



Campaign
Coordinator
and
Keyworker
Training Handbook

www.statecombinedcampaign.org



Thank you!

Thank you for serving as a volunteer for the State Combined Campaign. You are the most important part of this annual fund-raising effort.

Your support and enthusiasm will be essential to inspiring others to participate so we may make life a little brighter for many of those less fortunate.

Through your eyes, your fellow employees will see the value of the agencies supported, as well as the people who receive help.

This handbook will help you accomplish this most important mission. Thank you for joining us in this year's campaign.

Remember, every person and every pledge counts!

Our Department/Agency Goal is \$ _____

Our Participation Goal is _____% participation!

People Caring...an Alabama Tradition

A Word about Payroll Deduction

All state employees are eligible to make contributions to the State Combined Campaign through payroll deduction.

Since payroll deduction has been made available, a growing number of employees have taken advantage of this easy way of giving. This has resulted in an increase in contributions.

Payroll deduction allows state employees to give a little every month. By spreading the gift over the entire year, a small monthly gift can result in a large annual donation.

Explain it this way: "It's a gift you'll never miss, that someone else will never forget."

INSTEAD OF ASKING YOUR COWORKERS HOW MUCH THEY WISH TO CONTRIBUTE, ASK THEM TO CONSIDER HOW MUCH THEY WISH TO CONTRIBUTE OUT OF EACH PAY PERIOD.

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Brief Overview of the SCC

In 1991, the Alabama Legislature enacted the Alabama State Employee Combined Charitable Campaign (Act No. 91-561) providing Alabama state employees the opportunity to contribute to a multitude of charities through the convenience of payroll deduction. This single convenient channel allows state employees to support their charity of choice while minimizing workplace disruption and administrative cost to Alabama taxpayers.

The State Combined Campaign, or SCC, is a once-a-year, on-the-job charitable solicitation of state employees. The campaign permits state employees to give monetary support to qualified human health, welfare and human care service charities recognized by the Internal Revenue Service under 26U.S.C.501(c)(3).

The SCC is the only authorized payroll deduction charitable fundraising effort for state employees. The SCC supports the work of approved charitable agencies and organizations. These agencies fight disease, make life more meaningful for the young and aged, assist the impoverished, and help people become economically self-sufficient.

Oversight of the campaign is provided by a Steering Committee composed of a Chair, appointed by the Governor, and six other members representing all three branches of state government.

Local organization and administration are accomplished through 11 Local Agency Review Committees (LARCs) comprised of state employees throughout Alabama. Local Campaign Managers support LARCs. This ensures local input from agency review to distribution of funds and other campaign procedures.

The Law permits the use of time during the workday throughout the campaign period for volunteers to participate in the SCC, with the approval of the department head.

The Statewide Campaign Manager's office remits designated agency contributions to the appropriate organizations. Undesignated funds are distributed among the participating agencies in the same percentage as designated funds.

Goodness is the only investment that never fails. – Henry David Thoreau

Getting Started

Many people have difficulty getting started with solicitation because they feel uncomfortable asking for donations. This is natural.

Being a SCC Coordinator is nothing to be nervous about...especially when you have THOUSANDS of people behind you! That's how many folks the SCC helps each year.

Remember, you are not asking for donations for yourself, but for a cause which benefits others every day. SCC agencies work year-round providing needed solutions to the problems of homelessness, substance abuse, crime, hunger, education, and health issues in your community, across the state, and around the world!

When you ask a co-worker to make a SCC pledge, both of you are helping to make our world a better place for everyone to live and work.

While every person is important to the success of the campaign and every pledge is needed, you are the catalyst that makes it happen.

