

Thank you for becoming a **EWB Workplace Campaign Leader!** You are in a position to drive incredible change in your workplace and beyond. This kit is designed to help you run a successful campaign.

How it Works

This workbook is a checklist and fill-in-the-blanks reference guide designed to make it as easy as possible for you to run a campaign in your workplace. For each of the seven steps, we've also provided you with a 'How-To' guide that is available at www.ewb.ca/workplace. It will provide you with tips and examples of successful campaigns. You can download it all, or pick the pieces that you think are most relevant.

"I first contributed to EWB because it is the best social investment per dollar anywhere."

Shane Smith
CEO, Wardrop Engineering

Important Contact Information

You may need to get in touch with people from your local Professional Chapter of EWB or from the EWB National Office.

Local Professional Chapter

To find contact information for your local professional chapter go to <http://my.ewb.ca/chapter/ListChapters>.

National Office

Director of Operations: **Brenna Donoghue**

Email: workplace@ewb.ca

Phone: **1-866-481-3696 x.225**

Mailing Address: **366 Adelaide St.W, suite 601, Toronto, ON, M5V 1R9**

Website: www.ewb.ca

We Couldn't Do this Without You.



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ingénieurs sans frontières

Step 1.

Download EWB's Campaign Leader Workbook to make planning easy.

That was easy! Now that you have the workbook downloaded you can easily plan the rest of your campaign.

Other resources to download:

- Campaign Planning Template
- Activity Planning Template
- Activity Report Template
- _____
- _____
- _____
- _____
- _____



Step 2.

Get approval and support from colleagues and senior management to run your campaign.

Is there an existing charitable giving policy at your office? (Y/N)

- If yes, detail it below:

Are there any campaigns already happening? (Y/N)

- If yes, list the contacts for the people running them below:

Approached Executive Champion for my campaign

- Executive Champion Contact (Name/Phone/Email):

Identified team members

Team Member	Contact Information	Team Role



Step 3.

Register your workplace fundraising campaign with EWB and establish your fundraising and participation goals.

The local Professional Chapter is aware of my campaign

- o Professional Chapter Contact (Name/Phone/E-mail):

Other Campaigns Run in my Office:

Campaign Name	When? (As specific as possible)	Duration?

Office Availability for Participation:

Busiest Times of the Year	Least Busy Times of the Year

People in the Office:

More People in the Office (Time of Year)	Less People in the Office (Time of Year)



Management Approval – guidelines for running campaigns in my office:

Team Capacity:

Team Member	Availability

Using the goal setting tool (next page) and my research, my goals for this campaign are:

To raise \$ _____ and to reach _____ people
in _____ days/weeks/months,
from (start date) _____ to
(end date) _____.



The EWB National Office is aware of my campaign and I submitted my workplace campaign registration form to workplace@ewb.ca

- National Office Contact (Name/Phone/Email):



EWB Campaign Fundraising Planner

Level A – Full Volunteer Cost: Fundraising Target = \$15,000

Level B – Half: Fundraising Target = \$7,500

Level C – Third: Fundraising Target = \$5,000

Level D – Quarter: Fundraising Target = \$2,500

Your impact: EWB runs one of the most efficient, low-cost volunteer programs overseas. A workplace campaign that raises \$15,000 will fund one volunteer placement in full; that is a 14 month placement for an EWB volunteer who will live and work in Africa with our partner organizations, including the cost of their flight, health insurance, training and daily living stipend.

Goal Setting Worksheet

Current # of Employees				
Participation Goal			%	
Donor Goal		0		
		Desired average gift		
2009 Donors				
# monthly donors	x		\$/month	= \$0
# daily donors	x		\$/day	= \$0
# one time donors	x		\$/year	= \$0
Corporate Matching Total				\$0
Special Events				\$0
TOTAL 2009 GOAL				\$0
EWB Target Selected				= \$0

Engagement Goals

These goals are meant to be guidelines not all will apply to your specific campaign. Chose the ones that are right for you.

2009 Active Participants

# of people who had access to fair trade.	
# of people who received Campaign info	
# of people who participated in events	
Event 1:	
Event 2:	
Event 3:	
# of campaign volunteers	

TOTAL 2009 Engagement GOAL



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Step 4.

Select the ideas, events, or campaign structures that suit your work environment.

Activities to Run:

-
-
-
-
-
-

Contacted EWB to arrange for presenters:

- Name of presenter(s): _____
- Date of presentation(s): _____
- Name of presentation(s): _____

Campaign Timeline (for longer timelines, check for templates online):

Month:				
Monday	Tuesday	Wednesday	Thursday	Friday



Step 5.

Schedule and communicate your campaign and associated events.

E-mails

- Contact company newsletter
- Submit newsletter content (one month before campaign date)
- Decide when other e-mails should be sent during campaign (use table below)

Topic/Purpose of E-mail	Date to be Sent	Drafted?	Sent?

Website

- Contact website administrator
- Download website content from EWB website
- Submit content to website administrator as needed

Printed Materials

- Check company policies on format and distribution
- Download content from EWB website
- Post materials (one week before campaign date)

Prepare Finances

- For online donations: contact webmaster francis@ewb.ca to set up internal website
- Understand steps on how to obtain donor receipts for the various pieces of your campaign.



Step 6.

Run the event and have fun.

Overseeing Activities

Delegate team members to different activities (use table below)

Activity	Team Member(s) Responsible

Maintain Accurate Finances

For in-person donations:

Name	Amount Donated	Receipt Required?



Finalize finances and donor receipts with National Office

Send finance information to National Office (accountant@ewb.ca)

Schedule meeting for post-campaign reflection

○ Date: _____



Step 7.

Thank your donors, supporters and celebrate your success!

- Schedule celebration with your team, management and campaign supporters
 - o Date: _____
- Thank your team, management and campaign supporters
 - E-mail team, management and campaign supporters (separately)
 - Issue press release
- Get approval for a long-term recurring campaign
- Complete a report and give it to National Office, your local Professional Chapter and next year's Campaign Leader
- Have a transition meeting with next year's Campaign Leader
- Pass on any relevant documents to next year's Campaign Leader

