



United Way  
of Treasure Valley

# Canvassing Methods

## How do you reach your employees?

**Review the following canvassing methods and decide which approach is most appropriate for your organization. Depending on the composition and size of your organization, you may need to adopt a combination of methods.**

**Peer-to-peer canvassing**—This most effective method involves recruiting and training enough helpers to approach co-workers individually and ask them to support United Way.

**Group canvassing with one-on-one follow-up**—This very successful method is probably the most commonly used. First, employees are given an opportunity to learn about United Way by watching a speaker video, listening to a United Way Speaker and/or watching the United Way campaign video. Second follow up with employees to answer questions, give them a pledge form, and invite them to be part of a making a difference in our community.

**Email canvassing**—This is method of canvassing by itself is and is not recommended as it yeilds small results. However, it's a great addition to both peer-to-peer canvassing and group canvassing.

**Breakroom/lunchroom/mailbox**— Putting pledge forms in a central place or mailbox and hoping co-workers make a donation is the least effective canvassing method. This is method of canvassing by itself is not recommended as it yeilds very small results. However, it's a great addition to both peer-to-peer canvassing and group canvassing.

**Before deciding on which canvassing method(s) to incorporate into your campaign, try to answer the following questions:**

1. Is every employee currently being asked for their support?
2. Are they being asked personally i.e., one-on-one canvass, group canvass or through some other method of personal contact?
3. Are there groups of employees who may require a special approach i.e., home-based workers, part-time workers, shift workers, retirees?
4. Are you currently running a Leadership campaign? Are Leadership prospects and donors canvassed personally?
5. Where are your employees located (all in one building or in several locations)?

**Special groups**—There may be several employee groups that require a special approach. These include:

**GenNext**—Do you have employees in their 20s and 30s who are not greatly engaged in your United Way campaign? You may want to recruit a GenNext Ambassador to sit on your campaign committee.

**Part-time, home-based workers and telecommuters**—Try to involve part-time workers in your campaign. If these individuals are on-site, invite them to campaign events and provide them with paper pledge forms. For employees who work off-site, communicate campaign information to them via phone, email, newsletter, etc. Ensure that you provide a pledge form for their convenience. If you have numerous part-time, home-based workers and telecommuters, consider recruiting a committee member to coordinate this special approach.

**Shift workers**—If your workplace operates more than one shift, it is extremely important to develop a campaign plan that involves every employee on every shift. If you are holding group canvass sessions, be sure to arrange them for each shift. If it is impossible to take employees away from their jobs, consider holding group canvass sessions and/or campaign events during shift changes. Recruit Ambassadors from every shift to ensure full coverage and to maintain enthusiasm throughout all shifts.

**Retirees**—Retired employees can make a significant contribution to your campaign, if you ask. You may want to recruit a Retiree Chair to sit on your campaign committee.

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