



GenNext Workplace Campaign Guide

Connect. Lead. Change.

United Way and GenNext

United Way creates opportunities for a better life for everyone by engaging people from all walks of life, and inspiring action to build a better community. It's all based on the simple but profound belief that together, we are stronger and can make a greater impact than if we were alone. Together, we can inspire people to engage and unleash their local love and make this community a little better for all.

GenNext is a United Way initiative that brings together the next generation of local philanthropists, community leaders, and change-makers in their 20s and 30s who are passionate about making a positive impact in our local communities. We call them 'GenNexters'. This is an initiative driven by these young leaders and their shared love for community and their desire to give back to the place we call home. GenNext gives these individuals the opportunity they have been seeking, to create positive change and help those who are most vulnerable, whether it be by creating awareness of issues in the community, volunteering their time or donating a gift. Now more than ever, it is important that everyone comes together to support our local community to keep it strong. The opportunity is now for GenNexters to lead real, lasting impact in their community and they can start in their workplace.

GenNext Workplace Campaign

Employees want local businesses and their employers to give back and care for their communities. 63% of millennials value organizations that prioritize improving their communities over ones that focus on increasing their bottom line, according to a 2019 report by Deloitte.¹ While in a separate 2019 study done by Great Place to Work, 69% of millennials would switch from their current employer to an organization that has a greater social purpose, and 78% only prefer to work for an employer that is socially responsible.²

Your organization can demonstrate its commitment to community by running a GenNext Workplace Campaign. This is a unique opportunity for GenNexters to get involved in your United Way fundraiser, which connects people to community and brings them together. The benefits of recruiting GenNexters to your campaign team include:

- Giving them a chance to take on a leadership role, engage with their colleagues and give back to make a difference.
- Gaining valuable experience and professional development in coordination, event planning, fundraising and engagement.
- Getting the opportunity to offer a new perspective on how to engage staff and provide input on activities to run during the campaign.

Their role will also be to increase participation from other young workers in your organization, to get involved, take action and support our local communities.

9 Steps to Engaging GenNexters in Your Campaign

1. Recruit your campaign team

Recruit employees in their 20s and 30s from different departments to join your campaign committee. It's an exciting opportunity to get them involved with the campaign, participate in the planning and goal setting and provide their insight in how to engage their fellow millennial co-workers, while appealing to all. **Note:** the size of your organization may dictate the size of your campaign committee.

- Typical roles include: Employee Campaign Chair (ECC), Treasurer and Ambassador Coordinator. Additional roles may also be needed: IT support, communication support, virtual event leads, virtual team captain, campaign ambassadors and learning and facilitation support.
- Create sub-committees within the team, ideally with one GenNexter on each sub-committee. These sub-committees will share responsibilities for event planning, canvassing, campaign promotion and engagement.

¹ Taylor, A. (2019, December 5). How corporate social responsibility strengthens your brand. <https://www.edc.ca/en/blog/strengthen-brand-with-corporate-social-responsibility.html>.

² Canada, Great Place To Work® and Volunteer. (2019, April). The Business Case For Giving Back. Retrieved from Great Place To Work: https://www.greatplacetowork.ca/images/reports/The_Business_Case_For_Giving_Back.pdf

- Recruit a group of Campaign Ambassadors who are also in that age group. Representation from each department is preferable. They play an integral role in championing the campaign. These volunteers help rally staff and create excitement, ask their colleagues to donate and answer questions about the campaign. They are usually the type of personality that is easy to identify: outgoing, friendly and approachable! United Way training is available online.
- Union Members – If your workplace is unionized, ask the union to appoint a Campaign Representative. Ideally, this person should be part of the union executive and should be a co-chair of the campaign. Union Campaign Reps help secure joint union/management endorsements and assist in formulating strategies and campaign events that appeal to all.

2. Review last year's results & set your goals

Set ambitious, yet realistic goals using the challenges and successes of previous campaigns as benchmarks.

