

# 2020

## AMBASSADOR GUIDE



**United Way**  
Oxford

# CONTACT INFORMATION

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As a United Way Ambassador you are the person closest to the donor. Your understanding of United Way and its agencies will assist you in asking your co-workers for gifts that will change people's lives.

This step-by-step guide will provide you with the basic principles of successful canvassing.

**For additional information and assistance, you can contact:**

United Way Oxford Staff Representative	
Phone number and extension	
Email	

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# ROLE OF THE AMBASSADOR

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Ambassadors are key to the success of every campaign. You are the frontline volunteers who approach your peers in the workplace to raise awareness about United Way's vital role in the community.

You will provide your colleagues with an opportunity to make an informed choice about charitable giving by doing these three simple things:

## 1 Inform

- Explain to your colleagues the benefits United Way brings to our community.
- Describe how a donation to United Way provides flexible, stable funding that supports a diverse network of social service agencies across the community.
- Promote how their contribution will make a difference.
- Promote your campaign and activities.

## 2 Ask

- Ask your colleagues if they would like to support the work of United Way by making a donation.
- Collect completed pledge forms.
- Follow up by answering questions and visiting colleagues who were absent or undecided.

## 3 Thank

- Thank your colleagues for their time and participation.

### **Thank you for volunteering your time to canvass your colleagues.**

By asking for donations to United Way, you will help people who need it most, connecting them to the resources and supports they need to thrive.

# YOUR DOLLARS AT WORK

## WHY

We love where we live, but social issues are hurting our community.



## WHAT

We fight to build a community where poverty, mental illness, and social isolation have no power. Where 100% of people have access to the supports they need to thrive and unleash their full potential.



## HOW

We address local issues in 4 important ways.



### 1. WE CREATE CONNECTIONS

Leveraging relationships & partnerships, we harness interest & energy needed to change social conditions.



### 2. WE LISTEN & WE SHARE

Engaging local citizens, we listen to their hopes & dreams. We hear their stories & learn from their struggles to help share their voice with others.



### 3. WE CREATE STRATEGIES

Focussing on what matters most, we develop investment strategies that meet needs to positively impact lives.



### 4. WE INVEST WISELY

Where there is readiness & an opportunity for success.

#### RESEARCH

- Community Impact Council creates local strategies
- Funding decisions are made by a volunteer-driven group of 24 local experts
- 15+ Community Conversations across Oxford
- 840 funding evaluation hours completed by volunteers in 2019

#### EDUCATE

- Targeted learning events
- Communities of Practice meetings
- Engagement opportunities
- Sponsored Employee program

#### INVEST

- 14 United Way funded partners
- 35 United Way funded programs & services
- 10 collaboratives & community services

#### ACHIEVE

- \$1.2 million raised in 2019
- 20,000 lives positively impacted

# YOUR DOLLARS AT WORK

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## WHERE

We support agencies in neighbourhoods across Oxford County, ensuring those in need can access services close to home.

**14**

United Way funded partners.

**35+**

United Way funded programs & services and 10 collaboratives & community services.

**20,000+**

Lives positively impacted through United Way's work in Oxford County.

## HERE'S WHAT YOUR LOCAL LOVE CAN DO

**\$5**

provides 10 healthy & nutritious snacks to students in Oxford County, preparing them to learn.

**\$50**

provides an emergency survival backpack for people experiencing homelessness.

**\$375**

provides 4 hours of walk in counselling services to support a family member or friend struggling with mental health issues.



# PROTECTING DONORS RIGHTS AND PRIVACY

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## What you need to know as a workplace volunteer

Every year, thousands of people from Oxford County join United Way's mission to fight local issues and build a better future. We deeply value the trust placed in us by our donors and the communities we serve. We work hard to ensure that trust is well-founded.

We adhere to strict policies that guide how we fundraise and how we protect the privacy of individuals and organizations and we thank you in advance for your support and cooperation in adhering to United Way Oxford's fundraising and privacy practices (also available on [unitedwayoxford.ca](https://unitedwayoxford.ca)).

