



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? _____
E.g. Our employer will match 50% of all employee donations

How and when can employees give this year? _____
E.g. 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 Oct. 7 to participate in our draw for one day off with pay! Or If we reach our goal by November 13, our VP Steve Smith will shave his head!

Campaign events

What events will employees want to know about? Details?

Is there a kickoff event? _____

Why do you support United Way?

Why do you support United Way and your workplace campaign?

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 @st – Who are you asking?

	Employee Name	Asked?	Followed-up?	Thanked?
	Steve Smith	✓	✓	
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

	Employee Name	Asked?	Followed-up?	Thanked?
	Steve Smith	✓		
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Questions?

Who is my Employee Campaign Chair? _____

Who is my United Way Representative? _____