



**United Way**  
Alberta Capital Region

# Workplace Fundraising Communications Guide

Communication is key to the success of any workplace campaign. Clear, targeted, and timely messages will help you reach your campaign goals and help employees understand the work United Way of the Alberta Capital Region does in our communities.

Give. Volunteer. Act.

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## Campaign Key Messages

### United Way's Brand and Messaging

Our campaign theme this year is **Let's Change Lives Together.**

When we talk about our work at United Way, we highlight the concern and present the solution. We focus on being hopeful and optimistic. The language we use has a theme of coming together, being strong, being united, and doing local good. We are committed to rallying organizations and caring members of our community together to find the most effective ways of serving people who are vulnerable.

*Example:* Times are tough for many of our friends and neighbours, who are struggling with job loss, illness, the rising cost of living, and mental health challenges.

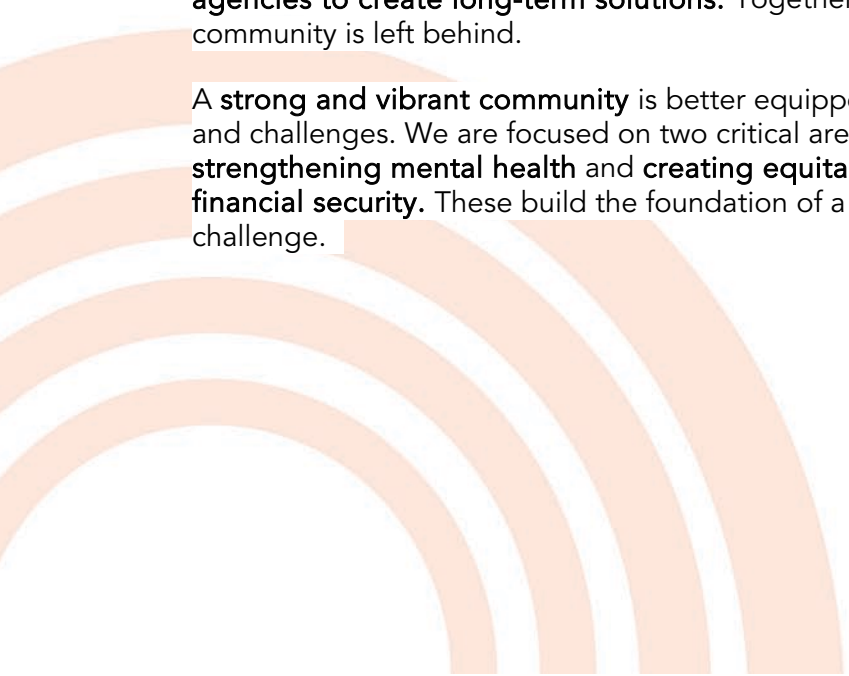
That's why United Way is working to strengthen mental health and connection while also creating equitable opportunities for education and financial stability, making sure no one in our community is left behind.

At United Way, we use people-centred language: it is important to remember to put people before their socio-economic status. We avoid terms like *the poor, the disabled*, and instead use terms like *people experiencing poverty, people with disabilities*.

### About United Way

With over 80 years of experience, United Way of the Alberta Capital Region is deeply connected to this community and its support systems. To ensure that we continue to address immediate community needs as well as tackle complex social issues, United Way's approach has evolved over time. **We change lives by engaging passionate changemakers, investing in effective programs and services, and working in partnership with the system of agencies to create long-term solutions.** Together, we can ensure that no one in our community is left behind.

A **strong and vibrant community** is better equipped to respond to new and urgent needs and challenges. We are focused on two critical areas that build community resilience: **strengthening mental health** and **creating equitable opportunities for education and financial security.** These build the foundation of a strong community that can tackle any challenge.





