



By running a workplace campaign with HealthPartners, you're putting purpose to work — offering meaningful opportunity and choice to support 20 of Canada's leading health charities. **This guide serves as a resource to help you optimize your campaign and maximize its impact.**

1. Build a Plan That Works for You

- **Customize Clear Goals:** —participation rate, fundraising target, awareness, other?
- **Clarify Purpose:** Boost company morale? Enhance corporate reputation? Support a colleague?
- **Choose Campaign Dates:** 2–4 weeks is ideal. Avoid busy periods. Consider existing events and initiatives.
- **Unite for Purpose:** Identify internal support (Chief Purpose Officer, Comms, Finance, Canvassers).

2. Promote & Communicate

- **Multi-Channel Approach:** Email, intranet, posters, Teams, meetings.
- **Show Impact:** Share visuals, testimonials, and videos.
- **Update Often:** Weekly progress reports, donation totals, leaderboards.
- **Executive Support:** Leadership messages, visible participation, corporate match.

3. Engage & Motivate

- **Flexible Giving Options:** Payroll, credit card, one-time donations, and vacation days. [Learn more here.](#)
- **Events & Activities:** Bake sales, raffles, trivia nights, casual dress days.
- **Inspired Learning:** Guest speakers, videos, lunch & learns, coaching sessions.
- **Make It Fun:** Friendly competition between teams or departments, Peer to Peer engagement.

4. Track Progress

- **Charities at Work Platform:** Monitor donations and participation by team.
- **Visual Tools:** Thermometers, dashboards to show live progress.
- **Transparency Matters:** Keep people engaged and motivated with progress updates.

5. Wrap-Up & Celebrate

- **Recognize:** Highlight top fundraisers, Chief Purpose Officer, volunteers and campaign team.
- **Share Success:** Photos, stories, and final results.
- **Gather Feedback:** Use surveys to improve next year's campaign.
- **Get Involved:** Keep the momentum going with volunteer opportunities, impact updates, and ways to stay engaged year-round.