capital Region.

You are part of a big team!

Approximately 5,000 volunteers, 39,000 donors, 700 organizations from across our community – business, labour, the private and public sector, partners and organizations big and small – join together to create pathways out of poverty.

Poverty in the Alberta Capital Region

We live in one of the most prosperous regions in Canada, yet 120,000 of our community members live in poverty – more than 40,000 of them are children.

Poverty is about struggling to make ends meet. And it goes further than a lack of food, clothing and shelter. It affects self-esteem and confidence, and **means devoting more time to just surviving.**

There are many factors that contribute to poverty – lack of education; low wages and rising costs; domestic and family situations; mental illness; reading and financial literacy; cultural barriers; addictions, and more.

Employment is not a guarantee against poverty. There are many people who are working – and at more than one job – but they still can't make ends meet.

What is the cost of poverty in Alberta?

Poverty comes at an extreme cost – and each one of us is paying the price from both economic and social perspectives.

\$7.1 to \$9.5 billion is spent each year in the province, including health, social service and justice system costs.

(source: Poverty Costs, An Economic Case for a Preventative Poverty Reduction)

Why Donate?

United Way has a **clear cause, a bold vision and delivers results** – something we can all rally around as a community.

No other organization has United Way's range of partners, with 50+ agencies in the social services sector supporting 100+ programs and services, all focused on addressing poverty.

No other organization has this breadth of support – 700+ corporations, 5,000+ volunteers, 30,000+ donors and a year-round focus. **It takes a community to address a complex problem like poverty and you can be part of the solution.**

With one donation, you can tackle multiple, critical needs in poverty reduction, **seeing your donation go farther and wider** than any other charitable investment you can make.

The cost of poverty is a wake-up call, with **\$7.1-\$9.5 billion** being spent each year in the province.

120,000 people in the Alberta Capital Region live in poverty.
40,000 of them are children.



Our Approach to Addressing Poverty

Key Messages

- ➔ United Way brings the community together in a collective effort to create pathways out of poverty for individuals and families.
- ➔ Together, we can help lift people out of poverty, prevent others from falling into it, and provide support to help community members strengthen their lives.
- ➔ Our strategy has a local focus, shaped specifically for the Alberta Capital Region. We work with 50+ agencies in the social services sector focused in these areas - Education, Income and Wellness.
 - **Education:** From the earliest years of life through to high school completion, your support helps children and youth achieve their full potential.
 - **Income:** Your support helps people who have low income, and those experiencing homelessness, to gain financial stability and independence.
 - **Wellness:** Your support helps strengthen the well-being of individuals and families, and develops healthy, safe communities.
- ➔ Together, with dedicated volunteers, generous contributors and the work of agencies, we have made differences in the lives of hundreds of thousands of people.



Go online at myunitedway.ca to find out more about our approach.

Why is asking one-on-one important?

The number one reason people don't give...

...is because they weren't asked. Since not everyone will be able to attend your kick-off and others may want to ask more questions, it's important to follow up with each employee.

We recognize asking your co-workers for a donation may be intimidating. We are here to help provide you with the training and resources to make the process easier. As your colleagues better understand the work of United Way and how their contributions impact the community, they will be more inclined to give.

How to Ask

Know your campaign details

- When is campaign kick-off/wrap-up (and other key dates)?
- Does the early bird draw have a prize/incentive?
- When are the special events?
- What is your employee campaign/participation goal?
- How much money was raised last year?

Be prepared for questions and concerns

People deserve to know their money is being used wisely. If you don't know the answer to a question, find out from your Employee Campaign Chair or United Way staff partner and get back to your colleague promptly.

Make the ask

One-on-one, peer-to-peer is the best way to make the ask. It allows you to inquire about their interests and inform them about how their dollars relate to their community. The strongest campaigns ask 100% of their employees and retirees to donate to United Way.

Retrieve all pledge forms and say "thank you"!

Collect each employee pledge form - whether or not the individual contributes, as a record that everyone has had the opportunity to give. Once all pledge forms are received, your campaign is officially over.

Sample Ask:

"I just wanted to come by and drop off this United Way pledge package. This year we are striving for 100% employee participation and any gift you make will be matched by the company! I have enclosed a brochure with more information about what your gift would support.

If you have any questions about United Way, please let me or any of the Campaign Committee members know. Otherwise, thank you for your thoughtful consideration to pledge this year."