How you handle employee campaign information will be determined by your organization's current practices and policies. Your organization may already have clear rules about confidential information related to the campaign. If you have a question or concern about privacy, please contact your United Way Oxford Staff Representative.

## Volunteer practices for donor solicitations

Protecting donor rights and privacy has always been a key priority for United Way. All individuals making solicitations on our behalf must adhere to the following practices in accordance with our Fundraising policy:

- Disclose that they are volunteers with United Way when making solicitations on United Way's behalf.
- Make every effort to respect donors/prospective donors when making solicitations and honour their requests for information and/or limit or discontinue solicitations when unwanted.
- Ensure that fundraising solicitations made on United Way's behalf are truthful and accurately describe United Way's activities and intended use of funds.
- Act with fairness, integrity and in accordance with all applicable laws.
- Do not accept donations that are inconsistent with United Way's mission.
- Disclose how United Way benefits from the sale of products or services in any third-party fundraising arrangements. For example, if your workplace campaign is hosting an employee book sale to raise funds for the campaign, you must clearly articulate the amount of proceeds that go to United Way (i.e., for every \$20 book sold, \$5 will go to United Way).

You can learn more about our commitment to donors that guide our work on our website at [unitedwayoxford.ca](https://unitedwayoxford.ca).

# THREE STEPS TO SUCCESSFUL CANVASSING

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The most effective method of canvassing is done face-to-face and peer-to-peer. In-person canvassing can be done one-on-one or with a group.

## There are three steps to successful canvassing:

1 Prepare

2 Canvass

3 Follow up

### 1 Prepare

#### Learn about United Way's work in our community

- Visit [unitedwayoxford.ca](http://unitedwayoxford.ca) to find out how donations make a difference, learn about community issues and read stories of people who received help from a United Way agency or initiative.
- Watch a speaker video or listen to a United Way speaker if you have the opportunity.
- Participate in your campaign events (kick-off, wrap-up, special events).

#### Make your own gift

- Consider your own personal reasons for giving and make your gift first. You will find it easier to ask others for their contribution if you have already made your donation.

#### Develop a canvassing plan

- Review your canvassing list.
- Identify the people on your list who you know well. This will be a good place to start and will help you build confidence with your canvassing.

# THREE STEPS TO SUCCESSFUL CANVASSING

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## Arrange brief meetings

- Call ahead or send an email to arrange a brief meeting.
- Try not to interrupt someone at an inconvenient time. Remember, if you make the effort to be as considerate as possible, there are very few people who will deny you a few minutes of their time.
- If you encounter a problem, remind the individual that you are a volunteer on behalf of the community.

## 2 Canvass

### Set the tone

- Thank your colleague for agreeing to see you.
- Start on a friendly note by discussing something that interests both of you.
- Explain that the purpose of your visit is to talk about United Way, your workplace campaign, and to ask for a donation.
- Say: “If you’ve contributed to United Way before, thank you. Let me take a few minutes to tell you about the impact of your gift.”
- Explain your own personal reasons for supporting United Way (i.e., have you or someone you know used a United Way agency?). Talk about an **#UNIGNORABLE** issue that you feel strongly about or discuss a certain agency that you have researched or visited.
- Outline the key facts about your organization’s campaign (i.e., past achievement, your campaign goal, average giving amount, participation, etc.).

### Provide information about United Way’s work in the community

- Explain the impact of the work that United Way is doing in our community.
- **\$1.2 million** was raised last year and re-invested directly in Oxford County, which included support for:
  - ✓ **59** United Way grant funded partners, programs, services and collaborations.
  - ✓ A donation given directly to United Way is used to support a diverse network of social service agencies making a difference every single day, in every corner of our community. By giving directly to United Way you help the people who need it most, through services that provide the opportunities to build a better life. Visit [unitedwayxford.ca](http://unitedwayxford.ca) for more detailed information about United Way’s work in our community.



