



THE GUIDE TO A SUCCESSFUL WORKPLACE CAMPAIGN



**CANADIAN
RED CROSS**
QUÉBEC

INTRODUCTION

We are very pleased that you have agreed to participate in this workplace campaign and it is with great enthusiasm that we welcome you to our large Red Cross family.

Workplace campaigns are of the utmost importance for philanthropy in Quebec. They encourage donations and support greater participation. Everyone benefits.

As campaign director or ambassador, your work is of prime importance for the Red Cross and its beneficiaries. That is why we would like to offer you the most support possible for the challenge you have taken on. This guide was created for this purpose and gives you multiple tools that, we hope, will contribute to the smooth operation of your campaign.

The tools provided in this guide are also available and downloadable on the webpage:



www.redcross.ca/cmt
Username : croixrouge
Password : espoir

Throughout the campaign, Red Cross contacts are available to answer your questions and to support you in achieving your goals. Do not hesitate to contact them at cmt@croixrouge.ca.

We wish you an excellent campaign!

The Red Cross Team

WHAT THE RED CROSS DOES

What the Red Cross does here is the same as everywhere: it helps disaster victims in the most difficult of times.

In Quebec, teams of Red Cross volunteer emergency responders are mobilized on average three times a day to help disaster victims.

Donations allow them to fill the essential needs for shelter, food and clothing as well as bringing courage and comfort.

In Quebec, as everywhere else, the Red Cross also develops prevention and preparation programs to help communities face disasters or catastrophes.

The Red Cross acts before, during and after catastrophes to respond to the most urgent needs.

GIVING TO THE RED CROSS

Supporting the Red Cross is supporting those who have lost everything in an instant during a disaster or catastrophe.

Supporting the Red Cross is giving direct and practical help.

Supporting the Red Cross is giving volunteers the means to help disaster victims by offering shelter, food vouchers and new clothing.

Supporting the Red Cross is allowing it to benefit from resources necessary for the recruitment and specialized training of volunteers in order for them to be ready to respond at any time.

Supporting the Red Cross is preparing to act and not to react during the unpredictable.

DONORS ALSO SUPPORT THE RED CROSS:

- + Because no matter the disaster, the Red Cross, thanks to a volunteer force of 5000 people, has the expertise, the resources and the mandate to be able to act in any place and at any time, in your neighborhood and everywhere else in Quebec.
- + Because not only is the Red Cross' help practical, but it is also deeply human, it respects the dignity of disaster victims and it is a fundamental source of comfort.
- + Because severe weather caused by climate changes, among others, lead to more emergency situations (landslides, floods, extended heat waves) which increases the demand for Red Cross services.

- + Because during major crises that require massive evacuations, volunteers and Red Cross personnel contribute to the greater welfare of those displaced by supporting municipalities in managing services to the population: registration and inquiry services for disaster victims, family reunification, essential needs (shelter, food, and clothing), first aid services, etc.
- + Because the Red Cross doesn't receive any grants from government. The humanitarian aid offered lies in the hands of donors.
- + Because the Red Cross is the only humanitarian organization dedicated to giving basic needs to thousands of disaster victims in Quebec.

SELF-FINANCING

- + It's the generosity of donors that make Red Cross action in Quebec possible; 80% of its revenues come from donations, while 20% come from first aid and swimming program sales.
- + Donor support allows the organization to offer necessary help to disaster victims; that's why it is essential.

WHERE DONATIONS GO

A donation to the Red Cross is used in practical terms every day, whether it be when a new volunteer, duly trained in emergency intervention, joins a team in your community or when this same volunteer offers direct material aid to a family that has to get back on its feet the day after a disaster.

For a 4 person family whose lives have been turned upside down it costs the Red Cross close to \$1500 to give the essentials for 3 days.

- + Clothing \$740

- + Shelter \$375

- + Food \$300

- + Blankets and hygiene kits \$60

The funds gathered by the Red Cross within funding campaigns are entirely managed by the organization. No amount of money is transferred to other organizations.

Over the last five years, 84% of annual funds raised were dedicated to services offered to the population.

All the Quebec annual campaign funds are dedicated to Red Cross activities here in Quebec.

For appeals during international crises, the Red Cross respects their donors' choices and gives their donations completely to the operations they choose to support.