- Walk your young campaign committee members through the experiences, learnings and challenges of past campaigns.
- Provide them with examples of last year's goals and include them in setting goals for the current year's campaign. For example:
 - Increase last year's fundraising by 5% or 10%.
 - Increase last year's participation rate amongst employees in their 20s and 30s by 10% or 15%.
- Identify potential challenges of the campaign and include the GenNexters in your committee in developing the solutions.

3. Communication Strategy

Depending on your organization's internal communication channels, determine which channels will be most appropriate and effective in communicating the campaign to your staff and to facilitate team meetings. Channels may include video conferencing (E.g. Zoom, Teams, WebEx), an internal intranet, newsletters, social media or email blasts.

Then consider what strategy your team will use to communicate through those channels. For example, would an email blast sent from the CEO (or equivalent) of your organization be the most effective at ensuring the email is read and employees participate?

United Way can offer your company year-round communication to share impact, to keep you up-to-date and to keep your workplace donors connected. If your organization allows, those employees who donate and provide their email addresses will automatically receive our stewardship emails.

4. Giving Options

Communicate to your staff, especially your young employees, how easy it is to give, especially payroll or credit card donations. There are also benefits of giving in the form of charitable tax credits, which can be used to reduce the employee's federal and provincial income taxes. Here are a just a few examples of how a gift can change lives:

- \$5/pay – provides a care aide to transport and accompany an isolated senior to a doctor's appointment
- \$15/pay – provides three clinical counselling sessions for a vulnerable youth aged 15-25
- \$20/pay – provides activity kits, including art supplies and games for 33 kids
- \$30/pay – provides one month of rent for a former youth in care attending post-secondary education
- \$50/pay – provides one weekly grocery hamper for 60 families in need of food and basic necessities

United Way can support with our online platforms (like SPC or E-Pledge) or can help support your organization in using a third-party platform. Consider the following:

- Turning off cash/cheque options in the platform to avoid the hassle of cash/cheques having to exchange hands

- SPC is a great option to take accounts to automatic payment rollover and the platform is intuitive and user-friendly
- Donors who normally use paper pledges can be directed to United Way's website where they can download, fill and submit a writable PDF copy of the pledge form
- Employees can also opt-in to have their pledge form mailed to their home address

5. Leadership matters

It's important to obtain support for your United Way Campaign from senior management and union Leadership (if your workplace is unionized). These influential individuals help kick-start your campaign and stand as examples for others.

Inspire staff to become United Way Leadership donors (\$1,200 or more each year) and create opportunities for even greater impact in our community. For example, a gift of \$1200 (or \$50/pay) provides grocery hampers for 60 families in need of food and basic necessities.

Recruit a Leadership Chair – an existing Leadership donor who can personally ask colleagues to make a similar commitment. Schedule a Leadership presentation that gives prospective Leadership donors detailed information on the powerful impact this level of generosity can have.

6. Impact and volunteerism

Employees, especially young employees, are much more invested when they can see and conceptualize the impact of their donations. Include GenNexters on your committee to help strategize how to show the impact in a way that resonates with their colleagues.

Consider doing the following:

- Book an Impact Speaker to present live and virtually at your campaign kick-off or during your campaign. Alternatively, a pre-recorded impact speak can be shown during the campaign.
- Show a United Way video or organize a virtual activity to help deepen your employees understanding of the issues facing our communities.
- Provide an opportunity for a millennial employee to speak on how United Way has impacted them or why they choose to give. It often resonates more with staff when hearing from a peer.
- Arrange a volunteer opportunity. United Way can offer and help coordinate corporate volunteer opportunities, even outside of your campaign period. This can help facilitate year-round employee engagement, provide an alternative way of giving back and participates directly in helping those most vulnerable in our communities. Offerings include:
 - **Virtual, off-site volunteer opportunities:** Your staff can volunteer without leaving their home or the office. Examples include making friendly calls to isolated seniors, writing a note of encouragement to a vulnerable child, preparing kits for kids, youth and families and other opportunities. Your employees can register for an account and sign up for volunteer opportunities on ivolunteer.ca.
 - **In-person, on-site volunteer opportunities:** Your staff can volunteer by going to a United Way program or service to contribute to the pandemic relief efforts. Examples include sorting food and packing food hampers at a United Way Local Love Food Hub or delivering hampers directly to those in need in the community. Your employees can register for an account and sign up for volunteer opportunities on ivolunteer.ca. For small groups up to five, they can contact your United Way Staff Partner for coordinating opportunities.