Sub in any of the following:

- Promote the Leadership Giving Program
- Early bird prize draw due date
- Personal story about why you support United Way
- Promotion of goals, department challenges or results

Using the UnitedWay@work online E-Pledge system?

Be sure to also include personal, one-on-one elements to ensure success. Your United Way staff partner or Sponsored Campaign Representative can offer advice on how to keep employees actively engaged in your campaign.

Tips for making the ask...

Be positive.

It feels good to give. Some have already decided to give, they just need a reminder. Some just need more information.

Explain the benefits of giving to United Way and stress the importance of each person's contribution to our community. It's also helpful if you share your personal reasons for supporting United Way.

Call on co-workers you know first.

Approaching people you know well allows you to be more relaxed and comfortable with each conversation. The positive responses you get will boost your confidence. A one-on-one, face-to-face ask is the most effective.

Highlight the importance of each gift.

Talk about the impact of each individual's gift and the difference it can make to our community. For examples of your donation's impact please visit the Clip Sheets in Campaign Resources at myunitedway.ca/campaign.

Mention the ease of giving.

- Payroll giving distributes the gift over 24 or 26 pay periods.
- Your payroll gift is recorded on your T4 to make it easy at tax time.
- Donors can also give by credit card, cheque, gifts of securities and cash.

Contributing is voluntary.

Share your enthusiasm about giving and be a resource to help your co-workers gain the comfort level needed to make a knowledgeable decision about giving. As a Campaign Representative, your role is not to pressure people to give.

Remember to thank everyone you contacted.

Even those who did not contribute deserve to be thanked for their time. Every person's time and gifts are valuable. The impression you leave is what people will remember when they think of the United Way.



\$5 per paycheque

Provides warm winter coats to a family of four with limited resources.

myunitedway.ca



\$10 per paycheque

Provides 20 books written specifically for adults who struggle with reading.

myunitedway.ca



\$15 per paycheque

Provides a nutritious lunch for 100 students in an inner city school.

myunitedway.ca



\$20 per paycheque

Provides eggs for 250 families accessing their local food bank.

myunitedway.ca



\$40 per paycheque

Provides three families hotel accommodations when all the shelters are full.

myunitedway.ca

For more stats like these, look for our clip sheets document at www.myunitedway.ca/campaign

Common Questions...

How is United Way different from other charities?

- **Your gift helps your community.** The money raised in the Alberta Capital Region stays in the Alberta Capital Region. Each United Way is independent and operates locally, but there are over 100 United Ways across Canada.
- **We focus on prevention.** United Way addresses the underlying causes of poverty. We strive to prevent problems today to build a stronger community for the future.
- **We have a history.** Over the past 75 years, United Way has been well-known for the significant amount of funds we raise and the meaningful work this supports through 50+ agencies in the Alberta Capital Region.
- **We make it easy to give.** Payroll giving makes it easy and affordable for everyone to make a difference. Each gift is income tax deductible and receipts for donations made through payroll are included on T4 slips.
- **We have low fundraising costs.** Each year, United Way raises millions of dollars. Because of thousands of talented volunteers, sponsorship and sound fiscal management, we are able to keep our administration costs low. Our Board of Directors established that our cost of administration and fundraising was never to exceed 20% – this is well below the Canada Revenue Agency threshold of 35%.

For more frequently asked questions visit:
www.myunitedway.ca/faq

What area does United Way of the Alberta Capital Region serve?

United Way serves the Edmonton Census Metropolitan area including Edmonton, the City of Fort Saskatchewan, Sherwood Park, the County of Strathcona, the City of St. Albert, the City of Leduc, the County of Leduc, the City of Spruce Grove, the Town of Stony Plain and the County of Parkland.

How much should I give?

Making a monetary contribution to United Way is a personal decision. It's up to you to decide what gift level best reflects your ability to give and your commitment to helping those in need in our community.

Can I designate my donation to other charities?

Yes. The option of designating to specific agencies is an added service United Way provides to our donors. Agencies must be Canadian registered charities.



United Way retains 10% of the designated gift to recover the costs associated with this service. In the case of one-time contributions, a maximum designation fee of \$100 will be applied.

Support the Leaders of the Way Giving Program

At United Way, Leaders are people who are driving change, willing to set a powerful example, and able to inspire action. It begins with an annual gift of \$1,200 or more. In 2015, Leadership donors contributed nearly \$8 million to United Way of the Alberta Capital Region.