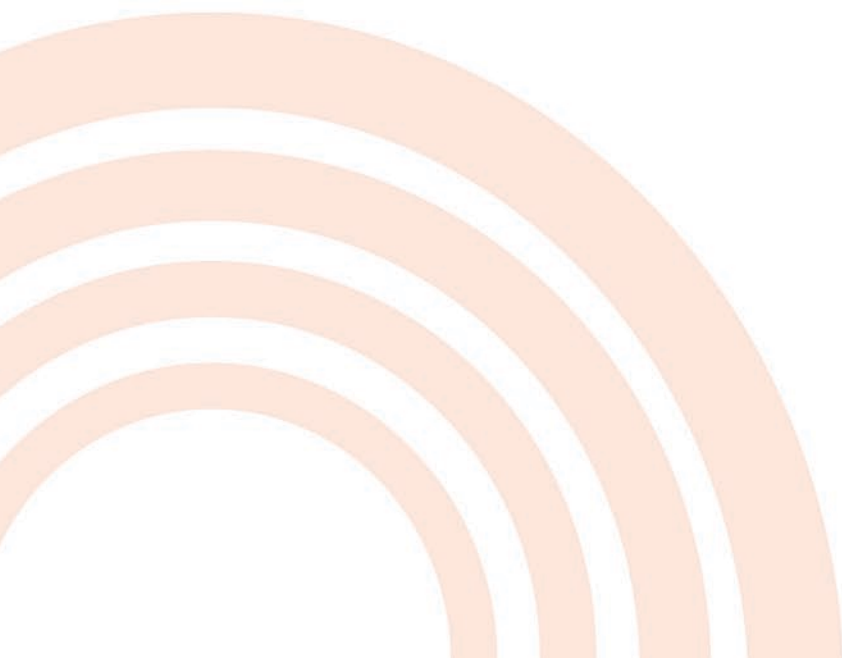
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## Why United Way

- United Way's approach ensures contributions and resources are used effectively to respond to the complex issues in the community, while improving collaboration and reducing duplication.
- You are an essential part of a movement to build strong and vibrant communities where no one is left behind. Your contributions are amplified by joining forces with thousands of passionate members of our community to collectively create positive social change.
- Your generous contributions and active involvement have a direct and transformative effect on your neighbors, making a tangible difference right here in the Alberta Capital Region. Together, we create positive lasting change for a stronger, and more vibrant community.

## How We Help

- United Way takes a systems-wide approach participating in and contributing to a network of social programs and services, addressing a range of needs for vulnerable children, families, and individuals. Working together, we minimize duplication and deliver larger scale impacts and lasting change.
- United Way's collaborative approach brings together social agencies, schools, organizations, and governments to make a meaningful difference in the community through local programs and services that empower people to improve their lives. By working together, we create lasting change and build a stronger, more vibrant community for everyone.
- United Way is an independent non-profit organization, governed by our local Board and led by dedicated employees. We are deeply rooted in the Alberta Capital Region, with a passionate volunteer network of thousands working alongside us to make a difference in our community.





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## Building Strong and Vibrant Communities

- United Way's holistic approach addresses multiple facets of community well-being. Through our extensive network of partners, we help support robust mental health networks, establish a solid foundation for success through education, and promote financial security. Our goal is to ensure that everyone, regardless of their background or circumstances, has equitable access to the resources and opportunities they need for growth and success.
- At United Way, we embrace diversity and value the unique contributions of every individual, while also recognizing the systemic challenges faced by equity-deserving groups. We recognize that women, racialized people, Indigenous people, people with disabilities, and members of the 2SLGBTQ+ communities, and others experience barriers and discrimination at a higher rate. We create an inclusive environment where everyone feels valued, respected, and supported.
- As a trusted community connector, we provide a safe space for dialogue, foster collaboration, and increase understanding around the complex issues our community is facing. Through our collective efforts, we can build strong and vibrant communities where everyone has the opportunity to reach their full potential. Together, we create positive lasting change that benefits all members of our richly diverse community.

