

Checklist for Campaign Resources and Materials

Workplace: _____

ECC: _____ Tel: _____

Date of Kick-off: _____ Date of Touchdown: _____

United Way Materials:

Item	No. Needed	By when
Pledge forms (minimum one per employee)		Included in all kits
Brochures (minimum one per employee)		Included in all kits
Directory of United Way Funded Programs		
Return Envelopes		
Pre-printed pledge forms		
Canvasser packages (envelope, canvasser guide, directory)		
Posters (5 designs)		
Posters for events: (legal size) 4 designs		
Thermometer		
Logo plastic roll (how many logos repeated)		
Dress-Down Stickers		
United Way Logo Stickers		
Balloons		
Canvasser Certificates		
United Way Items available on loan		
Banners		
Flags		
Aprons		
10x10 Tent		
United Way DVD Video		
BBQ		

Training Sessions

Event	Date	Time	Approx. # of participants
Campaign Analysis or Planning Session			
Committee Training			
Canvasser Training			
Canvasser Training			

Agency Speakers

Agency speakers are available for all training and events.

To book your agency speaker or materials, please call the United Way office

Telephone: 506 658 1212 email: sj.unitedway@nb.aibn.com or Fax: 506 633 7724

Resources/Tools to help you succeed

United Way staff partner: is a professional, highly skilled individual who will provide you with all the support you need

Loaned Representative: is an individual loaned to the United Way by an organization for the three month duration of the campaign. This person is an extension of the United Way staff and will work closely with you and your staff partner

Training/Orientation sessions: UW staff and loaned representatives bring with them their skills and expertise to help you and your campaign exceed goals. They will share proven strategies and offer tips, best practices and easy to use ideas to help you succeed

Agency speakers: Volunteers, clients and staff of agencies who will share personal stories to help your employees appreciate how important their support is

Seeing is Believing Tours: Board the bus with us to see the impact the United Way has in our community. The tour provides volunteers with an opportunity to see their donations at work in the community. Participants of tours saw an average increase of 35% in the campaigns at their workplaces compared to 6% in other workplaces!

Customized agency tours: If you cannot make one of our pre-scheduled bus tours, let us know and we will design a tour specifically for you. We can do walking lunch tours, or longer morning or afternoon tours. Whatever fits your timeline!

Presentations: Leaders in the community will come out and assist you with presentations to key groups during management meetings, staff meetings, etc. This is especially helpful when you are promoting the value of leadership gifts, which helps all campaigns grow

Presentation materials: Videos, CD's, PowerPoint presentations are available upon request. Banners, signage is available on loan from the UW office

Print materials: pledge forms, brochures, directory of funded programs, posters, newsletters are available, free of charge, to help you promote the value of the United Way

Training guides: ECC and canvasser guides offer you ideas and best practices, including tips and strategies that will help you grow your campaign. These guides are also available on the United Way website at www.unitedwaysaintjohn.com

Partnership Analysis/Strategic consultation session: To facilitate the committee's planning process and help you build on your successes and counteract challenges. (PA's helped grow campaigns 36-44%)

Media liaison: UW will assist you in promoting your events through our weekly newsletter and will connect you with media contacts in the community

Recognition: Canvasser certificates, pins, etc. are available through your staff partner/loaned representative on request

Frequently Asked Questions: UW staff and loaned representatives are a great source of information about the United Way, health and social services in Saint John, Kings and Charlotte and fundraising.