

EMPLOYEE CAMPAIGN CHAIR GUIDE

Best Practices for Workplace Campaign Volunteers

2026





Table of Contents

Welcome!.....	3
Why Run a Workplace Campaign	3
We're Here to Help	3
Getting Started	4
Meet With Your United Way Representative.....	4
Planning Your Campaign.....	4
□ Review Last Year's Campaign	4
□ Recruit Your Campaign Team	4
□ Invite Senior Management Support	7
□ Set Goals and Initiatives	7
□ Establish a Timeline	8
Raising Awareness and Fostering Engagement.....	8
Asking for Donations.....	9
Planning Your Ask.....	9
Making Your Ask.....	10
Following Up	11
Engaging Leaders of the Way (\$1,200+).....	11
Engaging Labour	12
Celebrating Your Campaign.....	12





Welcome!

Thank you for volunteering with United Way! Your role as Employee Campaign Chair (ECC) is essential to the success of the campaign in your organization and ultimately, to the well-being of our community. On behalf of United Way, thank you for lending your knowledge and leadership to our organization and for stepping up to inspire your colleagues to *Do Local Good*. We look forward to working with you throughout the coming year.

This guide will help you run an impactful and engaging workplace campaign from start to finish!

Why Run a Workplace Campaign

A United Way workplace campaign is an employee-driven charitable movement within your organization that brings people together to give, volunteer, and engage in meaningful ways — all in support of United Way's mission to build a strong and vibrant community where no one is left behind. Regardless of your organization's size, workplace campaigns rally your team around a shared goal: to do local good. The result is a stronger sense of connection — to one another, to your organization, and to the community you're part of. Workplace campaigns strengthen teams, build culture, and make a lasting difference where it matters most.

We're Here to Help

A dedicated account representative, supported by our strong delivery team, will be there every step of the way to facilitate making your workplace campaign a great experience for you and your teams. This hands-on and highly participatory approach demonstrates your organization's commitment, and supports employee attraction, retention, and engagement.

Our [Campaign Toolkit](#) hosts a robust suite of resources, materials, tools, and guidance for running your workplace campaign. This Guide will provide some context and direction and further details and support can be found in the Toolkit and through your United Way representative.

Resources include:



Campaign Planning
and Execution



Event & Engagement
Activity Guides &
Resources



AGLC Resources,
Licenses & Forms



Donation & Tax
Receipting
Information





Getting Started

Set your workplace campaign up for success with diligent planning and the coordinated efforts of a strong, committed Campaign Team.

Meet With Your United Way Representative

Your United Way representative is an important asset who can help you with your campaign from start to finish. They can provide resources and materials, along with strategic advice and best practices to support you throughout your campaign. United Way is also here to help monitor the progress of the overall campaign, assist with the preparation and submission of campaign funds, and support the final campaign evaluation.

Plan early to review last year's campaign, strategize for the upcoming campaign, and learn about tools and materials.

Call us at 780-990-1000 to connect with your appointed representative.

Planning Your Campaign

☐ Review Last Year's Campaign

Speak with past Employee Campaign Committee Chairs and members. Review previous strategies, tactics, timelines and results. Ask about what worked and what could be improved.

☐ Recruit Your Campaign Team

Your role as Employee Campaign Chair (ECC) is essential to the success of the campaign in your workplace and ultimately, to the well-being of your community. Thank you for taking on this vital role. Your leadership will inspire your colleagues to give, volunteer and act.

Building a campaign team will allow for different ideas, shared workload and a great team building opportunity. Ideally, a campaign committee is comprised of members from all departments/levels/locations of your organization and union(s), if applicable.

Your campaign committee may include the following volunteer functions. Depending on the size of your campaign and any specific workplace considerations, some could be combined or you may need to add some roles or co-roles. Potential campaign roles include:





Employee Campaign Chair (ECC)

Leads and directs the United Way Employee Campaign within your workplace.

