

United Way of Peel Region

**YOUTH
CAMPAIGN
GUIDE**



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WELCOME to the YOUTH CAMPAIGN GUIDE

Every year, youth across Peel Region help raise money for United Way of Peel Region. Now it's easier than ever before!

The Youth Campaign Guide will teach you more about United Way of Peel Region, give you the tools for fundraising, and share ideas for great youth campaigns.

Together we can improve lives, strengthen neighbourhoods, and make our community better for everyone.

When you run a United Way of Peel Region Youth Campaign through your school or youth group, you accomplish so much, including:

- Completing the 40 hours of community services you need to graduate while spending time with your friends
- Gaining experience in event planning, project management and fundraising; great addition to your resume!
- Raising money for our community
- Learning more about issues in our community and sharing that knowledge with your friends.

A special thanks goes to members of the Young Leaders Council for helping create the Youth Campaign Guide. United Way of Peel Region's Young Leaders Council (YLC) is a group of young adults aged 20 - 35 years old who are committed to creating a legacy of spirited giving and volunteerism within their generation. The YLC empowers Peel's emerging leaders to strengthen the community and inherit the future of United Way of Peel Region.



About United Way of Peel Region

United Way of Peel Region was established in 1967 and serves the communities of Brampton, Caledon and Mississauga. Our mission is to engage with our community, through partnerships, to ensure people are cared for, connected and included.

United Way of Peel Region supports our community by bringing people together to improve lives, strengthen neighbourhoods and make our community better for everyone. United Way provides direct funding for 99 programs and services, develops training opportunities to strengthen social service agencies, creates and nurtures community partnerships to tackle complex social issues and provides a strong voice for social change.

United Way is committed to working with our entire community, including youth, to build capacity and improve lives. Our focus is on:

Resilient people

- Supporting seniors to be healthy and live independently
- Supporting individuals with disabilities
- Assisting people who are vulnerable to abuse, especially women and children
- Supporting people affected by mental health issues

Strong families

- Supporting newcomers and immigrants to fully participate in community life
- Assisting families and children to have a high quality of life
- Empowering children and youth to reach their full potential

Vibrant neighbourhoods and communities

- Reducing poverty, eliminating hunger, and ensuring people have access to affordable housing
- Strengthening neighbourhood development efforts so that people can become involved and engaged in their community

Did You Know?

These are tough times in our community. More people than ever will turn to United Way for assistance.

- 1 in 10 seniors are victims of abuse. In most cases their abuser is someone close to them.
- 1 in 5 people in Peel will experience a serious mental illness or substance abuse issue in their lifetime
- 1 in 7 people in Peel are living with a disability.
- 1 in 7 people in Peel live in poverty.
- 33% of Peel's recent immigrants live in poverty.
- In recent years, domestic disturbances in Peel have increased almost 40%.
- Nearly 40% of seniors living alone in Peel are living in poverty.

Your help is needed more now than ever. Continue reading to find out how you can run a United Way of Peel Region Youth Campaign.

HOW to RUN a UNITED WAY YOUTH CAMPAIGN

Step 1: Form a United Way Youth Campaign Team.

This is one of the most important steps as this team will represent your entire group. Be sure everyone is committed to holding a successful fundraising campaign. To run a week of events you will need at least six youth and one adult advisor. Each member should be given a specific role to play.

Leader

The primary contact for all information about the campaign. In charge of organizing all meetings and overseeing all of the events and coordinating the team and their events.

Co-Leader

Responsible for taking on the lead role should the leader be ill or unable to attend a meeting. Also acts as the secretary at meetings to keep track of everyone's ideas.

Communications Coordinator

Responsible for promoting events using various media. Main role is to let as many people as possible know about the campaign.

Treasurer

Responsible for collecting and keeping track of the money raised by each special event. Also communicates with the other team members about other money-related matters.

Special Events Coordinator

Responsible for planning events and working with the rest of the team to make sure that work is spread out fairly.

Volunteer Coordinator

Responsible for recruiting additional volunteers and matching them with jobs that need to be done.

