engineers without borders
ingénieurs sans frontières
Canada

EWB Workplace Campaign Handbook

EWB Workplace Campaign Handbook

engineers without borders
ingénieurs sans frontières
Canada

WHAT IS A CAMPAIGN? **2**

WHY AM I DOING A CAMPAIGN? 2
WHAT IS MY ROLE? 2

HOW DO I START? **3**

PLANNING YOUR CAMPAIGN! **4**

RUNNING YOUR CAMPAIGN! **5**

LAUNCHING YOUR CAMPAIGN 5
EVERYTHING IN BETWEEN 5
CONCLUDING YOUR CAMPAIGN 5
WRAPPING-UP YOUR CAMPAIGN 5

WHAT WILL MY CAMPAIGN LOOK LIKE? **6**

WHAT EVENTS CAN I USE? 6
WHAT THEMES CAN I USE? 8
"Water for the World" Theme *8*
"Food for Thought" Theme *9*

HOW DO I RAISE DONATIONS? **10**

What are my options? *10*
What is the best way to do it? *10*

CAMPAIGN TIMELINE **11**

YOUR NOTES **12**

Welcome to the Engineers Without Borders team. This Campaign Handbook has been produced to answer your questions and guide you through the process of planning and running an EWB Workplace Campaign.

Use these icons to direct you towards more resources to help plan your campaign.

Useful tips to help you plan your campaign.

Contact EWB for help running any of these events.

Refer to the web resource found at the bottom of the page for more information.

Additional resources are available on the Campaign CD.

Interesting facts about international development.

© 2004 Engineers Without Borders Canada

What is a campaign?

Engineering and technology companies know that technology can drive extraordinary change. You do it in your community everyday. An EWB Workplace Campaign is how you and your company can lead that change in some of the world's poorest communities.

A campaign is a fun and enriching way to get all of your co-workers involved in fundraising for EWB. You can engage your company with interesting seminars, exciting games, or special potlucks. This campaign can run between 2 weeks to 2 months. The specifics of a campaign are created by you, your campaign director, and your campaign team – so you can customize it to integrate into your company's culture.

Why am I doing a Campaign?

By hosting an EWB Workplace Campaign, you are raising money and raising awareness for international development

By **raising funds** you drive the technology that drives extraordinary change. Money is needed to build the local capacity necessary for communities to develop – training people to utilize technology to solve their most pressing problems. You can raise funds through employee payroll donations, a promise by the company to match each dollar employee's raise, simple fundraising events, or any combination of these.

By **raising awareness** you build an understanding of how Canadians can contribute to international development. Help build awareness within the engineering and technology sector about development issues and help improve our sector's public profile by joining the host of companies that is using technology to drive extraordinary change.

What is my role?

As an employee campaign director (CD), you'll guide the campaign from concept to conclusion while gaining some public speaking skills along the way. You have complete creative control to build a campaign that fits with your company culture. We've created this guide with suggestions to help you through organizing and running a campaign.

As a CD, you'll also be:

- Leading an employee campaign team (CT).
- Communicating with EWB.
- Managing the campaign.
- Structuring the donation program.
- Pitching the campaign to senior management.

Tips

Keep an eye out for useful tips found through out this campaign handbook.

World Facts

There are 1.1 billion people living on less than $1 (U.S.) a day.

EWB Facts

EWB spends 90 cents of every dollar donated directly on operations.

© 2004 Engineers Without Borders Canada

How do I start?

Regardless of whether you're a new employee at the company or part of senior management, anyone can initiate an EWB Workplace Campaign with the following 4-step plan.

Step 1: Contact EWB.

If you want to start an EWB Campaign at your company, then the first thing you should do is contact us. We will answer any questions you have and send you the necessary resources for starting a campaign.
Heather Harding, 416-481-3696, heatherh@ewb.ca

Step 2: Talk to Management.

Gaining official support from management is essential. You'll need to tell management about the campaign and how it can create value. At the bare minimum, workplace campaigns need the nod from management before they can continue.