Key responsibilities

- Attend United Way training and information sessions.
- Recruit a campaign committee.
- Communicate with management, labour and employees.
- Play a lead role in developing and implementing a campaign plan.
- Monitor and communicate campaign progress & address any problems that arise.
- Maintain ongoing communication with United Way.
- Ensure funds are submitted to United Way on an ongoing basis.
- Ensure that volunteers, donors and suppliers receive appropriate thanks and recognition.

Benefits to you

- Opportunity to learn/develop leadership skills.
- Lead a project from start to end.
- Develop fundraising skills.
- Get to know your colleagues and gain deeper knowledge of your organization.
- Make a difference in your community.

Deputy ECC or Co-ECC

Supports the ECC, usually in preparation for taking on the role of ECC the following year.

Key responsibilities

- Support the ECC in all aspects of their role.
- Participate in UW Campaign training.
- Gain a comprehensive understanding of the campaign in preparation for taking on the role of ECC.
- Participate as an active member of the campaign committee.

Leaders of the Way Chair

Coordinates the approach for the retention and acquisition of Leader of the Way donors (gifts of \$1,200+).

Key responsibilities:

- Participate in UW Campaign training.
- Develop a Leaders of the Way campaign plan.
- Identify potential Leader of the Way donors.
- Arrange a Leaders of the Way presentation.





- Recruit and train Leader of the Way Ambassadors.
- Monitor and report Leader of the Way results.
- Ensure that all Leader of the Way donors receive thanks and recognition.
- Evaluate the program at the end of the campaign and make recommendations for next year.
- Participate as an active member of the campaign committee.

Lead Ambassador

Coordinates the recruitment, training and recognition of Ambassadors.

Key responsibilities:

- Participate in UW Campaign training.
- Help determine how many Ambassadors are required.
- Coordinate the recruitment of all Ambassadors.
- Arrange training for all Ambassadors.
- Manage activities related to the planning and execution of the pledge drive.
- Communicate with Ambassadors on an ongoing basis.
- Monitor progress and assist with any problems that Ambassadors encounter.
- Ensure that Ambassadors are following up effectively with outstanding donors.
- Ensure that all Ambassadors receive adequate thanks and recognition.
- Evaluate the canvassing program at the end of the campaign.
- Participate as an active member of the campaign committee.

Ambassadors

Provides co-workers with an opportunity to make an informed decision about charitable giving.

Key responsibilities:

- Attend an Ambassador training session.
- Learn about United Way and the importance of their work in the community, why it is important to give back to the community and why your organization is running an employee workplace campaign.
- Communicate the timetable, goals, events and incentives to co-workers.
- Ask co-workers to support the workplace campaign, answer questions and thank donors.
- Follow up with anyone who was away from the office or who has not made a decision.
- Monitor and communicate progress to your Ambassador Coordinator and/or ECC.

Campaign Committee Members

Assist the ECC in the planning and implementation of a successful workplace fundraising campaign within their defined role.





Key responsibilities:

- Attend campaign committee meetings and United Way training sessions.
- Provide input into the overall campaign plan.
- Deliver on commitments according to the timeline established.
- Be an Ambassador for your workplace campaign and for United Way.
- Help provide thanks and recognition to donors, volunteer and other supporters.

Positions can include:

- Last Year's ECC: Advises the ECC and the campaign committee.
- Treasurer: Coordinates all financial aspects of the campaign.
- Special Events Coordinator: Plans and implements specific campaign events.
- Communications Coordinator: Coordinates all campaign-related communications.
- Location Coordinator: Integrates different geographic locations into the campaign.
- Women United Ambassador: Focuses on engaging individuals committed to addressing the challenges facing vulnerable women and girls.
- GenNEXT Ambassador: Focuses on engaging young professionals in the campaign.
- Retiree Chair: Coordinates the approach for retired employees.
- Labour Campaign Co-Chair: Co-manages the campaign with the ECC in joint union-management campaigns.

☐ Invite Senior Management Support

The support of your organization's senior management is critical to the success of your campaign. A United Way Campaign **Executive Sponsor** within your workplace represents the senior leadership team in your company.

