



United Way
Greater Toronto

CAMPAIGN KICK-OFF

A kick off can be an event, a publicity blitz or something out of the ordinary that signals the start of the campaign.

Here are some ideas for a successful kick off

- Position senior management and union leaders at each entrance or elevator to greet people and hand out free coffee and treats as people come into work.
- Hold a pancake breakfast or barbeque lunch where senior management and union executives act as celebrity chefs. Try to get all ingredients donated and either provide food to employees for free or at a nominal cost.
- Hold group meetings to introduce the campaign and show the United Way video. Watch a speaker video or book a speaker to present.
- Place a treat at each employee's workstation, along with a United Way Donor Information Brochure and some key facts about your campaign (i.e., goals, canvassing dates, special events, etc.). Have your senior executive or union leaders send out an endorsement email to all employees outlining your campaign and asking for full support.

Want more resources for your campaign?

Visit unitedwaygt.org



United Way
Greater Toronto



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