## Asking for Support

- We value each person's unique participation in support of the community they love and collectively drive purposeful and meaningful social change.
- Be a force for local good and join us in strengthening our community, ensuring that no one is left behind.
- When you join United Way, you become a crucial part of a movement of changemakers, united by a common social purpose and a shared vision for our community. Together, through your actions and resources, we amplify our impact, making a significant difference right here in the Alberta Capital Region.
- When you join United Way, you experience firsthand the direct impact of your contributions as they support and uplift your friends and neighbors in the community. By enabling everyone to thrive, we build a strong and vibrant community where no one is left behind.
- You truly care about our community and the issues that affect it. By joining forces with others who share your values, we work together to build a community where everyone has the chance to thrive. United, we can make a real difference and make long-lasting change in our community.
- Joining United Way means driving systemic change. Together, we make the most of your resources by fostering collaboration and avoiding duplication. Your contributions go farther and wider where you'll see the direct impact right here in our community.



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## **Focus Area: Strengthening Mental Health and Connections**

### **Supporting Wellbeing**

**Program examples: Mental Health Strategy, 211 Alberta, Period Promise**

- At United Way, we understand that mental health is a vital aspect of overall wellbeing, influencing individuals' ability to cope, learn, work, and contribute to our community. We recognize the significant unmet need for mental health services in our region and how challenging it is to navigate the system. By developing a robust network of support and improving accessibility, we make it easier for people to find the care they need.
- Through strategic partnerships and initiatives, United Way leads the way in building a strong community where everyone has the resources and support to thrive mentally, emotionally, and socially. We work with our social sector partners to support mental health in our community, championing accessible resources, raising awareness, improving navigation, and promoting early intervention.
- United Way collaborates with partner agencies to create an environment that promotes mental wellness and builds a sense of belonging for all. Together, with the support of our community, we are driving change and making a lasting impact on mental health outcomes. Join us in creating a future where everyone has the resources and support they need to thrive mentally, emotionally, and socially.

### **Cultivating Connections**

**Program examples: Make your Mark, Women United, GenNEXT, Volunteer opportunities**

- At United Way, we are dedicated to understanding and dismantling the barriers that perpetuate social issues. We recognize that women, people in racialized, Indigenous, those living with disabilities, and members of the 2SLGBTQ+ communities, and others deserve equitable opportunities to thrive in the face of discrimination.
- By fostering connections among individuals from all walks of life, we create a culture of inclusivity, empathy, and understanding. Hand in hand, we can overcome isolation that divides us and build a community where every person feels valued and uplifted.
- United Way believes in the power of meaningful connections within our community. Through our range of initiatives and programs, we bring people together to share their experiences and provide unwavering support. United, we can build a stronger and more connected community.
- United Way understands the importance of belonging and social support in promoting well-being. Through our efforts, we create spaces and initiatives that cultivate a sense of belonging for individuals in our community. Together, we can foster connections that inspire, uplift, and transform lives.





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## **Focus Area: Creating Equitable Opportunities for Education and Financial Security**

### **Eliminating Barriers to Educational Success**

**Program examples:** All in for Youth, Digital Equity, The Kid Kit, Tools for School

- Graduating school sets a strong foundation for a successful and stable future, but many equity-deserving groups and vulnerable families in our region experience barriers that make it harder to stay in school. United Way breaks down these barriers, empowering individuals to overcome obstacles and embrace the transformative power of education.
- United Way is bridging the non-academic gaps that make it harder for families in our community to access education. United Way programs provide wraparound services and resources that improve academic achievement, increase school and community engagement, and develop resilience to handle life's challenges. By championing equitable educational opportunities, we can ensure that everyone has the resources and support to thrive academically and socially.
- Improving high school graduation rates creates a stronger future for our entire region. Graduates are more likely to be employed and earn higher wages, growing our local economy and reducing the pressure on the social sector. Together, we are empowering students and their families to make generational change and build stronger, stable futures.

