



# Multi-Location Campaigns

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Running a campaign in an organization with multiple locations presents some special challenges. When building your campaign team, remember to include representatives from all levels and locations of your organization. By including a representative from each location on the committee, you will:

- Ensure all locations have input into the overall campaign plan and that the plan appeals to the majority of employees.
- Avoid delays in relaying campaign information back to the various locations.
- Ensure all employees have an opportunity to learn about and contribute to our community via your United Way campaign.

Some organizations run national or regional campaigns. The structure and strategies used vary from organization to organization. Please arrange a meeting with your United Way Staff partner to discuss the approach that will best suit your organization.

## **The role of the local United Way**

Encourage location ECCs to get in touch with their local United Way to receive information and resources relevant to that area, i.e., Donor Information Brochures, posters, thermometers, campaign video (if available), United Way Speakers, etc.

Visit [unitedway.ca](http://unitedway.ca) to find the phone numbers for all United Ways across the country.

Regardless of the number of locations involved, it is crucial that each location apply some basic campaign strategies outlined below.

## **Recruit a lead volunteer for each business location**

- Ensure a lead volunteer is appointed at each location to implement the campaign plan developed by the campaign committee. They can be active members of the committee via conference call, if desired.
  - Additional attention should be paid to strategies specific to potential 'work-from-home' or remote working circumstances, for example: video conferencing / virtual group meetings
- Organizations with large numbers of locations can consider grouping them together and appointing a Location Volunteer Captain to represent them on the central campaign committee and disseminate relevant information back to them.
- Similar to the ECC, Location ECCs are responsible for recruiting Ambassadors and ensuring all employees are informed, engaged and inspired. The Location ECC is also responsible for monitoring campaign progress at their site and reporting that information to a central contact in a timely manner. They also may be responsible for training and recognizing Ambassadors and other volunteers.

## **Recruit a location campaign team**

- Each Location ECC may want to recruit a small committee from within their own location to assist with implementing the campaign.

## **Recruit and train location Ambassadors**

- In order to feel comfortable and confident when canvassing employees, Ambassadors will need to attend a training session. Location ECCs may want to provide an orientation session for their team at individual locations delivered by the ECC, Location Coordinator and/or committee members.
- Location ECCs should forward all Ambassador names and location addresses to the main ECC (or Location Coordinator) for recognition purposes.

## **Communicate and promote**

- One challenge often faced by multiple location campaigns is how to make employees at the various locations feel part of the organization's overall campaign. Ensure that information regarding the campaign is relayed back to location employees regularly, including dates for the campaign (kick-off and wrap-up events, etc.), the campaign theme, dollar/participation goals, prizes, progress to date, etc. If it is appropriate, you may want to launch a friendly competition between locations and publicize the standings on a regular basis.
- In the case of provincial/national campaigns, ensure communications include locally-appropriate messaging and resources.

## **Canvass**

- When determining your Ambassadors' approach to ensure all employees are canvassed, it is important to remember that locations may have shift-workers, part-time employees and/or "floating employees" (employees who move from one location to another to fill a vacant position). Show the campaign video whenever possible so that a consistent message is being communicated at all locations.
- Additional attention should be paid to strategies specific to potential 'work-from-home' or remote working circumstances, for example: video conferencing / virtual group meetings / other effective internal communications options, including: group chat, direct messaging - or phone calls

## **Monitor and report location campaign progress**

- It is crucial that employees clearly understand procedures and have the contact names for submitting their paper pledge forms and cheques. Be sure to include this information in your Ambassador training.
- All locations should use the same tracking system and provide regular progress reports to a central person who monitors your overall campaign.
- Location ECCs may wish to meet via conference call during the campaign to discuss any concerns and reassess strategies. They should certainly participate in the mid-campaign review and have an opportunity to provide feedback at the end of campaign.

## **Recognize location campaign teams**

Upon completion of the campaign, it is important that all employees who assisted with the campaign be thanked. Workplaces may select a variety of methods to recognize their campaign volunteers:

- CEO/Union President hosts a luncheon or reception for all head office and location volunteers.
- CEO/Union President personally attends location meetings with Location ECC to thank Ambassadors.
- Ambassadors receive a personalized thank you letter from the ECC, Location Coordinator or CEO/Union President along with a United Way thank you certificate.