



United Way  
Niagara



## Campaign Ambassador Guide

### How to Succeed as a United Way Campaign Ambassador

#### Pre-Campaign

Your journey starts when you connect with your United Way Staff Partner. This person will inform you about United Way, help you to develop a customized plan of action for your campaign, and support you along the way. Make sure to utilize the Campaign Toolkit as well as your United Way Staff Partner to help you plan to achieve your goals.

#### Campaign

**FACT:** The most common reason we hear from people as to why they didn't give is **because they weren't asked.**

1

##### **Kick-Off**

A kick-off is a great way to let people know about your upcoming United Way Campaign. Kick-offs can be as elaborate as events or as easy as snacks in a breakroom. Use this time to share your campaign timeline, activities, and goals with your colleagues - and make it fun!

2

##### **Corporate Gifts or Matches**

Before reaching out to your colleagues, ask the decision makers in your workplace if they would consider a corporate gift or match toward your campaign. These gifts typically have the biggest impact on the overall campaign.

3

##### **Payroll Contributions**

Giving is easiest through payroll deduction. Through your workplace, employees can pledge to have any amount deducted from their pay. We recommend you start with asking your colleagues to opt into payroll giving, as it can make an even greater impact than events alone.

4

##### **Special Events**

Generating excitement and bringing employees together is an important part of any campaign. Even when employees are working virtually, this is a great time for fun interactions between colleagues. Find a list of fundraising ideas in the Campaign Toolkit!

5

##### **Give Kudos!**

**Thanking United Way supporters should be a part of every step of your campaign!**



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#### Reminders:

**1** We recommend setting a deadline to make a gift to create urgency. After the deadline, follow up directly with those who have yet to participate in the campaign.

**2** A wrap-up is a great way to celebrate your hard work and achievement and share the impact made by your colleagues' collective generosity. Give kudos to your donors and volunteers, award prizes, and pat yourself on the back for a job well done!

#### Post-Campaign



Submit all funds and pledge forms to your United Way staff partner.

Debrief with your campaign team to see how you did and brainstorm ideas to prepare for next year!



Cash, cheque or CC donations must be received by December 31 for tax receipts.



**If you need more information contact your assigned United Way Staff Partner.**

# Our UNITED Impact.