

## CCEC Virtual Meeting – June 2, 2020

### **Navigating United Way Fall Campaign Employee Engagement, and other upcoming employee campaigns**

#### Sun Life –

- Runs a traditional United Way campaign that they are looking to alter in the current climate
- Looking to tackle past and existing challenges faced during campaign time. Now is a good time to look at altering strategy.
- Emphasis on sensitivities to asking employees for money right now – sensitivities around topical issues and current crises – Black Lives Matter, COVID-19 – other areas to support; also around changes in overall household income due to pandemic
- There will be no on-site launches as has happened in previous years
- Looking at how to engage virtually and around those sensitivities (e.g. will be doing virtual agency tours)
- Looking at the different demographics of their employees. How older executives engage, how younger more tech saavy employees engage – what do they want out of it

#### TCS –

- Leveraging existing United Way partnerships for volunteering – what can they do to help support
- Associates reading to kids – connected with a school in Regina and looking to expand that program in other cities
- While some funding has slowed, their employee matching platform has not – they are still committed to matching employee fundraising at 100%
- Encouraging employees to join client campaigns – TCS will match that too
- Associates fundraising to buy hand sanitizer for hospitals, or food banks

#### CIBC –

- Employee giving campaign is not specific to United Way, although many are connected.
- There is an open choice for giving year-round – they are encouraged to give year-round as opposed to at a certain time of year. Often communications are paired with current issues or campaigns – June = Pride Month – and what CIBC is giving corporately: CIBC is giving this/ here's how you can too
- Virtual flag raising for Pride recently – flag raising at location where employees working was broadcast
- Raising awareness – lunch and learns, speaker series
- Helping support individual departments with their initiatives

#### RBC –

- Last year they saw a decline in their UW campaign. With current disruptions, it's a good time for them to shift their strategy to more virtual, evergreen, year-round opportunities (more sustainable)
- No in-person campaign this year

- Using Missions in Benevity as pilot. By province under framework of ‘Learn Act Share’. Learn based on provincial priorities. RBC colleagues under a province do same mission. Gamefication with points. Try to storytell around this (done with green initiatives).
- Localized United Way campaigns – easier to streamline a specific campaign through Missions
- National Campaign will be tailored through national office; RBC/UW layered messaging

#### Enbridge –

- Works with 140 United Way Chapters across Canada and the US – managed independently by employees within guidelines
- Looking to find consistency among local UW campaigns to coordinate effort across entreprised-convening campaign chairs and UWs. Looking for virtual opportunities.
- Challenges right now being a part of oil and gas industry
- Chairs thinking about focusing on education/impact – because of sensitivities around asking for money. Find fun ways to get them in sync. e.g. a running challenge

#### Deloitte –

- Doing more SBV and pro-bono
- Individuals source their own opportunities and are supported by company
- Not a lot of capacity right now for volunteers; charities also don’t have a much capacity to utilize volunteers
- Considering shortening their campaign and pushing it until later in the Fall (November/December)
- Recently collaborated with Deloitte Fundraising Services team and Sinai Health to host first ever live stream fundraising event on Twitch. Not sure will replicate this in the fall but might be a platform / avenue to explore.

#### IG –

- Have an understanding that this is a different bench-marking year for campaigns and cannot be compared to past ones.
- Just completed the Alzheimer’s Walk with a lot of (important) participation from their senior leaders – were able to grow participation by moving to virtual. In fact, IG employees and Consultants broke all previous records with their generous participation, even though the campaign over all was down from last year
- They have a corporate events team that they are leveraging for ideas – encourage others to do the same – leverage these internal experts

#### Volunteer Canada –

- **1/3 of Canadian’s who volunteer do so through their employer. Employee giving similar accounts for a large portion of funds to causes. The IG Alzheimer’s Walk experience (biggest giving year for employees, even as overall giving down) is another proof point that, more than ever, causes need companies to continue to encourage their employees. Focused communications and peer support can galvanize support in ways that most charities can’t do as well with the general public right now.**

Other discussion:

- Involvement of leaders
  - o Used to doing agency visits, getting hands dirty.
  - o Alternative: blog series or podcast with their giving story and how doing this year
  - o Senior leadership involvement is still really key to getting involvement from other employees – share on social media
- Opportunities for learning about community/ building relationships with community orgs
  - o UW poverty simulator exercise (available in some communities)
  - o Virtual agency tours
  - o Coffee break – UW speakers – personal connections and stories, with try to do virtual. 50/50 e.g. Teddy Bear’s picnic.

(from the chatbox) *“Thanks everyone for sharing your ideas and thoughts so candidly. I find these conversations so valuable.”*