ADVANTAGES OF DONATIONS THROUGH PAYROLL DEDUCTION

- + Donations by payroll deduction are the most used donation method in the workplace. It offers many advantages.
- + It ensures recurring funding to the Red Cross and it allows its volunteers to know that they'll have the means to be there when it matters most.
- + It allows the Red Cross to save on administration fees since it reduces, among other things, the amount of receipts that need to be delivered, data entry and mailings, in addition to reducing solicitation fees.
- + It allows the donor to plan and budget their donation.
- + It allows the possibility to make a gradual difference in the lives of thousands of disaster victims.

THE WORKPLACE CAMPAIGN

The workplace campaign is a simple and easy to organize activity. It allows a business to gather donations from their employees in order to contribute to the actions of one or many non-profit organizations. It is an excellent way to encourage philanthropy in Quebec.

It is also possible to support the efforts of your employees by matching their donations. It's an excellent way to revitalize a campaign.

The services offered by the Red Cross during a workplace campaign:

- + A Red Cross representative acts as the contact to the campaign leader within your organization.
- + This representative will give you sound advice and ensure the necessary technical support throughout the campaign.
- + All the material for the organization of the campaign (testimonies, videos, posters, brochures, etc.) is supplied.

ORGANIZING A WORKPLACE CAMPAIGN

- + Organizing a fundraiser requires coordination and support. Obtain support from management and surround yourself with a team that will multiply your efforts and your results. Establishing a team will make your task easier and more enjoyable (see the flowchart on p. 8).
- + The most efficient way is to ask someone in each department to be part of your team.

WORKPLACE CAMPAIGN STEPS

- + Each step of the campaign (before, during, after) is important and to help you lead them well, we developed a diagram that is easy to follow and to put in place (see the type diagram on p. 6 and 7).
- + A workplace campaign favours the synergy among employees at a special time of the year. Don't hesitate to organize activities. They're generally very sought after by employees. They allow them to have fun while still encouraging the campaign.

DIAGRAM OF A WORKPLACE CAMPAIGN

BEFORE THE CAMPAIGN

- 1 **BROADCAST SUPPORT FROM UPPER MANAGEMENT** → Letter of support signed by the CEO and the union representative, if any
- 2 **SET UP A CAMPAIGN TEAM** → Ideal Composition
Representative - Human Resources
Representative - Payroll
Representative - IT
Representative - Communications
Ambassadors (max. ratio of 1/30 employees)
- 3 **SET THE CAMPAIGN DATES** → Cover two pay periods
- 4 **SET A FINANCIAL OBJECTIVE AND/OR A PARTICIPATION PERCENTAGE** → Consult the Red Cross representative
- 5 **DETERMINE THE CAMPAIGN MATERIALS REQUIREMENTS** → To be discussed with the Red Cross representative → Posters, table flags, balloons and solicitation materials
- 6 **TRAIN THE AMBASSADORS AND DISTRIBUTE THE MATERIALS** → Session given by the Red Cross representative (30 minutes) → Solicitation materials (for example, information sheet on the Red Cross, subscription form, donor envelopes, etc.)
- 7 **PROVIDE GOOD VISIBILITY FOR THE CAMPAIGN** → Use posters, electronic messages (info modules), etc.
- 8 **PLAN THE FLOW OF THE CAMPAIGN** → Campaign opening
Solicitation
End-of-campaign activity

AT CAMPAIGN OPENING

- 9 **LAUNCH THE CAMPAIGN** → Note, email or support letter from management

Opening event (**without solicitation**) → Examples:
Café-brioches
Staff meeting
- 10 **START THE EMPLOYEE SOLICITATION** → Individual issuing of the envelope containing the campaign flyer and the registration card or, if the card is digital, meet people individually to provide information about the Red Cross.

DURING THE CAMPAIGN

- 11 **SUPPORT THE AMBASSADORS' ACTIONS** → Send messages to employees → Examples: Red Cross modules (see campaign tools)
- 12 **TRACK THE PROGRESS OF THE SOLICITATION** → Check in with ambassadors → Conduct a re-start of the solicitation, if necessary

