



AMBASSADOR GUIDE



United Way
Saskatoon & Area

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For 60 years, United Way of Saskatoon and Area

has been changing lives. United Way is working to tackle the #UNIGNORABLE social issues facing the community. United Way focuses time, knowledge and resources in order to achieve sustainable change.

In the short-term United Way focuses on meeting the immediate needs of the most vulnerable people in our community by investing in local programs.

To achieve our long-term goals, United Way participates in research, strategy development, investments, partnerships, evaluation, and advocacy. We facilitate important partnerships and discussions, and we provide training opportunities and work to improve the capacity in many community-based organizations.



We Invest Wisely

United Way of Saskatoon and Area actively seeks and identifies opportunities for community investment, based on the knowledge of emerging trends and service gaps from local research, consultations, networks and partnerships.



We Connect People Around a Common Goal

Through United Way of Saskatoon and Area, people and partners from all sectors work together to create integrated responses to complex community issues like poverty, homelessness and unemployment. By drawing on one another's experience, expertise and influence we can address underlying causes and make lasting change.



We Use Research

With the help of many partners, United Way of Saskatoon and Area understands the needs in our community, both long-standing and emerging issues. We research the most effective and innovative ways to make the biggest difference possible for people in our city.



We Build Capacity

United Way of Saskatoon and Area brings community organizations together to share best practices, standardize evaluation, and ensure an integrated approach to better serve our city. Working with partners, we strengthen the non-profit sector, and work to ensure effective and efficient service delivery.

What a difference we can make, together.

As an Ambassador for United Way of Saskatoon and Area, you are in a unique position to change lives. Every gift you inspire will directly support an essential network of agencies, programs and partnerships.

Together, we are helping kids learn and grow so they can achieve their dreams. We are helping people avoid homelessness and poverty by providing education and skills. We are giving neighbourhoods hope and safety by making sure everyone has the opportunity to participate.

That work must continue. But there are still children and families in desperate need.

Our community is counting on you to help us go even further in 9 community-identified priorities:

Helping kids be all that they can be:

- preparation for kindergarten;
- achievement of grade level reading; and
- a confident journey toward independence.

Moving people from poverty to possibility:

- ensuring basic human needs are met;
- individuals attain stable housing; and
- families to have a safe place to call home.

Building strong communities:

- mental health initiatives;
- creating a barrier free path to services; and connecting people to their community.

Key Campaign Messages

Here are some messages you can share when asking people to donate. The simplest and most important thing people should know is that they can help someone in Saskatoon who really needs it, no matter how much they choose to give.

Because we have local love...

Local love reflects pride in our city and our commitment to act with kindness towards one another and our most vulnerable neighbours.

Your kindness changes lives, right here in Saskatoon

There are times in our lives when we need a little help. Your gift makes sure that help is available for anyone in Saskatoon- including our friends and family- when they need it most.

Every gift- no matter the size- makes a real difference

If you've never donated before, let this be the year to turn your kindness into a better life for someone in Saskatoon. If you already donate, please consider how even a small increase will give hope and opportunity to more kids and families all around our city.

The more we raise, the more we can do

Kids and families are counting on us to make sure the support they need is there when they need it. Imagine how much more we could do!

The Three Ps of a Successful Campaign

P1 - Preparation

1) Do Your Homework

United Way of Saskatoon and Area materials like our website or Impact Report are great examples of what we do (strategies and statistics), and why we do it (successes and stories of lives changed).

Visit www.unitedwaysaskatoon.ca to access these and more, or ask your Employee Campaign Chair to contact your Loaned Representative or United Way Staff Partner to request a hard copy. You'll also find a handy list of Frequently Asked Questions at the back of this guide.

2) Make Your Pledge

If you've donated it will be easier asking others to do the same. If you're already a donor, consider increasing your annual gift if you're able.

3) Equip Your Co-workers

Distribute pledge forms or send the ePledge email link if your workplace is set up for online donations.

4) Set Up Meetings

Start with people who already support United Way and co-workers with whom you have a good relationship in order to build your confidence.

5) Share

Let people know your reasons for giving to United Way and why you are proud to be a United Way of Saskatoon and Area volunteer.

P2 - Personal Contact

Asking people for their support is one of the most important, but often overlooked aspects of fundraising. Consider the following best practices:

1) Peer-to-Peer

Individuals are 80% more inclined to support a cause championed by a friend or family member. When asked by a friend, potential donors are more likely to request more information about the cause, take time to learn more about the charity, and donate. As a champion of your cause, you provide your network with the knowledge and confidence their contribution is meaningful and making a difference.

2) Social Media

Studies show 47% of people learn about a cause via social media platforms like Facebook and other online channels. Today's technology allows you to reach out to your personal network for support like never before and exponentially increase our profile as a champion of your cause. Visit United Way of Saskatoon and Area's social media for stories you can share.