### **Empowering Financial Security**

**Program examples:** Empower U; Each One, Teach One

- Women, racialized people, and people who have experienced the criminal justice system have greater challenges accessing financial institutions because they feel intimidated or unwelcome, lack documentation, or mainstream banking doesn't meet their needs. At United Way, we believe in empowering people to reach financial stability while also breaking down barriers that prevent individuals from achieving their dreams.
- With our extensive network of partners, United Way supports comprehensive programs and initiatives that provide financial education, resources, and opportunities for economic empowerment, ensuring that everyone has the knowledge and confidence to secure a brighter future.
- Together, let's build a community where financial security is not limited by circumstances but is accessible to all. United Way is dedicated to fostering financial confidence, offering support, and empowering individuals to reach their full potential. With your support, we can create a future where everyone can achieve their dreams through financial stability.
- Joining United Way means driving systemic change. Together, we make the most of your resources by fostering collaboration and avoiding duplication. Your contributions go farther and wider where you'll see the direct impact right here in our community.



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## Overcoming Costs Objections

- As a trusted leader in the social sector, United Way is committed to being accountable to our community. We maintain transparency by publicly reporting clear information about our financials, administration, compensation costs, and the impact we make.
- Our independent volunteer governance Board plays a crucial role in ensuring responsible financial oversight. They review and approve our budgets, guaranteeing that our work delivers excellent value for our community.
- We are committed to being accountable to the communities we serve, providing regular reports on how contributions are directed and the resulting impact on the community. Our dedicated and knowledgeable local volunteers play a vital role in determining how funds are distributed, ensuring they are used for maximum social good.
- United Way is proud to be recognized by independent organization [Charity Intelligence Canada](#), which rates us as one of the top 100 fundraising organizations in Canada. With a 5 out of 5 rating, we are commended for our reporting, financial transparency, impact on the community, efficient use of funds, and dedication to addressing critical needs.
- United Way's administrative costs may fluctuate annually due to various factors, including the total funds raised, the growing demand for social services, and economic and strategic considerations. Rest assured, we uphold strong fiscal responsibility as a leader in our sector, consistently maintaining administrative costs well below the 35% threshold set by the Canada Revenue Agency for non-profit organizations.
- Administration costs play a critical role in supporting our mission. They fund salaries, provide essential backbone support like fundraising, research and reporting, communication, and technology, and enable us to create and collaborate on valuable programs across the social service sector, benefiting both smaller non-profits and the broader community.
- We value the expertise, skills, and dedication of our staff, as they directly contribute to creating a significant positive impact in our local community. United Way is committed to paying employees a living wage. To ensure fair and responsible compensation, we establish salaries by conducting thorough comparisons to industry standards and similar positions. We are proud to be certified as a Great Place to Work® and a Living Wage employer.





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## Sample Campaign Communications

To help you get started on communicating your workplace campaign to employees, we have prepared a series of templates. Feel free to adapt them to suit your needs.

### Campaign Launch - CEO Endorsement

To: The Employees of [ORGANIZATION]

From: [CEO]

Subject: Let's Change Lives Together

Dear [EMPLOYEE'S NAME]:

I am pleased to announce our organization is once again supporting creating lasting change in our community by running a workplace campaign in support of United Way of the Alberta Capital Region.

Times are tough for many of our friends and neighbours, who are struggling with job loss, illness, the rising cost of living, and mental health challenges. That's why United Way is working to strengthen mental health and connection while also creating equitable opportunities for education and financial stability.

By coming together, we can address the most pressing issues facing our region and find lasting solutions and generational change. Together, we are building strong and vibrant communities where no one is left behind.

We at [ORGANIZATION] are very proud of our track record in supporting United Way's efforts. Last year, we raised a total of [TOTAL] and we hope to exceed that amount this year.

Built on over 80 years of experience, United Way of the Alberta Capital Region's experts deeply know this community and its support systems – and what it needs most. Contributions are invested in high need and high impact areas and provide vital support to our social services sector.

Join the movement with others who share your social purpose and want the same things for our community. By giving to United Way, your actions and resources multiply your impact right here at home.

Donate today and let's change lives together.

Click here to make your contribution [INSERT LINK]. [Or if using paper packages, by filling out your pledge form.]

Thank you,  
[CEO]



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## Campaign Launch - Union

To: The Members of [UNION]  
From: [UNION PRESIDENT]  
Subject: Let's Change Lives Together

Dear [MEMBER'S NAME]:

Each year, our union is honoured to engage with our members to support United Way of the Alberta Capital Region.

