Sprint week toolkit

December 2 to 10, 2025

Please note: an assortment of examples and language are shared in this document to provide a variety of messages that can be adapted to resonate best with your colleagues.

# Main Objective

Encourage employees to pledge through payroll deductions - our most impactful and sustainable way of giving.

## Emphasize Urgency

* Last chance to make a real difference through payroll!
* Highlight that this week is the final opportunity for employees to make a payroll pledge. Now, more than ever, these pledges are vital to supporting [United Way Centraide](https://www.unitedway.ca/), [HealthPartners](https://healthpartners.ca/), and thousands of local charities to address urgent social and economic challenges like mental health support, homelessness, and poverty.

## Highlight Broader Impact

* Donations to GCWCC go beyond financial assistance. They bring hope, stability, and resilience to families, individuals, and frontline organizations across Canada.
* Community needs continue to rise drastically across the country, with more Canadians turning to charities to address housing instability, access mental health resources, and secure basic necessities.
* Pledging today means year-round support for communities in need.

## Impact of Payroll Deductions

* Small, regular contributions through payroll deductions can collectively create lasting change.
* Highlight the ease and efficiency of payroll deductions: a reliable way to give with no follow-up required after the campaign ends.
* Donations through payroll deduction appear automatically on your T4 or Relevé 1 (Québec) and allow you to donate to many charities easily.

# Sprint Week Timeline

**November**

* Draft messaging, set goals, create content, consider incentives and prepare ambassador lists.

**December 1**

* Host an ambassador rally to unite and inspire ambassadors ahead of sprint week.

**December 2**

* Send out the first sprint week email.

**December 2 to 10**

* Raise awareness and showcase impact of Named Recipients.
* Clear call to action: make your pledge today!
* Canvass, canvass, canvass!

**December 5 or December 8**

* Share progress so far (against Sprint Week goals).

**December 9**

* Final reminder email of payroll deadline.

**December 10**

* Payroll deduction deadline.

**December 11 or December 12**

* Wrap up appreciation email (before the end of the week).

# Set Sprint Week Goal(s)

* Set and communicate Sprint Week targets/objectives
* Have at least one financial and one donor-based objective, for example:
  + Raise 10% more than last Sprint Week
  + Increase money raised to date by $25,000
  + 15 new donors
  + Increase pledge rate by 3%
* Ensure 100% of employees are canvassed

# Communication Channels

Use a range of communication channels, such as:

* Ambassador rallies
* Emails
* Team meetings
* Computer screen savers, pop-ups, icons
* Intranet

In-office:

* LED screen messaging
* Posters
* Progress Thermometers
* Senior management walk-around and speaking to the power of giving
* Ambassador coffee/treat cart

# Key Messages: Sprint Week

The goal of these key messages is to inspire action, emphasize collective impact, and make the process of giving as simple and accessible as possible.

* Core Message: This is the **last chance** for public service employees to make a powerful impact on Canadian communities **via payroll pledge**through the GCWCC. Let's rally together!
* Your support, especially now, is critical. This sprint week is a push to meet the community's growing needs nationwide and an opportunity to reach our goal.
* **Thousands of Canadians rely on this campaign—your pledge is more than a donation; it’s a lifeline.**
* Every pledge counts, and payroll deductions make it easier than ever to give consistently. Even a small amount each pay adds up to an incredible impact!
* A Tradition of Giving Back: For decades, the public service has come together to support those in need. Your participation is part of this proud tradition of giving and solidarity. Join the thousands of public servants who are making a difference today.
* Your pledge is more than just a donation; it’s an investment in a better future for our community members.
* Every pledge brings us closer to our campaign target. Let’s work together to reach (or exceed) our goal and show what we can do when we work together.
* Whether you can give $5, $50, or $500, every dollar helps create change. The collective impact of our contributions is what truly makes a difference.
* Let’s make this sprint week our strongest yet! Make your pledge and encourage others to do the same.
* Be the change you want to see. Pledge now and inspire others to do the same.