3) Face-to-Face

People value a personal touch, whether they are donating online or filling out the pledge form you've left them. Don't skip the face-to-face ask. You are providing a personal connection that gives them assurance and peace of mind. A conversation with a donor, whether first time or long time, can occasionally reveal unexpected questions you might be able to address, or reveal opportunities to deepen a relationship and grow commitment.

Here are a few tips for guiding this conversation:

Set the tone: Be relaxed and positive. Begin by thanking your colleague for meeting with you.

Conversation starter: “Did you receive your pledge form (or your link for online donations through ePledge)?”

State your case: Talk about why you support United Way of Saskatoon and Area, whether it was someone who inspired you, or a personal story or reason.

Conversation starter: “Recently, I had a chance to see my donation at work while on a tour at a United Way of Saskatoon and Area agency partner...”

Ask for their investment: Be clear that no matter the amount, every donation to United Way of Saskatoon and Area adds up to powerful change in our community. Explain the various levels of giving. Suggest existing donors increase their gift this year for even greater impact.

Conversation starter: “I started giving a dollar a paycheque. It was so easy, I didn’t even notice it. I’ve been a donor for 15 years now. Every year, I increase my gift by 5%, 5 dollars, etc. My Goal is to become a Leader Donor, etc.”

Encourage payroll deduction, if available

Conversation starter: “Have you considered doing the payroll deduction? It’s so easy, you don’t even have to think about it. And it’s all right there when you file your income tax, no receipts to track, no extra forms to fill out.”

Ask for questions: If you don’t know the answer, refer to the Frequently Asked Questions section of this guide or contact your Employee Campaign Chair.

Conversation starter: “What questions do you have? Do you need help logging in or completing your donation?”

Take the Completed Pledge Form or arrange a time to come back for it: Encourage online donors using ePledge to make their gift today and ask whether they need help to do so.

Thank your co-worker for their time and consideration.

P3 - Pick up the Pledges

Talk to individuals who may have given in the past, and follow up with donors whose pledge you haven’t received as your campaign nears completion.

Make sure everyone has made their decision.

Tips for Responding to Questions or Concerns

Listen and show you understand your co-worker's concerns

Begin your response with: "I understand how you might feel that way. Have you considered...?"

Encourage discussion

Invite the opportunity to dispel misconceptions and provide a better understanding of United Way of Saskatoon and Area's impact.

Relax and be yourself

You have a very important message and job. Make it your own. Share your story and the reasons you give, provide information on United Way of Saskatoon and Area, make the ask and let the decision be theirs.

Don't worry if you don't know the answer

No one expects you to know everything. If you're stumped by a co-worker's questions, simply tell them you'll get back to them after speaking with your Loaned Representative or another member of the United Way of Saskatoon and Area team.



How to run a Virtual Campaign

Awareness

1. Build your team

Consider what roles may need to be added to your campaign committee, or where role descriptions might need to be revised.

- a. IT Support - to help run online meetings.
- b. Additional communications support for social media, email communications, staff intranet updates.
- c. Virtual kick-off or virtual event leads.
- d. Learning and facilitation support-awareness will be increasingly important with people not physically together. Consider recruiting a team of volunteers to lead on awareness and engagement opportunities for staff.
- e. United Way staff partner - it is important to include your United Way staff partner early on in your campaign planning. They can provide you with additional ideas and tools that are available to you and your team.

2. Train the team

Ensure your team knows their role and how to be a United Way ambassador. United Way has resources available for training your team including:

- a. ECC Training sessions (United Way 101, Running a Virtual Campaign, Engagement & Ambassador Training, ePledge, Putting the Fun in Fundraising).
- b. If you are using ePledge, ensure your team knows how to use the platform. ePledge training videos are available.

3. Consider a coordinated multi-channel campaign

Think about how you can broadly reach out to all levels of employees and locations. Wherever your supporters are, whatever medium they engage with, they should get the same campaign message. Take time to go through very resource and communication available so that you can provide the best information.



4. Work on a virtual kick off to clearly mark the start of the campaign

Considerations for a virtual kick off might include:

- a. Depending on the size of the organization the “kick-off” might be one large meeting or a series of smaller meetings.
- b. Determine who needs to lead the meeting- CEO, Leadership Team, United Way rep.
- c. Kick-off should be no longer than 30 minutes.
- d. If possible, make part of the kick-off interactive. Ideas could include running a poll, showing a speaker video, using a virtual white board or running UW trivia- keep the audience engaged.
- e. A call to action should be embedded in the meeting invite, or immediately after by providing a link to the giving platform.
- f. Where attendance may be an issue, consider joining a pre-existing meeting with a captured audience like a weekly department meeting.

Employee Pledging

1. Ambassadors and Canvassing

A strong ambassador team is critical to help reach out to employees not working in one location and to create excitement and champion United Way

- a. Think about your ambassador to employee ration - this may need to be lower in a virtual world to ensure reach outs can be made to everyone
- b. Offer UW online ambassador training- United Way staff can help you build in interactive pieces like online role play in breakout rooms
- c. Ambassador roles may look slightly different in a virtual world:
 1. Help them feel comfortable running an effective canvassing meeting.
 2. Provide presentation template and script.
 3. Ensure your ambassadors can help employees make a donation through your giving platform to make it as easy as possible for people.
 4. Where can labour partners help you reach out to unionized members within workplaces where you might have limited access.