Times are tough for many of our friends and neighbours, who are struggling with job loss, illness, the rising cost of living, and mental health challenges. That's why United Way is working to strengthen mental health and connection while also creating equitable opportunities for education and financial stability.

By coming together, we can address the most pressing issues facing our region and find lasting solutions and generational change. Together, we are building strong and vibrant communities where no one is left behind.

We at [UNION] are very proud of our track record in supporting United Way's efforts. Last year, we raised a total of [CAMPAIGN TOTAL], and we hope to exceed that amount this year.

Built on over 80 years of experience, United Way of the Alberta Capital Region's experts deeply know this community and its support systems – and what it needs most. Contributions are invested in high need and high impact areas and provide vital support to our social services sector.

Join the movement with others who share your social purpose and want the same things for our community. By giving to United Way, your actions and resources multiply your impact right here at home.

Donate today and let's change lives together.

Click here to make your contribution [INSERT LINK]. [Or if using paper packages, by filling out your pledge form.]

Thank you,  
[UNION PRESIDENT]



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## Campaign Launch - Retirees

To: The Retirees of [ORGANIZATION]  
From: [RETIREE CHAIR]  
Subject: Let's Change Lives Together

Dear [EMPLOYEE'S NAME]:

I am pleased to announce our organization is once again supporting creating lasting change in our community by running a workplace campaign in support of United Way of the Alberta Capital Region. All employees, both current and retired, should be proud of our organization's tradition of supporting United Way of the Alberta Capital Region.

Times are tough for many of our friends and neighbours, who are struggling with job loss, illness, the rising cost of living, and mental health challenges. That's why United Way is working to strengthen mental health and connection while also creating equitable opportunities for education and financial stability.

By coming together, we can address the most pressing issues facing our region and find lasting solutions and generational change. Together, we are building strong and vibrant communities where no one is left behind.

We at [ORGANIZATION] are very proud of our track record in supporting United Way's efforts. Last year, we raised a total of [TOTAL] and we hope to exceed that amount this year.

Built on over 80 years of experience, United Way of the Alberta Capital Region's experts deeply know this community and its support systems – and what it needs most. Contributions are invested in high need and high impact areas and provide vital support to our social services sector.

Join the movement with others who share your social purpose and want the same things for our community. By giving to United Way, your actions and resources multiply your impact right here at home.

Donate today and let's change lives together.

If you have any questions, please call me at [PHONE] or email me at [EMAIL] and I would be delighted to assist you. On behalf of [ORGANIZATION]'s United Way Campaign Committee, thank you for your support.

Sincerely,  
[RETIREE CHAIR NAME]



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## Leaders of the Way Campaign Messaging

Insert the following paragraph if running a Leaders of the Way campaign or sending targeted messages to existing Leaders.

Leaders of the Way inspire others by setting an example of giving and demonstrating their commitment to addressing poverty by donating between \$1,200 and \$9,999 annually.

Here are just a few examples of the kinds of things a Leadership gift can do:

- **\$50 bi-weekly** can provide a brighter future for a student and their family through All in for Youth wraparound supports for one year.
- **\$193 bi-weekly** can provide resources to empower 50 women in a job training program.
- **\$385 bi-weekly** can keep distress lines open for 150 hours.





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## Reminder #1

To: The Employees of [ORGANIZATION]  
From: [EMPLOYEE CAMPAIGN CHAIR]  
Subject: Join the Movement to Strengthen Our Community

Dear [EMPLOYEE'S NAME]:

Did you know that you can be a part of a movement to create lasting change in our community?

United Way of the Alberta Capital Region takes a systems-wide approach that addresses immediate needs in crisis situations and develops long-term solutions for lasting change.

Only with the help of caring supporters can we continue to be there for the most vulnerable as we tackle the most pressing challenges facing our community. When we ensure that no one is left behind, we support the well-being and success of our entire region.