All of the roles listed above will need to work closely together to ensure that your United Way campaign is the best that it can be.

Step 2: Find an Advisor.

An advisor can be a principal or a teacher that leads the United Way campaign for the school, an instructor, or a religious leader (if the youth group is part of their congregation). The organization's executive director or the representative of the organization.

Your advisor will provide permission for the Youth Campaign and will keep United Way of Peel Region informed about the number of volunteer hours each member of your team has accumulated.

When you are asking for support from your advisor ask about the organization's policies on when fundraising can take place. For example some schools have definite policies on fundraising during school hours. To hold a successful campaign you will need the approval of your advisor. Be clear and concise in your request and provide them with the following information:

- Detailed list of the event or events that you will be doing
- Names of everyone on the team
- What you'll require from the advisor
- What time(s) the event(s) will be taking place
- When you would like the advisor to attend an event
- Meeting times and locations
- Any budget requirements and assistance in obtaining prizes, etc.

Once you have this completed you can go to the United Way of Peel Region's website, www.unitedwaypeel.org, and register your campaign. Then you will officially be ready to jump into fundraising mode.

Step 3: Set a goal.

If your organization or school has held a United Way Youth Campaign in the past, review the successes and challenges they experienced before you start planning your campaign.

When you approach the leaders of the past campaigns, try to find the answers to the following questions:

- What were the strengths and weaknesses of their campaign?
- What was the fundraising goal? Was it achieved?
- Was there an official kick-off and wrap-up?
- How long did the campaign run?
- What special events raised the most money?
- What special events were most enjoyed by the organization?
- How were people thanked?
- What advice can they offer you and your team?

Once you've received these answers you're ready to get started on this year's goal.

What is a goal?

A goal is a target set by your committee so that you can measure your successes. You may set as many as you want. They can focus on various factors including financial, participation or raising awareness about United Way.

Refer to the criteria for the Youth Spirit Awards as a guideline. This way you can ensure that your campaign will be eligible for one of the awards.

Financial Goals

How much do you think you can raise? What percentage increase do you want to achieve over last year?

Participation Goals

How many people do you want to be involved in a special event? What type of special event can involve this many people?

Awareness Goals

How can you make people aware of your event? How will you spread the United Way message?

When Setting a GOAL FOR YOUR CAMPAIGN CONSIDER HOW a LITTLE GOES a LONG WAY

\$52 provides transportation, an escort, and interpreter services for 3 seniors attending medical appointments, enabling them to maintain their health and independence.

\$130 helps equip a blind person with the daily living skills needed to reduce isolation and maintain self-reliance.

\$208 provides two weeks of summer day camp to a child in a single-parent family.

\$260 provides an Elder Abuse Prevention workshop for 30 seniors, improving their safety and security.

\$390 provides hope by covering the cost of collecting, cleaning, sorting and distributing 2,000 pounds of donated food for hungry individuals and families.

\$650 provides information and assistance to support the settlement of 50 newcomer families and helps them begin productive lives in Canada.

\$1,040 provides a nutritious breakfast before school for 5 children for the entire school year, boosting their ability to learn and grow.

\$3,900 enables 18 seniors to attend a congregate dining program for a year, reducing their isolation and maintaining their independence.

Step 4: Plan the Special Events:

Decide which events will make up your campaign. Special events are the basis of all Youth Campaigns. There is a list of ideas on page 7. But don't feel restricted to these. On page 9 you will find a sample of a letter that can be used to request donations from companies. A sample campaign timeline is on page 9. This can help you execute your plans.

Special events can be a lot of fun. They can raise funds, create awareness, motivate, and promote group spirit for a worthy cause. Quality is more important than quantity as a good event will attract many people and ultimately raise more funds.