## Recommended email structure

SUBJECT: [Engaging or Urgent Call to Action]

[Personalized greeting]

[Introduction: summarize the email subject in a compelling way to capture attention]

[Explain the campaign and its impact via the [Named Recipients](https://gcwcc-ccmtgc.org/en/communication-tools/names-recipients/), include why it is important]

[Urgent and clear call to action with instructions on how to get involved]

[Highlight benefits, include any incentives or challenges]

[Reminder of deadline and any goals]

[Closing and appreciation]

NOTES:

* Be sure to add any specific campaign goal numbers, updates, or incentives for additional engagement.
* Provide links to [donate](https://uwco.ca/gcwcc) and [FAQs](https://www.canada.ca/en/campaign/charitable/faq.html).
* Personalizing the emails with the recipient's name and your personal sign-off to help increase the connection with the reader.
* The tone can vary based on the audience—more formal for senior staff and a slightly more casual tone for broader groups of employees.

### Example #1

SUBJECT: [Engaging or Urgent Call to Action] Sprint Week is here – let’s finish strong!

[Personalized greeting] Dear [employee name],

[Introduction: summarize the email subject in a compelling way to capture attention] As part of our commitment to making a difference, we’re excited to kick off the GCWCC Sprint Week, and we need your help to reach our goal!

[Explain the campaign and its impact via the Named Recipients, include why it is important] The GCWCC is Canada’s largest workplace campaign, supporting two Named Recipients: United Way Centraide and HealthPartners, or any other registered charity of your choice. Each of the

[Named Recipients](https://gcwcc-ccmtgc.org/en/communication-tools/names-recipients/) are experts in their respective impact areas. They use research, local knowledge, and community partnerships to make informed investment decisions, maximizing the impact of donor dollars.

Every dollar makes a difference:

* Just $29 per pay to United Way Calgary provides a move-in kit for someone who is transitioning from homelessness to housing, including cleaning, hygiene, kitchen, and household supplies.
* $10 per pay to HealthPartners can help fund a custom piece of equipment for a person impacted by a neuromuscular disorder to improve their quality of life.

[Urgent and clear call to action with instructions on how to get involved] We are in the final stretch of the campaign, and we need your help before the \*\*December 10th payroll pledge deadline\*\*. Donate today by visiting [ePledge](https://uwco.ca/gcwcc), choosing a cause you're passionate about, and setting up your payroll deduction today!

[Highlight benefits, including any incentives or challenges] Payroll pledges are easy and automatic, meaning you can give regularly without having to think about it.

[Reminder of deadline and any goals] Last year, our department raised [X amount], and we can do even more this year with your support! Don't wait—\*\*pledge by December 10th\*\* and be a part of this year’s success!"

[Closing and appreciation] Thank you for your generosity and commitment to making a Brighter Canada for all. Together, we can achieve incredible things!

Warmest regards,

### Example #2

Email Subject: "How Your Support Makes a Lasting Impact"

Dear [Employee's Name],

This week, let’s come together for our final campaign sprint! By making a pledge today, you can help address increased community needs. Join us in making a real, lasting impact for Canadians!

The deadline for payroll pledges is December 10th, and your contribution can make all the difference.

Would you consider [making a donation](https://uwco.ca/gcwcc) through the GCWCC campaign today? Your support will help sustain vital programs in our communities.

[Insert Named Recipient testimonials that will resonate with your organization, include links]

Together, we can pave the way for a brighter Canada for all and make a real difference in the lives we touch. Your gift, no matter the size, is more than a donation—it's a pledge to the continued support of Canadians who need our help.

With heartfelt thanks,

### Example #3

Email Subject: **Sprint Week is Here – Let's Finish Strong!**

Dear [Employee's Name],

The countdown is on—**Sprint Week** for [Departmental campaign name] has arrived, and we need your support to make this our most successful year yet!

We are just days away from the **December 10th** payroll pledge deadline, and we’re asking you to take a few minutes today to make a donation. Your pledge, no matter the amount, will help provide critical support to the many organizations that rely on our generosity to continue their vital work in our communities.

[Insert Named Recipient content that will resonate with your organization]

If you've already pledged - thank you! If you haven't yet, now is the perfect time to join us in making a lasting impact.