Key Responsibilities

- Secure the necessary time, resources and support for the Campaign Committee
- Send a personalized message to each employee endorsing your campaign
- Attend and speaking at campaign events
- Rally participation and support from senior & middle management

☐ Set Goals and Initiatives

Be brave as well as realistic when setting your goals for the year. Plan for 100% of your team to be involved, informed, inspired, approached, followed up with, and thanked!

Here are a few key goals that drive friendly competition and results:

- Participation or Decision Rate (% of employees who make a decision to give)



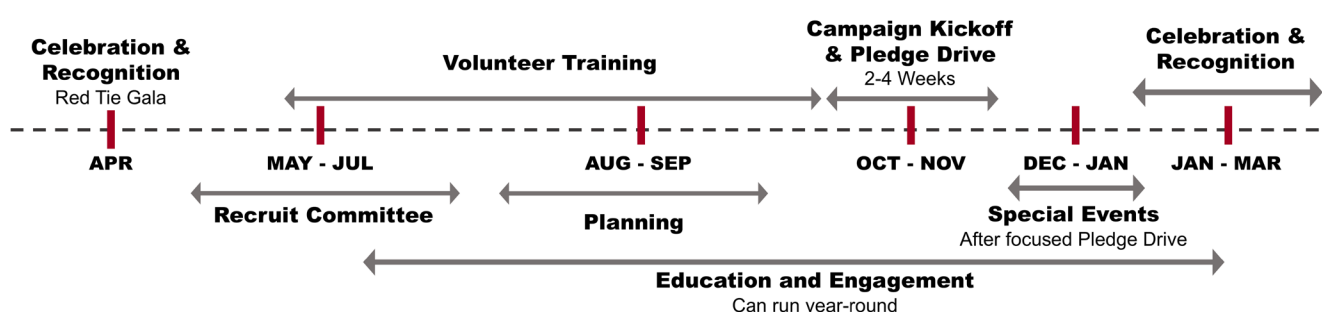


- Pledges (total amount raised)
- Impact (how campaign goals connect with your organization's desired community impact)

□ Establish a Timeline

Sample Campaign Timeline

*This is just a sample that can be used as a base to start planning from. The timeline should consider things such as resources available, campaign goal, and other workplace events and factors.



Raising Awareness and Fostering Engagement

In addition to raising money for United Way, your workplace campaign energizes your workplace, strengthens your team, and creates a sense of community.

Awareness events and engagement activities can be great ways to both educate your staff and build enthusiasm for the workplace campaign. The strongest campaigns encourage all staff to participate and learn about United Way while driving pledge submissions.

We have a variety of materials, tools and opportunities available to educate & engage your peers in the work of United Way.

United Way Videos & Impact Speakers: Our video and speaker roster represents a mix of individuals who have been helped and agencies that we fund who will share stories of our work in the community and our impact.

Days of Caring and Product Drives: These are opportunities for employees to come together and make a difference in our community by taking part in a meaningful, hands-on activity or





product collection for some of United Way's funded partner agencies. Visit our [Campaign Toolkit](#) and our [Day of Caring webpage](#) for additional information or call us at 780-990-1000.

Engagement Activities: These are unique, interactive learning experiences designed to build empathy and understanding through awareness.

Keep in mind that not everything you do has to make money. Sometimes just getting together for fun and team building can be a good way to remind people about your campaign. For more information and to learn more about these opportunities, please connect with your United Way Representative and consult the [Campaign Toolkit](#) and our [website](#).

Asking for Donations

We recognize asking your co-workers for a donation may be intimidating. We are here to help provide you with the training and resources to make the process easier. As your colleagues better understand the work of United Way and how their contributions impact the community, they will be more inclined to give.

Planning Your Ask

Use the following checklist to help you prepare for asking your peers for support.

Know your Campaign Details

- When does the United Way Campaign start and end?
- What are some other key dates and campaign activities?
- What is your organization's goal this year?
- Is there a Corporate Match? Details?
- How and when can employees give this year?

Share Your Why

It's helpful if you share your personal reasons for supporting United Way. You can also talk about the impact of each individual's gift and the difference it can make in our community.

