

CENTRAIDE OUTAOUAIS

Your Campaign Space

Resources to Engage Your Workplace

Campaign leaders and ambassadors: find everything you need in one place to raise awareness among your colleagues and bring your campaign to life.

01



Subscribe to the Newsletter

Every Friday, receive the week's theme, digital toolkit, and link to the conference. Your starting point for preparing your communications.

02



Share the Themed Toolkits

Use the ready-to-share content with your teams. The toolkits remain available throughout the campaign, so choose the themes that resonate with you.

03



Invite Your Colleagues to the Conferences

Every Wednesday at noon, hear inspiring stories about the issues facing our community. Share the link from the newsletter.



More Resources at Your Fingertips

Guides, digital tools, community agency directory, Centraide Bus, and video library.



Need a Hand?

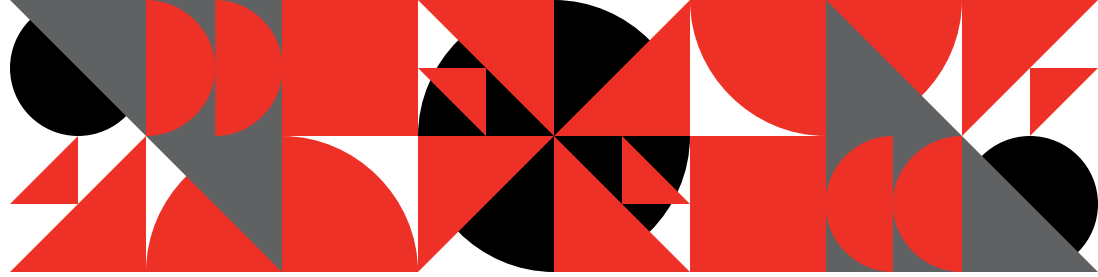
Get in touch with your Centraide Outaouais contact person.



Scan to Access Your
Campaign Space



Centraide
Outaouais



Ambassador Checklist

Raise Awareness • Engage • Make a Difference

Your role: Raise awareness and engage your colleagues in your department, branch, or workplace, in collaboration with your Campaign Lead.

1



Prepare to Engage Your Workplace

- ☐ Connect with your Campaign Lead (DCE) and your Centraide advisor to discuss your role and the support available to you.
- ☐ Request the tools you need: posters, forms, brochures, and digital content.
- ☐ Build a team of colleagues to help raise awareness in your workplace and organize activities.

2



Plan Your Campaign Activities

- ☐ Work with your Campaign Lead (DCE) to set fundraising and participation goals for your workplace.
- ☐ Take note of the campaign's key dates: launch, follow-up, and wrap-up.
- ☐ Confirm the ways to give, including payroll deductions, if available.
- ☐ Share the goals, key dates, and contact information for your campaign team with your colleagues.

3



Raise Awareness and Encourage Giving

- ☐ Help your colleagues understand the impact of their donations and the organizations supported in your community.
- ☐ Share the themed toolkits, videos, and conference invitations with your colleagues.
- ☐ Organize a testimonial or awareness activity with support from Centraide.
- ☐ Invite every colleague to give and adapt your approach to your workplace.
- ☐ Track your results with your Campaign Lead (DCE) in ClicDon and follow up as needed.

4



Bring Your Campaign to Life

- ☐ Have ideas for activities? Share them with your Campaign Lead (DCE) and your Centraide advisor!
- ☐ Place the funds raised through your activities in the envelopes provided in your campaign kit, then give them to your Campaign Lead. Your Centraide advisor will collect the envelopes once your campaign is complete.
- ☐ Share the 50/50 link specific to your campaign! All tickets purchased through this link will be included in your campaign's overall results.

5



Thank and Share Your Successes

- ☐ Thank your donors, volunteers, and colleagues for their commitment.
- ☐ Share the results with your colleagues and recognize their contributions.
- ☐ Take note of what worked well and what could be improved for the next campaign.



Your Tools to Stay in the Know

Subscribe to The Relay, visit the Campaign Tools page, and share relevant content with your colleagues.

Access the resources using the QR code →