[EMPLOYEE NAME], there's still time to make your safe and secure donation to United Way using your personalized donation link.

Click here to make your contribution [LINK]. [Or if using paper packages, by filling out your pledge form.]

Sincerely,  
[EMPLOYEE CAMPAIGN CHAIR]





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## Reminder #2

To: The Employees of [ORGANIZATION]  
From: [ECC or LEADERSHIP COORDINATOR]  
Subject: We're Halfway There! Help Strengthen Our Community

Dear [EMPLOYEE'S NAME]:

As of today, your campaign is halfway over—we only have [XXX] weeks left! I'm so proud of what your team has been able to accomplish in such a short time, and I'm inspired by the generosity of your staff. Together, we are doing local good to strengthen our community.

I hope that you will help us keep the momentum going by making your donation to United Way today.

Click here to make your contribution [LINK]. [Or if using paper packages, by filling out your pledge form.]

Thank you,  
[ECC or LEADERSHIP COORDINATOR]







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## Reminder #3

To: The Employees of [ORGANIZATION]  
From: [ECC or LEADERSHIP COORDINATOR]  
Subject: Time is Running Out to Respond

Dear [EMPLOYEE'S NAME]:

Our United Way campaign ends in less than 48 hours, but there's still time to make your donation. Use this personalized link to visit your online campaign page and make a secure gift today.

Click here to make your contribution [LINK]. [Or if using paper packages, by filling out your pledge form.]

I know that being there for the most vulnerable in our community matters to you. That is why United Way ensures your donation is helping families, neighbours, and friends right here in the Alberta Capital Region. Your decision will help our community thrive.

It only takes a few minutes to give. United, we can make real change happen in our community.

Sincerely,  
[ECC or LEADERSHIP COORDINATOR]





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## Early Bird Draw

To: The Employees of [ORGANIZATION]  
From: [ECC or LEADERSHIP COORDINATOR]  
Subject: Do Local Good in these Challenging Times

Dear [EMPLOYEE'S NAME]:

[ORGANIZATION]'s United Way campaign is off to a great start, and I hope you are having fun participating in our campaign activities. Stay up to date by checking [INSTRUCTIONS OR CALENDAR OF EVENTS] daily for our calendar of events.

Today, I wanted to remind you about our Early Bird Draw. If you haven't made your pledge yet, I encourage you to make your decision to give.

If you make your decision before [DEADLINE], you will be entered to win:

[PRIZE DETAILS]

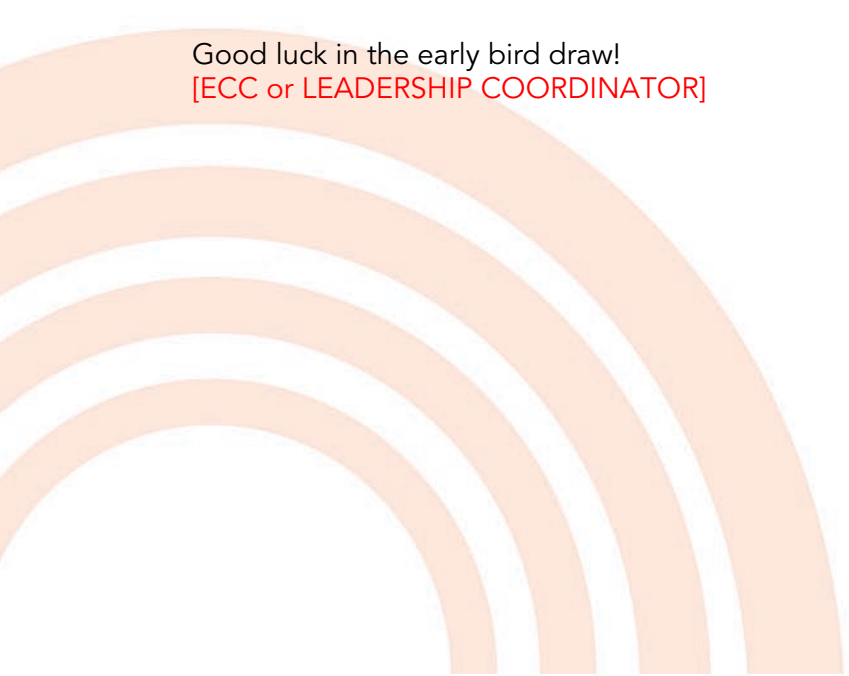
[PRIZE DETAILS]

[PRIZE DETAILS]

These are great prizes, but the best reward is knowing that thanks to your generosity, vital services and programs are being delivered to vulnerable families and individuals in our community.