7. Make it fun!

Be creative, think virtually! The more fun you can make your campaign, the better chance you'll have at capturing your staff's attention and inspiring them to unleash their local love. Have the GenNexters in your committee lead the ideation for activities and virtual event ideas to excite staff and gain their participation. For some great campaign ideas, see our Virtual Activities and Special Events section.

8. Make the “Ask” and follow-up

The “Ask”

Asking people for their support is one of the most important, but often overlooked aspects of fundraising. Utilize your team and Campaign Ambassadors. Create a script, practice amongst the committee, then mobilize your team to make the “ask” with their respective departments.

Follow-up

Talk to individuals who have given in the past and follow-up with donors whose pledges you haven’t received as your campaign nears conclusion.

9. Close the deal

Congratulations! You’ve run your events, excited and engaged your young employees about United Way and inspired your staff to improve the place we call home. Now it’s time to collect pledges from those who gave.

1. Collecting all pledges

Have your Campaign Ambassadors connect with their departments and follow up for pledges. Send out an all staff email or post on your intranet telling people where, when and to whom they can submit their pledge forms to.

2. Thank You and Recognition

Two of the most important words in fundraising are ‘Thank You’. Plan a virtual celebration or wrap-up event to announce your campaign achievements and to thank each and every employee for their support and participation. Ask your Staff Partner about ways to show recognition. Examples include:

- Electronic volunteer Thank You certificates, to recognize your entire campaign committee team and all the efforts they put into running a successful campaign
- Virtual recognition: digital thank you card, letter from senior management, a thank you video from the CEO and other innovative forms of recognition
- Digital stewardship and impact reports
- Last, give special recognition for all the GenNexters in your organization, such as a customized video of thanks, a thank you post on the company’s social channels or another creative way that is meaningful to your millennial staff

It’s also a great idea to give individualized thank you notes to everyone who donated. Remember to thank everyone you’ve contacted, even those who did not contribute. Each person’s time and gift is appreciated and a heartfelt thank you is an important part of your efforts.

3. Submit the dollars

Total all your donations and complete your campaign report. For SPC or E-Pledge, you may only need to complete the Special Event report. Then hand it all over to your Staff Partner to submit to United Way.

Virtual Activities and Special Events

50/50 Raffle Draws

Fundraise by selling 50/50 raffle tickets. The winner gets half the pot, and the other half goes towards your campaign. Just remember to apply for a gaming license through BCLC.

Acts of Local Love Social Media Challenge

Members from your committee can start this off. Each can demonstrate an act of local love and share it on their socials with a certain hashtag and tag their next colleague(s) to do the same.

Best Dish Competition

Staff are charged a fee or donation to taste test. Staff vote for their favourite and the employee with the most votes earns the title of ‘Best Dish’ and wins a prize.

Dare Fundraiser

Recruit some staff to participate. For every goal amount your campaign exceeds, these participants will have to commit to completing the dare corresponding to the specific amount.

Ethnic Food Potluck Festival

Ask employees to bring dishes symbolic of their heritage or recipes "handed down" along with interesting facts about their heritage. Charge an entry fee. Those who bring food enter for free.

Entertainment Drive

Employees donate new or slightly used books, board games, puzzles, etc. Have a sale with the proceeds going towards your campaign.

Extra Day of Vacation

Everyone can use an extra day of vacation, why not raffle or auction a day or half a day of vacation time. Just remember to apply for a gaming license through BCLC.

Fundraising Challenge

Have staff participate in a challenge to raise funds for your campaign. Choose a challenge that is fun, entertaining or difficult that they can do to fundraise with their colleagues, friends, and family.

Garage Sale/White Elephant Silent Auction

Employees bring in items they no longer need and/or wish to donate. Staff participate in a silent auction of those items.