You can create a successful campaign if your workplace culture is supportive of the campaign. You can build that support with:

- Visible and active involvement of senior company officers.
- A companywide leadership program for employees at all levels.
- A company matching program that promises to match employee's donations to the campaign dollar-for-dollar.

Step 3: Form an Employee Campaign Team.

Now, you can concentrate on getting your co-workers onboard with the employee campaign team. With dedicated people and management support the campaign team will create, plan and execute the campaign.

The team provides an opportunity to develop leadership and project management skills your co-workers may not get in their day-to-day activities. By dividing up the responsibilities among members of the team, you can spread out the workload and the opportunities for learning.

Step 4: Build and Customize your Campaign!

Now you're ready to begin building your campaign.

If you like structure when planning then flip to **Planning your Campaign!** for your next steps. Otherwise, draw ideas as you see fit from the booklet and build your own fundraising campaign!

Tips

Really get to know EWB. The website is a great place for information, www.ewb.ca.

World Facts

There are 1.2 billion people without access to clean water.

EWB Facts

Since 2001, EWB has sent nearly 100 volunteers to work on projects around the world.

© 2004 Engineers Without Borders Canada

Planning your campaign!

Dwight D. Eisenhower once gave good advice for campaign directors, whether he intended it or not. He said "plans are nothing; planning is everything."

Planning can be the most enjoyable part of the campaign, working with the campaign team as the primary instrument in driving extraordinary change. And a little planning goes a long way!

Since no two campaigns run the same, you'll get to use some ingenuity in planning with the following steps to help you along the way.

Step 1: Set your Campaign Fundraising Goal. A simple goal is easy to understand and easy to communicate.

Step 2: Choose the duration for your campaign (2-weeks to 2-months from Launch to Conclusion).

Step 3: Think about what theme and events would fit best within your company. You can use ideas from **What will my campaign look like?** or generate your own ideas. Ideal for a brainstorming session.

Step 4: It's time to figure out **How do I raise donations?** By figuring this out and keeping track early on, you make saying "thank-you" to the donors much easier later.

Step 5: Now its time to start planning the logistics of the campaign. You'll settle on the events that will be part of the campaign and allocate the tasks of the campaign.

Use the **Campaign Timeline** as a tool to help you keep track of your campaign. You can record each of the decisions you make into the timeline as you progress.

Tips

Payroll deduction is the easiest way for people to make donations.

World Facts

2.7 billion people don't have access to adequate sanitation.

EWB Facts

EWB works in four key areas:

- **Water/Sanitation**
- **Food Processing/Security**
- **Information & Communication Technologies**
- **Energy and Natural Resources Management**

© 2004 Engineers Without Borders Canada

Running your campaign!

Launching your campaign

The most important part of launching your campaign is getting the word out and letting people know that it's happening. This can range from a company-wide email to a more formal event like a staff meeting where a speaker from EWB comes in.

It is important to inform every one of the start date of the campaign, the activities you are going to run, and how they can sign-up for payroll deduction (or, more generally, how they can donate).

	You can customize the **Employee Donation Form** for your campaign. Print off enough to give out to every employee during the campaign launch.

Everything in between

Since your campaign is customized with a unique theme and activities, how the bulk of your campaign runs is entirely up to you. See **What will my campaign look like?** for ideas. Remember to:

- Advertise your events well in advance. People won't come unless they can plan for it.
- Make your fundraising goal clear. Post a progress chart that all your co-workers can see.
- Know EWB. Read the EWB website and annual report and be ready to answer questions.
- Get volunteers to help to canvass other employees. Do it in person for the best results.

Concluding your campaign

The most important part of concluding a campaign is letting all your co-workers and your company know that their contributions were important. This can range from personal thank-you emails to all of your donors to a celebratory banquet dinner where donors are recognized by senior management.

It is important to thank each donor and volunteer for their help with the campaign, and to let them know that their money is going to good use.

	You can customize the **Thank-you Certificate** for each co-worker that donated or helped with the campaign. Print them off to thank each employee.