Incentivize Giving

Offer Early Bird incentive prizes for pledge commitments to be made by a specified deadline. Consider approaching customers or suppliers for prizes.

Try one of these ideas for raffle or participation prizes:





- Vacation Day(s)
- Coveted Parking Spots
- Lunch with the CEO
- Gift Cards
- Tickets to Movies, Sporting or Cultural Events
- Company Merchandise
- Donations from your Organization's Vendors

Be Prepared for Questions and Concerns

People deserve to know their money is being used wisely. Make sure you are familiar with what United Way does and know the answers to our most frequently asked questions. If people ask a question that you don't have the answer to, tell them you'll find out and get back to them promptly. Then, connect with your United Way Representative to get the answer. It is okay not to know!

Making Your Ask

The number one reason people don't give is because they weren't asked. Since not everyone will be able to attend your kickoff and others may want to ask more questions, it's important to follow up with each employee.

One-on-one, peer-to-peer is the best way to ask. You can find out about their interests and connect them to United Way's work in that area.

A Sample Ask

I just wanted to come by and drop off this United Way information. This year we are striving for 100% employee participation and any gift you make will be matched by the company!

I have enclosed more information about what your gift would support. Any gift will help United Way ensure no one in our community is left behind.

If you have any questions about United Way, please let me or any of the Campaign Committee members know. Otherwise, thank you for your thoughtful consideration to pledge this year.

Mention the Ease of Giving

Encourage giving through payroll deductions. Emphasize how their gift can be spread over 24 or 26 pay periods. Be sure to tell them that their payroll gift is recorded on their T4 so it's easy at tax time. This could also be a good time to remind them about tax breaks: charitable giving gives back.





Contributing is Voluntary

Share your enthusiasm and be a resource to help your co-worker make an informed decision about giving, but don't pressure people to give.

Following Up

Ensure that all of your donors have had the opportunity to give. Personal check-in reminders are appreciated by donors.

Even those who did not contribute deserve to be thanked for their time. Every person's time and gifts are valuable. The impression you leave is what people will remember when they think of the United Way.

Keep Track

Monitor your progress by tracking who has been asked, following up, and thanked.

Keep your workplace informed of your progress. Regularly submit your Employee Campaign Report and all pledge forms to your United Way Representative and report final results to employees.

Engaging Leaders of the Way (\$1,200+)

A Leaders of the Way engagement strategy focuses on gifts of \$1,200 or more. Leadership donors are a critical component of any campaign.

Recruit a Leaders of the Way Team

- Your Leaders of the Way team members are ideally Leader of the Way donors.
- Team members make 1 on 1 asks of all current and potential Leader of the Way donors.

Connect with your Leaders of the Way (and potential Leaders of the Way!)

- Develop a strategy to encourage Leader of the Way gifts.
- Share the impact of a \$1,200+ gift.
- Thank your Leader of the Way donors pre-campaign (for their past gift).
- Host a Leaders of the Way event before your campaign kick-off to build momentum.





Ask your Leaders to Give

- Book a United Way Impact Speaker.
- Make your ask pre-campaign right after your Leader of the Way event or kick-off.
- Thank your Leader of the Way donors for their support.

Engaging Labour

Organized labour and United Way of the Alberta Capital Region share the goal of making the community a healthy place to live, work and raise a family. Here are some suggestions to engage unionized staff during your workplace campaign:

Invite labour leadership to support the campaign

- Ask the union to name a representative to join your campaign committee, act as a consultant for the campaign, or recruit Ambassadors who are members of affiliated unions. 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.
- Invite labour leadership to personally support the campaign (speak at key events, attend or volunteer at special events, etc.)
- Ask leadership to host a campaign event for members within your workplace (e.g., barbeque, breakfast, etc.).

Celebrating Your Campaign

You announced your goal to your colleagues at the start, and now it's time to tell them what you accomplished. Host a wrap-up event or announce it at an all-staff meeting so that everyone can share in the success of the campaign.

You can also use social media to share your workplace campaign story, demonstrating your organization's commitment to creating meaningful change in our community. Learn more about sharing your United Way story with the Resources in our [Campaign Toolkit](#).

