



United Way
Greater Toronto

MANAGEMENT AND LABOUR SUPPORT

In order to be successful, your campaign not only needs endorsement from senior management and labour leadership, it needs their active involvement. These two groups set the stage for strong employee participation and, in the case of management, access to the financial resources you may need for your campaign.

Securing the following will help your campaign:

- **Endorsement for the campaign**—this includes approval of volunteer time, appointment of an ECC, approval of the campaign plan, goals and written or verbal endorsement of the campaign by asking for all support.
- **Visible presence at key campaign events**—like Ambassador training, kick-off meetings, group information sessions, special events and your wrap-up. Check schedules and plan key campaign events when senior management and labour representatives are available.
- **Financial support**—both on a personal basis as donors/Leadership donors to the campaign and in terms of providing a reasonable campaign budget. They may also be willing to donate incentives and prizes such as parking spots, lunch with the CEO/Union President, etc.

Engaging Management

Getting management involved in a United Way campaign is a terrific opportunity for them to interact with employees in an informal way and to demonstrate their commitment to the community.

Here are some suggestions for how you can effectively involve management in your campaign:

- **Identify a mentor or sponsor from the management team**—this person could serve as your link to senior management and may even sit on your campaign committee. They could also be helpful with canvassing, trouble-shooting and securing management support for campaign events.
- **Put United Way on the agenda of key senior management meetings**—request time on the agenda to share the campaign plan and to request appropriate release time, volunteers and other resources.
- **Share all relevant campaign information with senior management**—including your campaign plan, results of your mid-campaign review and recommendations from your final evaluation.
- **Run a Leadership campaign prior to the general employee canvass**—this sends a message to employees about the level of senior support and will inspire them to give generously as well.
- **Ask senior management to play an active role in the campaign**—by supporting the volunteers in their individual areas by encouraging them, offering assistance and providing appropriate recognition.

Engaging Labour

Here are some suggestions to include and engage labour:

- Ask a member of your local union executive to join your campaign committee, or act as a consultant for the campaign. Let your employees know they are included.
- Provide a union letter endorsing the campaign. These letters can be posted on your intranet, inserted into payroll envelopes, posted in the employees' lunchrooms or distributed at meetings, etc. (letters and union endorsement templates are available from the United Way Canada Centraide website under the Partners tab).
- Recruit Ambassadors who are members of affiliated unions.
- Include labour speakers at key campaign events (Ambassador training, kick-off, wrap-up, etc.).

In addition, local union executives are encouraged to:

- Show leadership by personally supporting the campaign (speak at key events, attend or volunteer at special events, etc.) and/or host a campaign event, (e.g., barbeque, breakfast, etc.) for members within your workplace to visibly demonstrate their support and endorsement for the campaign.
- Participate in recognizing campaign volunteers.