Wrapping-up your campaign

The campaign is over, but there are still afew details left to be wrapped up. Contact Heather Harding to help with campaign wrap-up, including:

- Transferring the donations to EWB.
- Ensuring all eligible donors receive tax receipts.
- Ensuring all donors receive thank-you letters from EWB.

© 2004 Engineers Without Borders Canada

What will my campaign look like?

So you want to start a campaign, but you're probably wondering what it will look like?

The answer is - whatever you want. You and your employee campaign team can craft the campaign to fit within your unique company culture.

Starting with a campaign launch, and finishing 2-8 weeks later with a campaign conclusion, everything in between is up to you. From a fundraising gala dinner to an employee dunk tank, a case study discussion or a Friday off of work - we have created plenty of tools to help you along the way.

What events can I use?

Here are some great activities and events that can be tied into any campaign.

You can run high-end fundraising events showcasing the good work you do internationally:

- Add class to your campaign and impress your stakeholders by hosting a **gala benefit dinner.** Raising a set donation for each plate, you can reward employees and promote your good work in the community. You can even invite an EWB keynote speaker.
- Raise some money and entertain employees by hosting a **silent auction**.

You can run some educational events that are fun and enriching for your co-workers:

- Teams of 4-6 employees can compete against each other for the **purification challenge**. Teams create their own water purification filter and learn about development on the way.
- A returned **EWB overseas volunteer** with experience on water projects in Africa or Asia can guide your employees through an interactive lunch-and-learn session.
- You can lead a 60 minute **Case Study: Collecting Fog on El Tofo** session to gain an understanding of the complex nature of trying to deliver water in developing regions.
- Teams of 4-6 employees can compete with the **rice processing challenge**. Create your own rice processing mill, and change rice from the hull that's picked to the grain you eat.
- A returned **EWB overseas volunteer** with experience on food processing projects in Africa can guide your employees through an interactive lunch-and-learn session.
- You can lead a 90 minute **Case Study: MFP for village power** session to gain an understanding of the complex nature of food security and food processing in developing regions.
- Co-workers can match wits by playing **development Jeopardy.** You can find some great resources for questions and stats online.

© 2004 Engineers Without Borders Canada

You can run some fun events to get your co-workers excited about the campaign:

- Get your co-worker's hearts racing as they run through a **relay race** obstacle course of office furniture carrying a bucket of water on their head (*Women in Ghana often carry as much as 20 kilos of water balanced on their head for daily 2km walks).*
- Get employee's excited about the campaign and auction or raffle a **Friday afternoon off of work.**
- Send a laugh around the office by having co-workers and bosses donate to **avoid the consequences** of a pie in the face, a bucket of water on the head, etc. Donate more than the last donor to redirect the pie/bucket and choose the next target.
- Set up a game of **office survivor**, where teams of co-workers compete in challenges you design and vote each other out of the game.
- Or use this great team building exercise, and run a **tug-a-war** competition.
- Some people just need to be dunked. Set up a **dunk tank** in the office and people can donate money for a chance to dunk their supervisors, co-workers, or senior management.
- Or raise money by running a company wide **50/50 draw** or engage your employees in the campaign by having them sell tickets for a **raffle draw.**
- Get your employees excited about the campaign by giving them the opportunity to **dress casual each Friday** if they donate a set amount to the campaign.
- Your co-workers will be thankful for their telephone (ICT) access when they are **thrown in jail** at a desk and can only call friends and colleagues to collect donations and post bail.
- Have your company host a **charity golf tournament**, your co-workers will have fun and you'll raise money for human development.

Web Resources

- Running A Successful Silent Auction: http://www.globalfundraising.com/Auction.pdf
- Millennium Development Goals and Stats: http://www.developmentgoals.org

Tips

If you have any questions you can always call or email for support!

Heather Harding
p. 416-481-3696
e: heatherh@ewb.ca

World Facts

Around the world 831 million people are undernourished.

EWB Facts

EWB has worked in 25 developing countries.

© 2004 Engineers Without Borders Canada

What themes can I use?

If you like more structure in your campaign, we have created two sample themes that you could use to brand your campaign. You can use some or all of these campaign themes or brand the campaign as you see fit.

