

# Canvasser Assignment Worksheet

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Use this worksheet to help you gather information on this year's United Way Campaign before you start your campaign!

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

## Campaign details

When does your United Way campaign start and end?

What is your organization's goal this year?

Is there a Corporate Match? Details?

*Ex: Our employer will match 50% of all employee donations.*

How and when can employees give this year?

*Ex: A secure link will be sent to your e-mail on XX date.*

Are there any extra incentives to give this year?

*Ex: 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 VP Steve Smith will shave his head!*

## Campaign events

Is there a kickoff event? Details?

What other special events and engagement activities will employees want to know about? Details?

## Making the ask

When should you start asking your co-workers to support this year's campaign? \_

How do you plan on asking your peers to support your United Way Campaign?

How do you plan on following up with your peers?

How will employees be thanked for participating in your United Way campaign?

**Questions?**

Who is my Employee Campaign Chair?

Who is my United Way Representative?

Where can employees find more details on our workplace campaign and United Way?