Giving to United Way is easy and will take you less than two minutes. Please make your decision to give by [filling out your pledge form / clicking your personalized donation link] before time runs out.

Good luck in the early bird draw!  
[ECC or LEADERSHIP COORDINATOR]





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## Campaign Extension

To: The Employees of [ORGANIZATION]  
From: [ECC]  
Subject: It's Not Too Late to Help Our Community

Dear [EMPLOYEE'S NAME]:

We've been getting questions about whether there is still time left to participate in [ORGANIZATION]'s United Way campaign.

I'm happy to tell you that YES, you can still donate today.

We're about [% REMAINING TO GOAL] of the way to achieving our goal of [GOAL]. This goal shows our commitment to helping make our community a great place for everyone, and we need your support.

Our United Way campaign has been extended to [NEW CAMPAIGN END DATE]. If you haven't made your pledge yet, I hope you will consider joining your [ORGANIZATION] colleagues in making a gift to United Way.

Thank you,  
[ECC]





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## Social Media Guide

A United Way campaign demonstrates your commitment to building strong and vibrant communities in the region. Your hard work and passion help make a difference, and for that your story deserves to be told!

You can help us amplify our work in the community by leveraging your own social media presence to talk about the work United Way is doing.

Share, inspire, and motivate others by telling your campaign story on social media. At United Way, we use **#DoLocalGood** to rally our community together as we lift each other up.

Be sure to tag us in your social media post! We can be found on Twitter, Facebook, Instagram, and LinkedIn by tagging **@myunitedway**.

Thank you for your support. We know we can make a much bigger impact when we work united.

## Help United Way spread the message about our work

- Follow us and our CEO Rob Yager on social media:
  - Facebook: [United Way of the Alberta Capital Region](#)
  - Twitter: [United Way of the Alberta Capital Region](#) | [Rob Yager](#)
  - LinkedIn: [United Way of the Alberta Capital Region](#) | [Rob Yager](#)
  - Instagram: [United Way of the Alberta Capital Region](#) | [Rob Yager](#)
- Consider turning on push notifications for our posts on [Facebook](#), [Twitter](#) or [Instagram](#) so you can see our new content.
- Like and comment on our posts so more people can see them.
- Share our posts with your network.
- Write posts and link to our website when you see people in your network wondering how they can help the most vulnerable, or where they can get support.



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## Share your campaign story!

- Why did your company choose to get involved, support United Way and invest in the Alberta Capital Region?
- What were the best campaign moments? Share a selfie or a snapshot of the team that helped make your campaign possible. As many campaign events will be virtual or hybrid, it can be hard to know how to capture the fun and excitement of your event. Consider the following:
  - taking a screenshot or screen recording of the online gathering in gallery mode to show how many people took part
  - a photo of yourself with your computer and/or the activity
  - host your campaign activities on social media, like through a Facebook Live, a dance challenge or trivia challenge through Instagram Stories
- Share how your investment has made a difference in our region by sharing our graphics, which outline how many people have been helped in a program service area, or impact videos from our video library channel on our website
- Include a call to action with a link or tag. For example:
  - Learn more by following @myunitedway
  - Help now: <https://www.myunitedway.ca/get-involved/>
  - Donate today: <https://www.myunitedway.ca/donate-united-way/>
- Include a visual component in your posts
- Use plain language, avoid acronyms the general public don't know, and limit your word count to make it short and snappy.
- Don't forget to tag us! @myunitedway and #DoLocalGood