

Frequently Asked Questions

Why Should I give? I never use United Way.

United Way funded programs and services help one in three people in the Central and South Okanagan/Similkameen area each year. Your donation helps support your family, friends, and neighbours in the community we all live and work in. United Way helps people from every part of our community work together on important human care issues. It is committed to making lasting improvements on those issues. United Way works to strengthen the every day support systems of community life-how individuals, families and neighbourhoods work together to support one another.

Who decides how my contributions will be spent?

Through an agency review process, volunteers from all backgrounds evaluate which programs and services will have the most impact on our community.

What are Community Partners?

A member agency is a not-for-profit organization that provides health or social services in the Central and South Okanagan/Similkameen region. Agencies must go through a review process based on eligibility and allocations criteria and performance indicators. Funding is made available for operating costs for a specific program or service. Funding is provided on a calendar year basis and must be reapplied for each year.

How can I donate?

Payroll deduction is the most common and convenient choice and is often the easiest to budget. The donation will automatically appear on your T4 slip for income tax purposes. You can determine how many pay periods your gift will cover. Cash/cheque donations must be remitted with your pledge card, and a receipt will be issued by the United Way office. Pre-authorized bank withdrawals can also be made by providing a void cheque with your pledge card. Visa, MasterCard and American Express are accepted.

Can I direct my gift to one agency?

United Way is committed to the value of the agency review process, where local volunteers decide where your dollars will achieve the highest impact based on a review of all the needs of the total community. We also respect the wishes of donors who wish to direct their donation to a specific agency. We can direct gifts to a specific United Way/Centraide funded agency of your choice through payroll deduction. As a service to the donor, cash/cheque donations will be forwarded to non-member agencies.

Why should I donate when I see waste?

United Way/Centraide believes that we have a responsibility to our donors to provide them with the information they need to make an informed decision about giving. Our print materials and website provide valuable information and remind residents that United Way works in the community all year long.

Who pays for all the events?

Special events are held to recognize volunteers and organization for their campaign contributions. These events are sponsored in part by local corporation and/or through the purchase of tickets. Fundraising events are self-supporting and donor dollars are not used for these activities.

Why should I give? Won't the government help with these programs? United Way/Centraide does not fund any programs where other funding is available. United Way/Centraide provides funding to services that are not the responsibility of government that add to and enhance the quality of life for individuals and families in the Central and South Okanagan/Similkameen region.



UNITED WAY
BECAUSE WE LIVE HERE

Mission Statement

"To improve lives and build community by engaging individuals and mobilizing collective action."

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Employee Campaign Coordinator & Canvasser Guide



United Way of the Central & South Okanagan/Similkameen

Your questions are important to us.
Please call (250) 860-2356, or visit www.unitedwaycso.com for more information.

I believe in my community.

Employee Campaign Coordinator: 5 Steps to Running A Successful United Way Campaign

1 Select Your Campaign Committee

Your Campaign Committee is a group of individuals who assist you, the Employee Coordinator, in organizing your campaign and establishing the objectives and strategies for your company. Consider the following when choosing your committee:

- Choose people who are truly committed to the philosophy and goals of the United Way
- Ensure that all sectors of your workplace are represented
- Consider recruiting people who have served on previous campaign committees or will commit to a two-year term
- Choose people who are hard working, well liked and enthusiastic
- Choose people with expertise in the areas you require, such as finance or promotions

2 Ask your committee members to commit to the campaign by making their donations first.

Together with your committee, establish objectives and strategies. Your specific objectives should lead to a realistic, achievable, yet challenging goal. Some common objectives include:

- Approaching 100% of employees
- Increasing employee participation from previous years
- Increasing the average gift per employee from previous years
- Increasing the number and amount of payroll deductions

Strategies to meet your campaign objectives:

- Schedule your campaign early and keep it short and full of activity
- Schedule special events for your launch to increase visibility and enthusiasm
- Invite guest speakers, show videos, and arrange other presentations so increase awareness. United Way staff can help plan these events
- Implement a solicitation process what suits your company (One-on-one, group, or a combination)
- Encourage payroll deductions
- Promote leadership Giving, which is a specially recognized group of donors who give over \$1000 per year to the United Way
- Have fun!

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3 Talk to Senior Management

Senior Management support of your United Way campaign is one of the keys to its success. Talk to a member or your Senior management team and ask them to:

- Donate
- Keep in contact with the Campaign Committee
- Authorize adequate time and resources for the Committee's activities
- Approve time for training canvassers and special events
- Show support by attending committee meetings and events
- Send an email or add a letter to payroll asking for employee support
- Host a Leadership Giving presentation for Senior Management and ask for their donation
- Host and assist in a congratulatory event recognizing campaign volunteers

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Recruit Canvassers

Your Employee Canvassers are those individuals who will talk to their co-workers and collect donations for the campaign. The size of your organization will determine the number of canvassers you require. A guideline is to assign no more than 20 employees to each Canvasser. Additional considerations when recruiting canvassers:

- Select co-workers who are well respected
- Select co-workers who are volunteers in the community
- Ensure that canvassers are given sufficient time to canvass the employees
- Arrange for a Canvasser training session with United Way
- Ask canvassers to make their donation first

Everyone needs help and everyone can offer help

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Publicize Your Campaign

Use print materials, posters, and videos supported by the United Way

- Hold special events in addition to your campaign's launch to increase visibility and create enthusiasm
- Report on your campaign's progress, highlight outstanding volunteer achievements, and acknowledge volunteers and donors after the campaign
- Encourage friendly competition between departments or areas within your workplace to stimulate interest
- Develop fun and interesting messages for your Intranet and e-mail services
- Arrange for one or more guest speakers through United Way's Speaker's Bureau
- Recognize and thank your volunteers and donors publicly

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Monitor and Report

Monitor and analyze results during all phases of your campaign, and report them back to your canvassers and co-workers

- Consult with canvassers and departments when there seems to be low contact
- Report campaign progress to Senior Management and to your United Way Resource Development Manager
- Ensure that Leadership Giving donations are reported to United Way Offices so that they are recognized and thanked by the United Way
- Ensure final results are reported to the United Way office

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Say Thank You!

Send committee members a letter thanking them for their willingness to serve in the campaign

- Publish a special thank-you article in your work-place newsletter or make up your own flyer
- Hold a special event to thank donors and volunteers. Be sure to thank your canvassers and publicly recognize them
- Present certificates or plaques that are inscribed to recognize volunteers. The United Way office will supply certificates for every one of your volunteers

9 Easy Steps

Canvassing Your Workplace:

It is important to evaluate your campaign to determine whether it met your objectives, achieved your goals, and responded to your strategies. Identify aspects of your campaign that worked well and those that did not. Document your findings for next year's committee, make recommendations for future campaigns, and share this information with United Way staff.

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Evaluate

1. Be informed about United Way/Centraide.
2. Visit www.unitedwaycs.com to answer your own questions before starting your canvas.
3. Make your own pledge first
4. Review the campaign timeline, donation and participation goals with your committee and canvassers.
5. Find the most effective way to get 100% of your employees, including those that work shifts, part-time, off-site, or on contract.
6. Plan incentive draws for returned pledge cards to encourage commitment to the campaign. Then ensure that co-workers are aware of these incentives!
7. Canvass each person individually and personally to make the ask!
8. Ask for a donation and encourage payroll deduction. Payroll deduction takes minimal effort to make it very easy for your workforce to support local programs and services in the community.
9. Thank everyone!
10. Report your results promptly and regularly.