Before choosing an event, consider the following:

- What do you hope to accomplish with this event? Do you want to raise money, increase United Way awareness or create team spirit in your organization?
- How much time will you need to organize this event? If it will take a month to plan and organize, you can't expect to hold the event in one week.
- When will the event take place? You need to choose a date that allows you enough time to properly plan for your campaign. You can run fundraising events for United Way at anytime.
- What are your resources? Before deciding to go forward with an event, you need to think about the resources you have on hand. Is there someone on your committee that has helped organize this type of event before? Does a committee member know a local business owner that might donate prizes?
- What is your budget? Plan a budget and stick to it. Depending on the type of event you are running there may be some costs involved. You can decrease costs by soliciting donations of supplies, services and facilities.

Step 5: Run the campaign.

This is the fun part! Do as much preparation before the event as you can. Unforeseen circumstances may arise and you will want to be able to deal with them as best as possible. Don't get stuck making signs or writing out instructions you could have done the week before.

Remind those that are involved of the tasks for which they are responsible.

- Do you have a back-up plan? It is always good to come up with an alternate idea in case an event is unable to be completed. You may also need to plan for changing things if your event is held outdoors and it rains or snows.
- How are you going to promote your campaign? You can use your website, posters, emails, text, messages and brochures. Be creative!

Special events should be fun for everyone involved. Avoid anything that might reflect badly on your organization, an individual involved, or United Way.

Tips for dealing with businesses:

- Local businesses are often willing to give donations to organizations for fundraising activities. Make sure that you have a plan for visiting businesses and do not have several campaign members or volunteers approach the same business. Make sure you talk to your advisor before asking for donations.
- Approach businesses in person and bring a letter with you explaining the nature of your event and a little about United Way. Get your advisor to sign the letter.
- Leave your phone number and/or e-mail address with the business contact. If you have not heard from them within the week make a follow-up call. Don't get discouraged by rejections. It isn't personal. You will probably have to make a lot of calls before you get what you need.
- Always be polite and friendly.
- Make sure that you send thank you letters after the event to let your donors know how it went.

Show your energy and enthusiasm - it is contagious! Don't worry if everything doesn't turn out exactly the way you planned. Only you and your committee members will know that things haven't gone exactly as planned.

Keep an eye on the cash. Count the money you make after each event, keep it in a safe place and let your team know how much was collected. This way they will know how close they are to reaching their goal.

Step 6: Wrap it up.

Once the campaign is over, have a wrap up.

This is a very important step as you get to celebrate all of the hard work you did on the campaign. First, collect and count all of your funds so that you can submit it to United Way of Peel Region. You can deposit the money in the bank and write a cheque to United Way of Peel Region. Contact your United Way representative and ask them to pick up the cheque. A cheque presentation is a great time to announce your achievement to your organization. Ideally, you should submit the money raised to United Way within one week of the wrap-up.

Don't forget to thank and recognize everyone that worked on the campaign:

- Thank the advisor of your organization
- Thank your committee members and volunteers
- Thank all businesses that donated prizes, etc.
- Thank your participants for being a part of the campaign
- Advertise the success of your campaign throughout your organization as this is a great way to attract volunteers for next year's campaign.
- Fill in a nomination form on United Way of Peel Region's website, www.unitedwaypeel.org, and send in examples of the success that you had during your campaign.

Step 7: Evaluate.

After the wrap-up you should sit down with your committee members and your advisor and evaluate the campaign.

- Review the campaign achievements
- Compare the achievement against the goals
- Examine the strengths and challenges of the campaign
- Make recommendations for next year
- Document everything to make it easier to organize future campaigns

Congratulations! You have completed a United Way Youth Campaign. Be proud of your work and how it will help make lives better for those in need.

Thank you. Without you, there would be no way.

You have now become part of the hope for the community.



SPECIAL event Ideas

3 on 3 basketball tournament: Enter as many teams as possible. Charge \$10/team.

Auction a favour: Get your leaders to donate a chore or favour (lunch, t-shirt, ball caps, their parking spot) and hold a raffle to bid on their services. Get a list of all favours, sell tickets for each (\$0.50) and draw the winners at the end of the week.

Basketball Foul Shooting Challenge: Each group has a team. Charge an entry fee and for every basket made.

BBQ: Sell hot dogs, hamburgers, and drinks during lunch or at a group sporting event. To maximize profits, ask local businesses to donate the food.