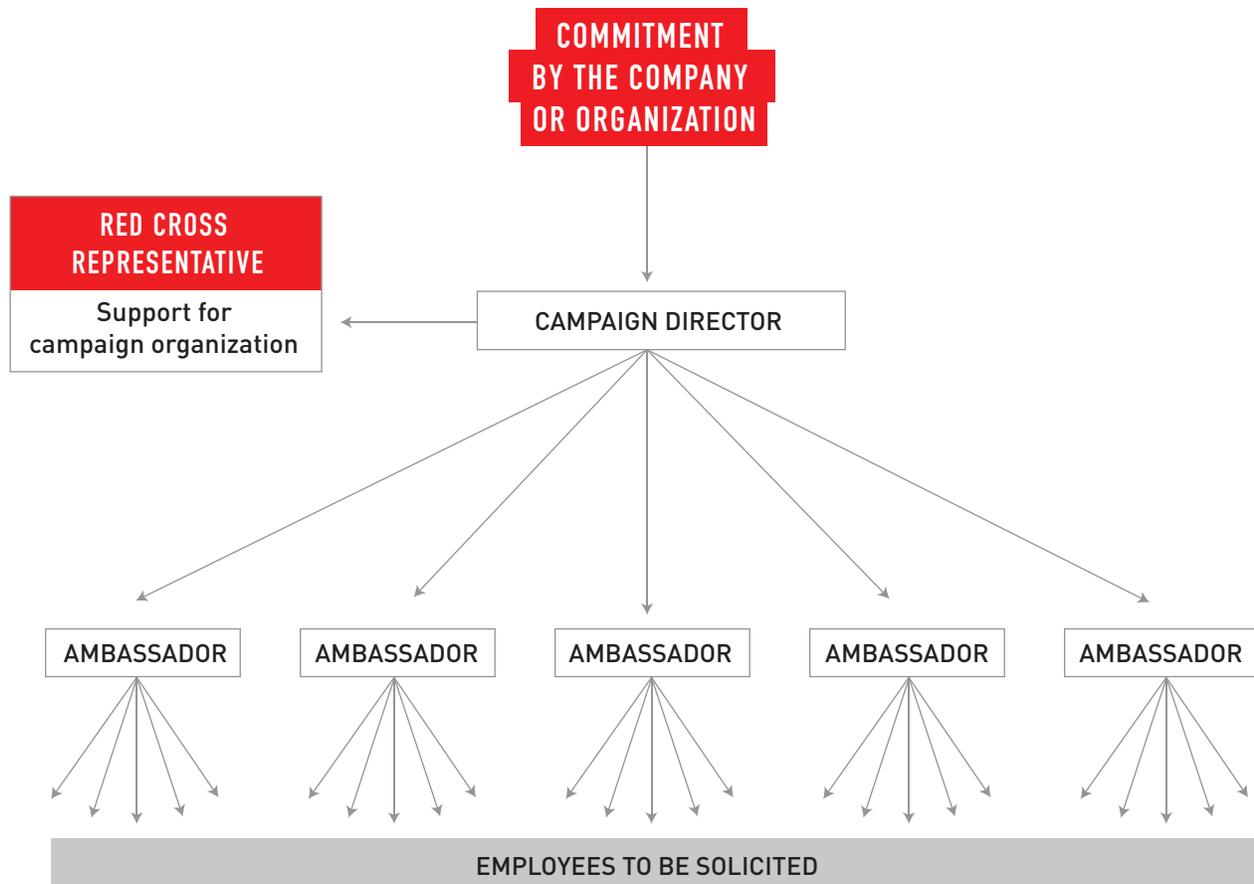
END OF THE CAMPAIGN

- 13 **HOLD A FUNDINGRAISING ACTIVITY AFTER PERSONAL SOLICITATION** → Examples: Spare change
Dessert auction
Garage sale
Used book sale
- 14 **RETRIEVE THE REPORTS FROM THE AMBASSADORS** → Registration cards duly filled out and donations
- 15 **VALIDATE INFORMATION** → Make sure that the information is written correctly (donor's complete address to deliver the receipt, credit card expiration date, information regarding the payroll deduction, cheque made out to the Red Cross, etc.)
- 16 **COMPILE THE RESULTS** → Compile results and prepare the campaign director's report

AFTER THE CAMPAIGN

- 17 **ANNOUNCE THE RESULTS, THANK THE AMBASSADORS AND DONORS** → Thank-you note or Red Cross campaign modules
- 18 **CONTACT THE RED CROSS REPRESENTATIVE TO SUBMIT THE REPORT** → Campaign director's report, registration cards and donations

