

Multiple Location Campaigns

When building your campaign team, remember to ensure all levels and locations of your organization are represented on your employee committee. Experience shows that it is essential that each location has its own campaign.

By including a representative from each location, you will:

Ensure all locations have input into the campaign plan

Avoid delays in relaying campaign information back to the various locations

Ensure all employees have an opportunity to learn about and contribute to United Way

Some basic campaign strategies for each location:

Recruiting a location coordinator: responsible for recruiting, training and recognizing canvassers, ensuring all employees are canvassed and monitoring campaign progress

Recruiting a location campaign team: to assist with implementing the campaign.

Recruiting and training canvassers: coordinators and canvassers will need to familiarize themselves with the United Way; they may want to organize an orientation session and/or adopt a “swat team” approach.

Canvassing: locations may have shift workers, part time employees or employees who rotate from one location to another to fill vacant positions. The canvassers guide covers face to face canvassing, group canvassing and combinations of these strategies.

Communications & Publicity: A challenge often faced by multiple location campaigns is how to make employees at all locations feel part of the campaign. To avoid isolation, ensure that information is relayed back to location employees regularly, including dates, timelines, campaign theme, results, events, etc. Sometimes a friendly competition between the locations helps, especially if the results are regularly communicated.

Local content: If the location is in another community, coordinate with your local United Way to ensure the location United Ways provide information, brochures, speakers, support, to the location coordinator.

Reporting and Monitoring: It is crucial that employees understand the procedures and contact names for returning pledge cards. A system needs to be developed and pledge cards can be returned to location coordinators, canvassers, central payroll department... Location coordinators may wish to meet at least once during the campaign to discuss any concerns and/or problems and to re-visit strategies to ensure that they are working.

Recognition for location's campaign team: This could be done in a variety of ways – CEO hosts a luncheon/reception for all head office and location volunteers, CEO attends location meeting with location coordinators to thank canvassers, canvassers receive a personalized thank you letter from the ECC, CEO or location coordinator.