**How can you help?**

* **Make a payroll pledge**: It's easy to give a little bit each pay period, and it adds up quickly! Every donation counts.
* **Spread the word**: Encourage your colleagues to get involved before the deadline.

This is our final campaign push, and your generosity will help us reach our goal of [insert campaign goal] - so let’s finish strong!

**Pledge today before December 10th** and help us create a brighter Canada for all!

Thank you for your generosity!

Best regards,

### Example #4

Email Subject: **Together, We Can Make a Difference!** Your Support Matters: Pledge by December 10th

Dear [Employee's Name],

As we approach the final stretch of [Departmental campaign name], we need your support more than ever. **Sprint Week** is here, and there's still time to make a donation.

**The payroll pledge deadline is December 10th**, and we’re counting on you to help us reach our campaign goal. Together, we are creating change by providing food for those facing hunger, supporting healthcare in underserved communities, or funding programs for youth development. Your donation can make a real difference.

Here’s how you can contribute:

* **Pledge through payroll deduction**: It’s a simple and effective way to support the causes you care about.
* **Give what you can**: Every pledge, big or small, makes an impact.

Remember, **every dollar counts**, and helps transform lives. December 10th, is just around the corner, so don’t wait—take a moment today to pledge and make a difference.

Thank you for your commitment to creating positive change!

Warmest regards,

### Example #5

Email Subject: Final Call: Pledge by December 10th to Support Our Campaign

Hi [Employee's Name],

This is it! **Sprint Week** for the GCWCC is almost over, and we are in the final days of our campaign. The payroll pledge deadline is **December 10th**, and we need your support to reach our goal.

Every dollar you donate helps support HealthPartners and the United Way Centraide, who are each experts in their respective impact areas. They use research, local knowledge, and community partnerships to make informed investment decisions, maximizing the impact of donor dollars. By pledging a small amount each pay, you can help make a brighter Canada for all, one generous act at a time.

If you’ve already pledged - thank you! If you haven’t yet, there’s still time to get involved. Simply [pledge](https://uwco.ca/gcwcc) via payroll deduction before the December 10th deadline and help us create lasting change.

It’s easy:

* **Visit** [**ePledge**](https://uwco.ca/gcwcc)and make your donation choice.
* **Choose payroll deduction** as your payment option.

Let’s finish Sprint Week strong and show our collective commitment to making a difference. Together, we can achieve our campaign goal and make a meaningful impact on the lives of those who need it most in our communities.

Thank you for your support!

Best regards,

### Example #6: Progress against goals

Email Subject: We’re Almost There – Help Us Cross the Finish Line!

Hi [First Name],

Thanks to your generosity, we’ve already achieved **[XX]% of our Sprint Week fundraising goal** for this year’s **GCWCC** – that’s an incredible show of compassion and commitment to our communities!

But we’re not done yet. With just **[X days]** left until the payroll deadline, we need one final push to reach **100%**. Every dollar helps support causes that matter — from mental health services to food security and shelter.

**Now’s the time to make your impact.** Setting up a [payroll donation](https://uwco.ca/gcwcc) is quick, easy, and goes even further when spread out over the year.

Let’s finish strong — together.

Thank you for being part of this meaningful campaign.

Warmest regards,

### Example #7: Wrap-up email

Email Subject: Sprint Week Wrap-Up – Thank You!

Hi [Employee's Name],

As Sprint Week comes to a close, I want to thankeach of you for your energy, collaboration, and commitment over the past few days.

Thanks to your support, we:  
✅ **[Insert progress on key accomplishment #1]**  
✅ **[Insert progress on key accomplishment #2]**  
✅ **[Insert progress on key accomplishment #3]**

Together we made a difference by canvassing, donating and participating in the campaign. The success of this sprint came from our collaboration, creative problem-solving, and lessons learned along the way.

Every contribution mattered, and the effort you put in this week, the donations you’ve made, have laid the groundwork for continued progress. Thank you for bringing your energy to this campaign.

Sprint Week may be over, but the momentum is ours to carry forward.

Once again, a huge thanks to all. It’s inspiring to see what we can accomplish together in such a short time.

Best,