ORGANIZATIONAL CHART

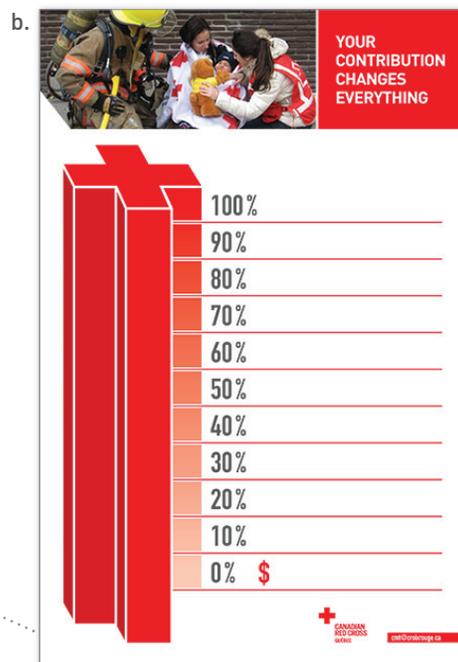
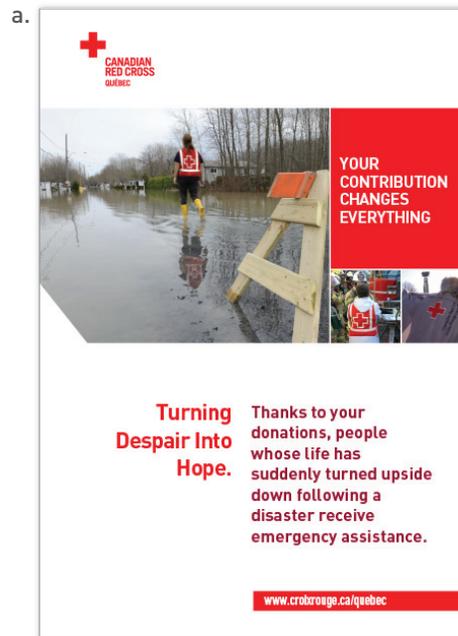


COMPANY MANAGEMENT	CAMPAIGN DIRECTOR	AMBASSADORS
<ul style="list-style-type: none"> • Establish the campaign period <ul style="list-style-type: none"> a) between January and June or b) between September and December • Appoint a campaign director and assign a team of experts to him (Communications, Human Resources, Payroll and IT, if applicable) • Secure the collaboration of all managers 	<ul style="list-style-type: none"> • Recruit a few colleagues (ambassadors) • Form a campaign committee (experts and ambassadors) • Define the exact dates of the campaign (ideally spread over two pay periods) • Establish communications and solicitation strategies 	<p>(by department and based on the number of employees - max. ratio of 1/30)</p> <ul style="list-style-type: none"> • Meet employees individually to deliver the donor's envelope and to provide information about the Red Cross • Forward donations to the Campaign Director

CAMPAIGN TOOLS

The Red Cross develops tools in order to support you in your campaign and to make your job easier. You will find these tools in the secure section of our website. They can also be given to you by the Red Cross representative. Do not hesitate to use them and to let us know your needs and comments.

- + **Information sheet on the Red Cross:** This concise information sheet contains relevant information that will allow you to answer all questions about Red Cross activities in Quebec.
- + **Volunteer and disaster victim stories:** Given by witnesses and Red Cross first responders, the stories allow Red Cross actions and their impact to be illustrated in practical terms before an audience.
- + **Support note from management to employees:** Support from management is an essential element to a successful fundraising campaign.
- + **Thank you note from management to employees at the end of the campaign:** Thanking, congratulating and acknowledging the effort displayed is essential.
- + **General information article on the Red Cross:** Publishing a more complete article on Red Cross actions in your business' internal newspaper or newsletter to employees is a great way to support your campaign.
- + **Information article on volunteering at the Red Cross:** The Red Cross is the most important volunteer organization in the world. Its international volunteer network is three times bigger than Canada's population.
- + **Campaign poster:** Advertise the campaign! Make it known! (a)
- + **Thermometer poster:** A simple way to track your campaign's progress. (b)



CAMPAIGN TOOLS (Cond't)

- + **'Thank you donors' sticker:** To put on top of the posters. They can signal the end of the campaign and thank donors.
- + **Testimony modules:** A PDF file that can be sent by e-mail, it offers a place for Red Cross witnesses to share their story. (c)
- + **Campaign announcement modules:** A PDF file that can be sent by e-mail to explain the different steps of the campaign.
- + **Thank you modules after the campaign:** Thank you modules can emphasize the contribution of donors and thank those who gave you a hand throughout the campaign. (d)
- + **Red Cross information blurb:** A PDF file that can be sent by e-mail that highlights a Red Cross services. (e)
- + **Bookmark:** A tool that can be used in many ways. It can act as a reminder before solicitation, be given as a thank you, etc. (f)
- + **Video (available online or for download):** It shows the Red Cross in action at a time when disaster victims need it the most. It can be shown at team meetings, on a screen in your cafeteria, on your intranet, etc. The production quality allows for multiple uses.



**YOUR
CONTRIBUTION
CHANGES
EVERYTHING**



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RED CROSS
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