

Common Questions

Does my donation stay within South Niagara?

Yes.

All money raised in South Niagara stays in South Niagara; however, you do have the option to designate your donation to another community or any registered charity of your choice.

Who decides which programs get funded?

Volunteers determine the allocation of funds. The allocation committee is an established and proven system that achieves a balance between community needs and agency funding requirements. We are always looking for volunteers to be involved in this process.

My husband gives, should I?

We hope that every person with a steady income will consider giving to those who are less fortunate. Every donation helps. All donations are tax deductible.

Why should I give?

One gift provides a wide range of help to your community. Your donation is distributed to more than 26 carefully screened programs and services in South Niagara, helping thousands of people in need.

I don't have any spare cash – I just can't afford to give.

United Way is not asking for money now, but a pledge to be fulfilled in the future. The easy and "painless" method of giving is through payroll deduction at your work place.

Thank you!

Because of dedicated community volunteers like you...

- We are able to build healthy people, and strong communities
- Poverty can lead to possibilities
- Children lead fuller lives through in-school mentoring programs and after-school activities
- Young people in crisis receive life skills counselling
- People with disabilities receive services and support
- Those who are hearing and visually impaired lead fuller lives
- Programs provide food and other supports for elderly people



United Way
South Niagara

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Change Starts Here.

Canvasser Guide 2011



United Way
South Niagara

unitedwaysouthniagara.ca

From poverty
to possibility

Healthy people,
strong communities

All that kids and
families can be

Four Steps to Successful Canvassing

1

Prepare

Canvassers should:

- Learn about United Way South Niagara.
- Learn about some of the programs & services we fund.
- Attend an information/orientation session.
- Find out about your company's own employee Campaign including;
 - ◇ What happened last year?
 - ◇ What are the employee campaign 2011 goals?
 - ◇ When is the campaign kick-off and wrap-up?
 - ◇ Are there any contests or incentives?
 - ◇ Are there any special events?
- Let your co-workers know that you are a volunteer.
- Make your own gift first. It is easier to ask colleagues to give if you have already.
- Make an appointment personally with each prospective donor.
- Build your confidence by approaching someone you know first or a past donor. Practise your canvassing technique on them!
- Set your expectations high and be prepared to ask donors to increase the size of their contributions.

2

Making the Ask

- Canvass in person and not on the phone. Face-to-face contact is the key.
- The main reason people don't give is because they were not asked. Ask everyone on your list.

- Thank colleagues for their past support and for meeting with you.
- Make your case and share information about the United Way.
- Answer questions and listen carefully to any concerns.
- Ask for a donation and "close the sale".
- Say "Thank you" to every person, even those who decide not to give.
- If they're busy, call again later.

3

Follow-up

- Make your call-backs as arranged.
- Re-canvass the people you might have missed.
- Report your results to your employee campaign chair (ECC) or the United Way office.
- Never forget your role is to provide the facts about the United Way and explain the needs of the community – our 2011 *brochure and 2010 Annual Report* are great sources of information! www.unitedwaysouthniagara.ca

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Say Thank You

It is important to thank everyone—even those who do not donate. Thank people for their time as well as their contribution.

You are not alone...

You made a difference.

You are the reason the United Way campaign is a success.

You bring the dedication, effort and the enthusiasm needed for a winning campaign.

Your role as canvasser is the most critical to

Remember....

Get Personal

Personalize your pledge cards—most people will hold on to them longer. Leaving a blank pledge form at someone's desk does not work.

When in doubt

If you don't know the answer, say so, and tell them you will get back with the answer. When in doubt, contact your ECC or the United Way office. You can find UWSN contact information on back of this guide.

Be Flexible

When approaching donors, remember that people may just be busy and not have time at "that" moment. If they are busy and ask to come back another time and do so. Just remember to follow up.

Monitor

Keep a tight time frame and file all your reports, including number of employees canvassed. This will help you monitor your results.

Enjoy

Have fun as a canvasser. You are improving lives!



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South Niagara

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