



United Way
Alberta Capital Region

Engaging Senior Management and Labour

In order to be successful, your campaign not only needs endorsement from senior management and labour leadership, it needs their active involvement. These two groups set the stage for strong employee participation and, in the case of management, access to the financial resources you may need for your campaign.

Securing the following will help your campaign:

- **Endorsement for the campaign**—this includes approval of volunteer time, appointment of an ECC, approval of the campaign plan, goals and written or verbal endorsement of the campaign.
- **Visible presence at key campaign events**—including Ambassador training, kick-off meetings, group information sessions, special events and your wrap-up. Check schedules and plan key campaign events when senior management and labour representatives are available.
- **Financial support**—both on a personal basis as donors/Leadership donors to the campaign; and with the organization providing a reasonable campaign budget. They may also be willing to donate incentives and prizes such as parking spots, lunch with the CEO/Union President, etc.

Engaging Senior Management

Getting management involved in a United Way campaign is a terrific opportunity for them to interact with employees in an informal way and to demonstrate their commitment to the community.

Here are some suggestions for how you can effectively involve management in your campaign:

- **Engage your Senior Management Contact.** This person could serve as your link to senior management and may even sit on your campaign committee. They could also be helpful with canvassing, trouble-shooting and securing management support for campaign events.
- **Include the United Way Campaign as an item on agenda of key senior management meetings.** Request time on the agenda to share the campaign plan and to request appropriate release time, volunteers and other resources.
- **Share all relevant campaign information with senior management.** Include your campaign plan, results of your mid-campaign review and recommendations from your final evaluation.
- **Run a Leaders of the Way giving (\$1,200+) campaign prior to the general employee canvass.** This sends a message to employees about the level of support and will inspire them to give generously as well.
- **Ask senior management to play an active role in the campaign.** Support and encourage volunteers in their areas, offering assistance and providing recognition.

Engaging Labour

Here are some suggestions to involve and engage labour:

- Ask the Union to name a representative to join your campaign committee, or act as a consultant for the campaign. Let your employees know they are involved.
- Provide a union letter endorsing the campaign (from your local union executive and/or from the union's national office). These letters can be posted on your intranet, inserted into payroll envelopes, posted in the employees' lunchrooms or distributed at meetings, etc.
- Recruit Ambassadors who are members of affiliated unions.
- Include labour speakers at key campaign events (Ambassador training, kick-off, wrap-up, etc.).

In addition, local union executives are encouraged to:

- Show leadership by personally supporting the campaign (speak at key events, attend or volunteer at special events, etc.) and/or host a campaign event, (e.g., barbeque, breakfast, etc.) for members within your workplace to visibly demonstrate their support and endorsement for the campaign.
- Participate in recognizing campaign volunteers.
- Be knowledgeable about the services provided by the Labour Community Advocate Program. This program provides an avenue for union members to help their brothers and sisters who have job related or personal problems. For details visit <http://www.myunitedway.ca/labour>.
- For more information, contact Perri Garvin, Coordinator, Labour Programs, 780 990-1000, PGarvin@myunitedway.ca