Guess the Baby Picture

Employees send their baby pictures to the committee. Participants pay to enter the contest to guess which employee belongs to which baby picture. The contestant with the most correct responses wins a prize.

Guess the Number

Fill a clear jar with candy and have employees pay for a chance to guess the total number of pieces in the jar. The person who is the closest without going over, wins.

Lunch Box Auction

Employees make gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or clever meals.

Mini Golf

Supply a putting green and club. Staff can play as singles or teams. Employees pay per putt for a chance to win prizes.

Participation Goal

Set a realistic participation goal for your campaign. Have various awards for reaching each level of participation (ie. pizza party, cookout, jeans day, time off, etc.)

Pledging Participation

Have departments compete in participation rate. The department with the highest participation rate will win a free vacation day each or free lunch for their team.

Trivia

Host a trivia lunch on a specific topic (random questions or United Way related). Winning team enjoys a bonus vacation day or lunch for their team/department. (Consider using Kahoots to facilitate trivia).

Virtual Charades

Prepare words, phrases or actions for the game (there are idea generators online). Have a committee member facilitate for each department. Have the department split into two teams and compete to win.

Virtual Class

Host a virtual cooking, yoga, painting or photography class. Regardless of what it is, have it be something that employees can lead. All ticket sales go towards the campaign.

Virtual Gala

Host an evening virtual gala for your staff and include all the usual décor, guest list, entertainment and speaks; while employees sit back and enjoy with their snacks and drink of choice. All ticket sales go towards your campaign.

Virtual Scattergories

Determine categories for each round. Have a committee member host for each department. The player with the most points wins. Consider tournament bracket play to make it even more competitive!

Virtual Scavenger Hunt

Prepare a list of items that participants can find in their room or they can search for online (pictures, GIFs, etc.). Have a committee member host for each department. The player with the most points from finding the items the fastest or is the most creative with the items they find, wins.

Virtual Telephone Challenge

This can be done in either a whisper, read my lip or movement format. Have teams or departments form groups. The first person video calls the next member with a message they either whisper or mouth or a sequence of movements they do. That member has to call the next member and repeat, and so on until the last person.

Virtual Walks/Runs

Host a virtual walk or run. It could be at home on a treadmill or outdoors on their jogging route or while walking their dog. All they have to do is provide evidence it was done (ie. picture, social media post, picture of fitness tracking device, etc.)

Wine or Gift Card Survivor

Take a picture of your bottle of wine or gift card and submit it in as your entry to compete against your colleagues to win it all, and be the sole survivor.

Offer Gift Matching or Corporate Match

Young employees are motivated to give more when they know they can double the impact of their gift. Consider matching gifts or offering a corporate match to help even more vulnerable children, families and seniors in our communities.

United Way also has the Philanthropists' Circle matching program, in which a dedicated group of community leaders have committed to matching gifts of individuals and corporate donors to double the impact in supporting our communities. To qualify for a gift match from the Philanthropists' Circle, employees need to make a first-time donation or increase their previous year's United Way campaign gift by 15% or more.

Key Benefits

- Demonstrates your organization's commitment to the community and corporate social responsibility.
- 100% of funds raised stays local, helping vulnerable children, families and seniors here at home.
- Facilitates employee engagement, cross-departmental team building, camaraderie and collaboration.
- Provides charitable tax credits to employees who make donations. These can be used to reduce individual employees' federal and provincial income taxes.
- Allows GenNexters in your organization to gain a deeper connection with their community and its needs.
- Takes advantage of the campaign committee's GenNexter's expertise in engaging their fellow co-workers to participate.
- Gives GenNexters on your team the opportunity to demonstrate their dynamic skills in helping coordinate your workplace campaign, while developing new skills outside of their normal job role, further enhancing your staffs' talent

Support from United Way

Looking for more ideas to inspire and engage young employees in your workplace? Connect with your United Way Staff Partner or check out our campaign toolkit at uwlm.ca/toolkit.

To learn more about GenNext and how you can get involved visit uwlm.ca/gennext or email gennext@uwlm.ca.