- Water for the World, pp. 7
- Food for Thought, pp. 8

You can combine ideas from any of the themes and create one of your own.

"Water for the World" Theme

Deadly water-borne parasites threatens the health of developing communities. Today, 1.2 billion people have no access to safe drinking water.

EWB volunteers work to improve hygiene education, sanitation facilities and access to safe water in India, Cameroon, Guatemala, Kenya, Madagascar and Uzbekistan.

You can create your own campaign or use these ideas to focus on water, sanitation, and hygiene issues. Learn about water issues and raise money to help provide **Water for the World**.

Theme Name: Water for the World

Educational events that are fun and enriching for employees:

- Teams of 4-6 employees can compete against each other for the **purification challenge**. Teams create their own water purification filter and learn about development on the way.
- A returned **EWB overseas volunteer** with experience on water projects in Africa or Asia can guide your employees through an interactive lunch-and-learn session.
- You can lead a 60 minute **Case Study: Collecting Fog on El Tofo** session to gain an understanding of the complex nature of trying to deliver water in developing regions.

Fun events to get your employee's thinking about water:

Your co-workers will have a laugh when they're given the option to donate a set amount for each cup of **dirty water** (coffee) to help provide clean water for those who need it.

Get your co-worker's blood pumping by running a **water obstacle course** over lunch.

Some employees just need some R&R. Auction time off of work for a **Friday afternoon at the lake.**

Web Resources

- Drinking Water Primer: http://www.pollutionprobe.org/Publications/Water.htm
- Environment Canada Freshwater Website: http://www.ec.gc.ca/water/
- UNESCO World Water Assessment Programme: http://www.unesco.org/water/wwap/

© 2004 Engineers Without Borders Canada

"Food for Thought" Theme

800 million people go to bed hungry every day. Hunger is not always a result of insufficient food production. In some rural communities up to 30% of crops spoil due to lack of processing or preserving technologies.

EWB volunteers work in Ghana and East Timor to design improved rice processing, oil extracting, fruit preserving and cassava processing technologies.

You can create your own theme or use these ideas to focus on hunger and how better food security and food processing can be used to effectively combat hunger. Give your employee's some **Food for Thought** and help provide food for those who need it.

Theme Name: Food for Thought

Educational events that are fun and enriching for employees:

- Teams of 4-6 employees can compete with the **rice processing challenge**. Create your own rice processing mill, and change rice from the hull that's picked to the grain you eat.
- A returned **EWB overseas volunteer** with experience on food processing projects in Africa can guide your employees through an interactive lunch-and-learn session.
- You can lead a 60 minute **Case Study: MFP for village power** session to gain an understanding of the complex nature of food security and food processing in developing regions.

Fun events to get your employee's thinking about food:

Co-workers can make a direct impact, bring a **brown-bag lunch** and donate lunch money to help drive food processing technologies overseas.

Host a **potluck** where co-workers can make their speciality dish or donate a set amount to join in on the event.

Your employees can run a **bake sale** (or with a twist, a **non-bake sale**). Donations are made for a piece of steaming desert (or in line with those suffering famine, no desert at all).

Get your employee's hungry for more by raffling **dinner for two**, or **dinner with the CEO** at a fine restaurant.

Web Resources

- 12 Myths About Hunger by Food First: http://www.foodfirst.org
- United Nations World Food Programme: http://www.wfp.org/
- Food and Agriculture Organization (FAO) of the United Nations: http://www.fao.org
- World Health Organization: http://www.who.int

© 2004 Engineers Without Borders Canada

How do I raise donations?

At this point in planning the campaign – you should be ready to set-up the financial details.

By giving some thought in advance about how people can donate to the campaign, how to keep track of the money, and how to issue charitable receipts you will save time and effort later.

The most effective forms of giving through a workplace campaign are an opt-in payroll donation program combined with a company matching program. However, take a look at the options below and choose those options that work best for your campaign:

What are my options?