Benefits of a Leadership Campaign

Community Benefits:

- Access to new resources – increased financial support enhances United Way’s ability to respond to growing community needs.
- New dollars from workplace campaigns enable United Way to undertake and fund new initiatives and collaborations.
- Increased community spirit – Leadership donors often experience increased pride in their community and this promotes a desire to participate in other community activities.

Donor Benefits:

- Enhanced sense of community – Leadership giving provides donors with the personal satisfaction of making a significant contribution to the quality of life for everyone in the community.
- Gain positive image as an employee – Leadership donors are often seen as positive role models with their peers and other employees.
- Public recognition as a Leader – Leadership donors are listed in the Leadership Roster, which is available on United Way’s website at www.myunitedway.ca/leadership-roster.

A Leader with United Way can help improve the lives of many.
Here are some examples of what a Leadership gift can do:

- \$1,200 provides nutritional support to 50 newborns.
- \$1,200 provides a full-day youth program on a PD day so parents are still able to work.
- \$1,200 provides emergency accommodations for three families when shelters are full.
- \$1,200 will allow families to participate in six collective kitchens where they will make healthy meals for their families.

Campaign Toolkit

Go online to myunitedway.ca/campaign to find all these materials and more.

To convey a consistent, accurate message, we encourage you to utilize United Way's campaign marketing tools. Your United Way Sponsored Campaign Representative can assist you to select items to best serve your needs.

Personalized pledge forms

Catch their attention! Add their name; attach a chocolate and an educational pamphlet to the United Way employee pledge form so it doesn't get lost on someone's desk. Visit the "Personalized Pledge Form Request" form on the Campaign website for details.

Employee Campaign Volunteer Guide

The ECV Guide offers specific advice on how to plan and execute an employee campaign.

Try these other tools

- Posters
- Roll up banners (stand up or hang up)
- Thank you cards
- Videos
- Stories
- United Way merchandise (t-shirts, gifts, prizes)

Slather your workplace with United Way swag!
Get them from your United Way contact.

Retiree ways to give

Don't assume that just because an employee has retired or is approaching retirement that their commitment to your organization, United Way and our community has ceased. Make sure they are included in your campaign activities and ask.

People who are here to help:

- **Campaign Manager** – Your Campaign Manager and Sponsored Campaign Representatives are here to help you every step of the way.



- **Community Speakers or Leadership Presenters** – Invite a speaker to inspire your workplace. Community Speakers have been personally impacted by United Way funded agencies and donors. Leadership Presenters give a personal account of why they choose to support United Way at a leadership level. Book one through your United Way representative.
- **Labour Participation**– We have staff to support the navigation and engagement of your union leaders and workers. Contact your United Way staff partner for details.

Canvassing Worksheet

Before you start asking your peers for support, take a few minutes to complete this information first!

Campaign details

When does the United Way Campaign start? _____

When does the United Way Campaign end? _____

What is your organization's goal this year? _____

Is there a Corporate Match? Details? _____

For example: Our employer will match 50% of all employee donations made during the United Way campaign

How and when can employees give this year? _____

For example: Pledge forms will be handed out on XX date. –or– A secure link will be sent to your e-mail on XX date

Are there any extra incentives to give this year? _____

*For example: Make your decision to give by October 7 to participate in our draw for one day off with pay!
If we reach our goal by November 13, our senior manager Steve Smith will shave his head!*

Campaign events

What events will employees want to know about? Details? _____

Is there a kickoff event? _____

Where can employees get more information about events? _____

Why do you support United Way?

Why do you support United Way and your workplace campaign? _____

How would you explain United Way to a co-worker? _____

Making the ask

When should you start asking your co-workers for support? _____

What do employees need to know when you approach them? _____

How do you plan on asking your peers to support the United Way Campaign? Write it out below.

How do you plan on following up with your peers? _____

How will employees be thanked? _____

Canvassing list – Who are you asking?

	Employee Name	Personal Ask?	Followed-Up?	Thanked?
Ex	Steve Smith	✓		
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

	Employee Name	Personal Ask?	Followed-Up?	Thanked?
Ex	Christina James	✓	✓	✓
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Questions?

Who is my Employee Campaign Chair? Phone? Email? _____

Who is my United Way Representative? Phone? Email? _____

Notes:



United Way
Alberta Capital Region
myunitedway.ca