# THREE STEPS TO SUCCESSFUL CANVASSING

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## Promote benefits

- Promote earlybird prizes or other draws and incentives to encourage potential donors to decide sooner, rather than later.
- Talk about how their donation will leverage your organization's corporate match (if applicable).
- Explain the **Tax Benefits of Giving** (see ToolKit documents).

## Ask your colleagues to support the community by donating directly to United Way

- Give each employee a United Way Donor Information Brochure and a pledge form (if applicable). See examples of the **Impact of Your Donations** on page 3.
- Ask every potential donor: "Will you help me make our community a better place to live and work for everyone?"
- If someone is unable to respond immediately, be sure to establish a date for follow-up.

## Answer questions

- Let each person know that you would be happy to answer any questions they might have, now or at a later date.
- Listen carefully to any concerns. You will probably be able to respond to most concerns by referring to the **Frequently Asked Questions** document in our ToolKit.
- If you are unable to answer a question, make a note of it and tell your colleague that you will get back to them. Contact your United Way Oxford Staff Representative for help.

## Invite your colleagues to participate in campaign events

- Share the dates and times of all campaign events and encourage your colleagues to support the campaign by attending.
- Don't forget to participate and have fun!

## Say thank you

- It is important to thank everyone—even those who choose not to donate. Thank people for their time as well as their participation.
- Remember that the impression you leave is the one people will remember when they think of United Way and your workplace campaign.

# THREE STEPS TO SUCCESSFUL CANVASSING

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## 3 Follow up

- With answers to people's questions.
- With anyone who was away or out of the office.
- With people who have not returned a pledge form.
- To thank everyone on your list.

### TIPS

- The number one reason people don't give is because they were never asked—be sure to ask everyone assigned to you.
- Be yourself. Your enthusiasm and commitment will motivate others to give.
- Don't take things personally. If someone says "no", try to determine why and address their objection.
- Be fearless! You are not asking for yourself—you are asking for the community.

# SAMPLE EMAIL MESSAGES

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## ► Arrange a canvassing meeting

Hi! Tomorrow morning, I'll be visiting your desk to personally invite you to take part in [organization's name]'s 2020 United Way campaign and tell you about some of the exciting things we have planned for the week of [date].

Did you know:

- Last year, we raised [\$12,000] from personal contributions
- [\$2,000] was raised through special events
- [98%] of staff participated in the campaign

Our goal this year is to raise [\$13,000] with [100%] participation. I am confident we can achieve this goal with your help.

If you are interested in learning more about how United Way is making a difference in our community, please visit [unitedwayoxford.ca](http://unitedwayoxford.ca). This website offers personal stories, information on vital services offered by United Way agencies and long-term strategies to build a stronger and healthier community for everyone.

I look forward to speaking with you tomorrow.

Your United Way Ambassador

[name]

## ► Thank you (ideally sent on the same day as you canvass someone)

Dear [name]

On behalf of [organization's name]'s United Way campaign team, thank you for your time today.

A donation made directly to United Way Oxford represents an important contribution to our organization's corporate social responsibility efforts. But more importantly, it will help United Way improve people's lives in our community.

When we come together, we can make a difference. I look forward to seeing you at upcoming campaign events.

Your United Way Ambassador

[name]

# OUR MISSION

**United Way Oxford** works to improve lives and build community by engaging individuals and mobilizing collective action. We believe that by working together as a community, we can create a brighter future.

# OUR COMMITMENT TO YOU

Each year, United Way's efforts to build a better community are supported by thousands of people across Oxford County. We deeply value the trust you place in us. We work to ensure your gift to United Way is making a difference in our community. Your investment supports local programs and initiatives that help people and families—both today and in the future.



**United Way**  
**Oxford**

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[unitedwayoxford.ca](http://unitedwayoxford.ca)