Coffee house/Poetry café: Convert a room into a crowded and lively coffee house. Decorate with a theme. Sell entrance tickets or beverage and food tickets.

Donut Sale: Sell donuts for \$1. See if the local donut store will donate them or sell them to you at a reduced rate.

D.J.: Invite a D.J. to setup. Charge a dollar for each requested song.

Euchre Tournament: Charge each person \$2 to play.

Fall Fair/Celebration Day: Pick a day in the fall and have a fall fair. Invite the entire community. Have activities for all ages such as bake sales, silent auctions, draws, arts and crafts, etc.

Fashion Show: Get the whole group and leaders involved. Charge admission and have a snack bar.

Good Old Fashioned Bake Sale: Try a bake, garage, and book sale. It's an excellent way to involve everyone!

Lip Sync, Talent Show, Fashion Show: Get the whole group involved. Charge admission and have a snack bar.

Multicultural Luncheon: Ask volunteers to make dishes from around the world. Charge people for samples.

Mini Putt: Have each group design a hole. Put the course together in a hall or room. Charge people green fees to "golf".

Movie Night/Afternoon: Rent a video to show to your group. Sell snacks only. Copyright laws prohibit charging admission for viewing.

Shaving for the United Way:

Announce to the group that if they meet or exceed campaign goal, members of the group or a daring staff member/leader will shave his or her legs or head.

Singing Telegrams: Sell singing telegrams for \$1 or \$2. Ask talented singers (or members of the school choir) to "deliver" these messages.

Silent Auction: Ask local retailers to donate items. Design a bidding sheet for each item that includes a description of the item, its retail value, and a space for the bidders name, and bid. At the specified closing time, the person with the highest bid wins.

Student/Staff (Group/Leaders) Sport Challenge: Charge entrance and spectator fees.

Video games: Set up an arcade with a television and video game system. Charge participants for the amount of time they play.

X-country/City run: Have a group run from point A to point B for United Way. Have participants collect pledges from friends, family, and local businesses.

Yard sale: Collect items for a yard sale. Invite the entire community to the event. Sell food and beverages.

SAMPLE Letter reQUeSTing a donatiON

To: <Name of Local Business>

From: <Your Name>
Youth Campaign Leader

Subject: <Name of Organization> United Way of Peel Youth Campaign 2011

Date: <Today's date>

<Explain about your organization and how you would like to do something worthwhile for the community.>

We have chosen to support United Way of Peel Region so that we can bring help and hope to those in need. Our troubled economy worries many of us. Each day statistics tell us we are facing some tough months ahead. Behind the statistics are real people, businesses and neighbourhoods that are struggling to cope with uncertainty. But one thing is certain- this year, more people than ever will turn to the services and programs funded by United Way. For some, it will be the first time. Thanks to fundraising efforts like ours, United Way can support the network of 99 services and programs people need in tough times.

This year, the youth of <organization> will be running a United Way of Peel Region Youth campaign that will run from <start date to end date>. We are asking for support from <Local Business Name> in the form of a donation of <Specific Item(s)> for <Name of Event>. We would be happy to recognize your business's donation on our <choose all those that apply - posters, website, school newspaper, tickets, etc...>.

Thank you for your consideration.

Sincerely,

<Your advisor's signature and title>

<Name of Organization>

SAMPLE CAMPAIGN tiMeLine

6-8 weeks before

- Meet with your adult advisor and committee members for a planning session (review giving history and previous campaign goals & strategies if applicable)

4-6 weeks before

- Recruit additional committee members and volunteers and review timelines, goals, assignments and other responsibilities
- Identify a leader
- Finalize your campaign plan and timelines

2-4 weeks before

- Set goals

1-2 weeks before

- Obtain materials from United Way (brochures, posters, etc.)
- Begin promoting the campaign
- Send out communications

Week of Campaign

- Run the events

Campaign Wrap-Up

- Announce achievement
- Thank participants
- Submit final results and reports to United Way

Find US on



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