2. Determine the ways employees can make a donation

Not all workplaces are the same when it comes to access to technology.

Questions to consider are:

- a. Do all employees have access to email and/or computers?
- b. What are alternative ways you can reach employees that might have typically given via paper pledge form?

Frequently Asked Questions

Here are some of the most common questions you might encounter about United Way of Saskatoon and Area.

If there's an issue we haven't covered here, contact your Employee Campaign Chair, Loaned Representative, or United Way Staff Partner.

Questions about United Way of Saskatoon and Area

There are so many organizations looking for donations. Why should I give to United Way of Saskatoon and Area?

Reach- With a single donation to United Way, you are supporting many programs and partnerships throughout Saskatoon. A full list of agency partners is listed on our [website](#).

Balance- While donors may recognize the larger, more established of these agencies, many lesser-known organizations are doing important and innovative work.

United Way's investment strategy gives these smaller organizations a chance to grow and contribute where they may not have been able otherwise.

Stability- United Way provides core, multi-year funding offering stability for agencies' operating budgets and giving them the ability to plan ahead. Sustained funding means these organizations can focus less on fundraising and more on finding long-term solutions to our city's most unignorable issues.

How much of my donation actually goes to programs and services?

For the 2018-19 fiscal year United Way of Saskatoon and Area's administration and fundraising costs totalled 27%.

Every dollar donated to United Way is a sacred trust and every penny of your donation will go



towards helping kids be all that they can be, building strong communities, and moving people from poverty to possibility locally.

Every dollar donated and every dollar spent is accounted for in our independently audited financial statements contained in our Annual Report. **Click here** to view our 2018-19 Annual Report.

Why should I give directly to United Way of Saskatoon and Area rather than directly to an agency?

It's all about the collective and greater impact. The power of your gift combined with the gift of others is far greater than the power of your gift alone.

United Way is a community catalyst for positive change. The expertise of United Way staff, the brand reputation, and the demonstrated track record of community impact means that if you invest in United Way, you support the combined efforts of a network of programs and services, and helps solve a range of community-wide challenges related to poverty, homelessness, inclusion, participation and access to services.

Questions About Giving

Why should I give? I never use these services?

United Way of Saskatoon and Area's programs and services are for everyone in our community. From bereavement support following the death of a loved one, to information and referral at the onset of a chronic condition, to programming for youth that makes our communities stronger and safer, there are programs and services for everyone. You may be one moment away from needing these services.

I feel pressured to give.

No one should feel pressured to give but everyone should be given the opportunity! United Way of Saskatoon and Area works because so many people contribute voluntarily. The more people involved, regardless of their level of participation, the more lives we can change. Together, we can do so much more than we ever could alone.

Why is United Way of Saskatoon and Area asking me to increase my gift?

As with all things, the non profit sector is not immune to rising costs. We have to keep pace with these increases to maintain our commitment to stable, sustained funding for the programs and services that means so much to so many. Every additional dollar raised also enhances our agency partners' ability to reach more people with more services.

Why does United Way of Saskatoon and Area need my personal information?

United Way of Saskatoon and Area is committed to protecting your privacy. Adhering to Canadian legislation, personal information gathered by United Way of Saskatoon and Area is kept in strict confidence and used only to administer transactions, conform to procedures required by

law, understand donor interests and demographics, build strong relationships and meet service expectations. United Way of Saskatoon and Area does not sell or trade personal information and does not rent out mailing lists. **Click here** for a complete description of United Way of Saskatoon and Area's privacy policy.

What if I want to make a gift to another organization besides the ones United Way of Saskatoon and Area supports?

United Way of Saskatoon and Area offers a donor directed giving service as a convenience for donors who want to consolidate all their charitable giving, both to United Way of Saskatoon and Area and to other registered Canadian charities, in a single pledge, often by way of payroll deduction.

Is there a cost associated with this service?

Yes. To offset administration costs and maintain the resources necessary to fulfill United Way of Saskatoon and Area's own mission and business focus, each gift directed to another charitable organization is subject to administration fees.

How will my gift to other charities be recognized?

Upon your consent, we can provide your name to the recipient charity for use in their own recognition program.

United Way of Saskatoon and Area Giving Levels

Visionaries	\$100,000 and above	Gold	\$5,000 - \$9,999
Philanthropist's Circle	\$25,000 - \$99,999	Silver	\$2,500 - \$4,999
Platinum	\$10,000 - \$24,999	Bronze	\$1,200 - \$2,499

Tax benefits

Charitable donations to United Way of Saskatoon and Area fully qualify for non-refundable federal and provincial tax credits, potentially saving donors money and bringing down the real cost of giving.





If you have any questions about United Way of Saskatoon and Area's annual campaign, or your role as an Ambassador, please do not hesitate to call.

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