

GUIDE – Campaign Components

Each agency/ministry campaign includes a variety of events and activities to encourage fundraising and participation. Each contains some or all the following common elements.

Note that there are a series of resources available to assist in planning and implementing each of these elements. Please refer to our [Volunteer Toolkit](#) or contact federated.health.charities@ontario.ca for guidance.

Kick-off Event

- To welcome everyone to the campaign, promote participation and raise awareness about the charities supported by Federated Health Charities.
- Often includes a(n):
 - guest speaker from the agency/ministry's leadership team (could be the Executive Sponsor)
 - guest speaker from Federated Health Charities' supported charities
 - invitation to donate, purchase lottery tickets, and participate in the campaign by the Campaign Chair
 - call for any additional volunteers who may wish to participate

Canvass of Every Employee

- To encourage payroll deduction or donations by cash, cheque, Visa, or MasterCard.
- May look like a volunteer going desk-to-desk or attending team meetings and events to share information.
- Optimal to have a volunteer from each location conduct canvassing within individual teams.

Special Events (silent auction, bake sale, trivia contests, etc.)

- To spread awareness, encourage payroll pledges, lottery ticket sales and donations.
- Allows team building and boosts employee morale while promoting a charitable cause.



- Events can be in person, virtual or hybrid and can range from bake sales to fitness footraces to silent auctions. Consider what will work well with the size and locations of the agency/ministry.

Lottery Ticket Sales

- Federated Health Charities hosts an annual campaign-wide lottery.
- Promotion of ticket sales should be included in all other events.
- Posters and QR codes should be posted throughout physical locations.

Wrap Event

- To celebrate campaign successes and thank participants
- Often includes a:
 - guest speaker from the agency/ministry leadership team (could be the Executive Sponsor)
 - guest speaker from one of Federated Health Charities' supported charities
 - thank you from the Campaign Chair
 - last call to action AKA invitation or event to encourage donations

Volunteer Appreciation

- To show genuine gratitude for all assistance in making the campaign a success.
- [Volunteer Appreciation certificates](#) are available for printing at federatedhealth.ca.
- Include all volunteers and the executive team.
- If budget allows, consider small tokens of appreciation.