Employee Giving

Giving Options	Administered By	Giving Type	Tax Deduction?
• An opt-in payroll donation program (eg. $5, $20, $50 per wk).	Your Company	Continuous	Yes
• Anonymous collections (donation cans by the coffee machine, money raised at events, or random donations).	Your Company or EWB	One-time	No
• Direct giving (donations from particular employees, accounted for so they can get tax benefit. cash, cheque, credit card).	Your Company or EWB	One time	Yes
• Optional monthly giving program with EWB (longer term).	EWB	Continuous	Yes

Company Giving

Giving Options	Administered By	Giving Type	Tax Deduction?
• A matching program (match employee donations $1 to $1, $2 to $1, etc).	Your Company	Continuous	Yes
• Lump-sum cheque (at campaign launch or conclusion).	Your Company	One-time	Yes

Contact Heather Harding for help setting up your giving:

Heather Harding, 416-481-3696, heatherh@ewb.ca

What is the best way to do it?

The most efficient way to raise money is to set up an opt-in payroll donation program. It is also important to recruit volunteers who can canvass their co-workers to donate to the campaign, and train your volunteers so they can answer questions about EWB and about the campaign. Finally, a program where your company matches employee's donations one-to-one finishes off the perfect mix.

© 2004 Engineers Without Borders Canada

Campaign Timeline

You can use this timeline to structure your EWB Campaign, and get a big picture view of how it is going to work.

Planning

- Contact EWB.

Date: _____

- Gain Senior Management Support.

Date:_____

- Employee Campaign Team Planning Meetings Begin.

Date: _____

- Link with Finance & structure giving.

Date: _____

Campaign

Campaign Title _____

Campaign Duration: _____

Fundraising Goal: _$_____

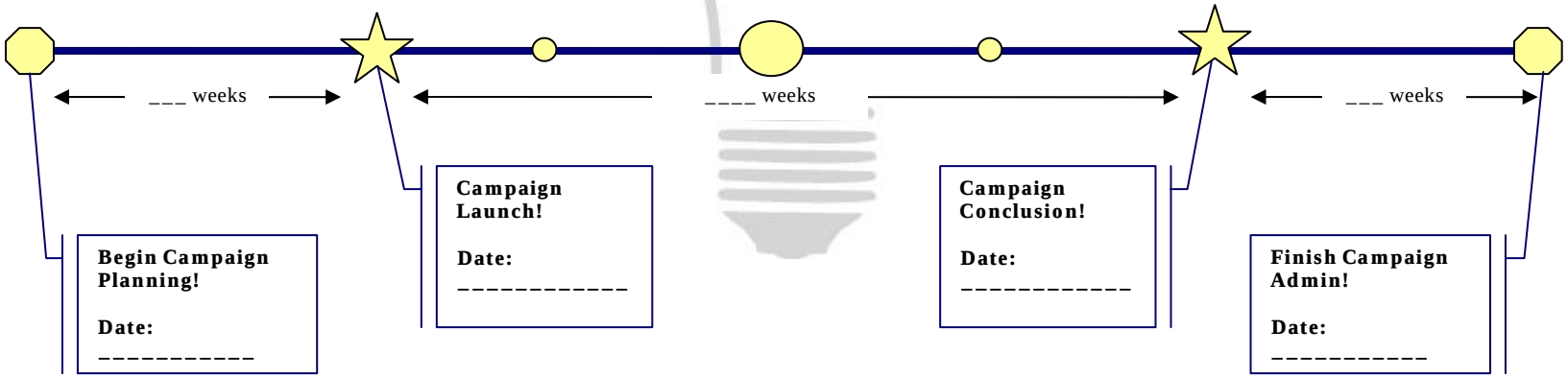
- Event: _____, Date(s):_____
- Event: _____, Date(s):_____
- Event: _____, Date(s):_____
- Event: _____, Date(s):_____

Wrap-up

- Finalize Finances.

Date:_____

- Donor Recognition.



© 2004 Engineers Without Borders Canada

Your Notes

© 2004 Engineers Without Borders Canada

engineers without borders
ingénieurs sans frontières
Canada