Definitions:

- **Statewide Coordinator** – Appointed by the department or agency head to be the campaign point of contact for that organization on a statewide basis. Selects key-workers to assist him or her as necessary.
- **Keyworker** – Solicits contributions from individuals in each office. The Coordinator appoints keyworkers. Rule of thumb is one key worker for every 25 employees.
- **Statewide Campaign Manager** – Participating, charitable fundraising federation selected by the Steering Committee to manage the SCC on a statewide basis. The Statewide Campaign Manager will also act as the Montgomery Area Local Campaign Manager. Duties will include, but not be limited to, providing staff and administrative support to the Steering Committee in administering campaign activities statewide, the preparation and dissemination of the campaign materials, and other activities deemed necessary by the Governor or Steering Committee on behalf of the SCC.
- **Local Campaign Manager** – Participating, charitable fundraising federation head selected by each LARC, responsible for managing the SCC in a given campaign community. Managers may also be asked to assist the Steering Committee (and the Statewide Campaign Manager) from time to time in the creation and production of necessary campaign materials.

Thank you for your efforts! You make the difference!

Follow These Steps to a Picture Perfect Campaign

Step 1: Evaluate Past Performances

If you were not the Coordinator for your Department/Agency for the previous campaign, talk with the previous year's campaign coordinator to learn what past strategies worked well and what areas are opportunities for improvement.

Step 2: Secure Support of Commissioner/Director and Top Management

The support of your Commissioner or Director and the Top Management of your organization can lead to more resources, more flexibility in planning and implementing your campaign and recognition for all involved. In addition, support of the organization's leadership sets a positive tone for the campaign and can also set the stage for increased contributions at every level.

With last year's results in hand and a potential goal in mind, set a meeting with your Commissioner/Director and ask him/her to:

- Visibly support the campaign
- Enlist the support of all senior level executives and encourage them to visibly support the campaign as well
- Attend group meetings and other campaign activities
- Approve time and resources that will be needed to hold a fun and educational campaign
- Ensure newly hired employees are given the opportunity to contribute when hired

Whose support do I need to get?

Step 3: Plan Your Strategy

A challenging campaign goal can spur growth in your campaign. Once you have received your goal, publicize it to all employees. The campaign goal gives employees something to shoot for and energizes your campaign. Reaching or exceeding this goal motivates employees and gives a sense of accomplishment.

Step 4: Assemble Your Team

Running a campaign is much easier and more fun when you have an enthusiastic committee. Seek the support you need from every department and every level within your organization. Estimate how many Keyworkers you will need and ask a variety of enthusiastic people to volunteer. The more people involved in the campaign, the more successful you will be!

When asking your co-workers to volunteer, discuss the following:

- Time commitment needed
- Description of tasks to be performed

- Benefits of volunteering, e.g., meeting other employees, increased visibility within your organization, opportunity for professional development, etc.

I will ask _____, _____, and _____ to join our team.

Once your team is assembled, meet with the team and your SCC Campaign Manager/Representative or volunteer to organize, plan and establish a timeline. At your first meeting, cover the basics:

- Why the State Combined Campaign is important
- Who the State Combined Campaign supports
- Solicitation plan
- Agency Tours and Speakers
- Campaign Theme
- Fun-Filled events for Campaign Promotion
- Campaign & Participation Goals and Timeline

Our first meeting needs to be before _____ to give us enough planning time.

Communication is the key! Keep your team informed of campaign progress and achievements and be sure to say **“THANK YOU!”** to your volunteers.

Step 5: Pre-Campaign Work

Before solicitation meetings begin, there will be a lot of behind the scenes work that you and your team will need to accomplish. The following are some examples of pre-solicitation activities; however, your campaign may require additional activities not stated here:

- Send Endorsement Letters from Commissioner/Director
- Make sure you have an ample supply of campaign materials
- Personalize pledge cards
- Display posters and other campaign information throughout organization
- Send reminders about employee meeting dates and times (use emails and/or voice mail)
- Schedule agency tours, speakers, and employee testimonials (contact Campaign Manager)
- Identify employees in your organization who would like to share personal stories
- Secure any incentives
- Encourage giving at a “Society” level

Step 6: Implement the Solicitation Process

The first step to a successful solicitation is for you to make your pledge. Ask your Commissioner/Director if he/she will also set the tone by making a pledge. Then, ask every employee to give either in a group meeting or one-on-one. This gives the employee a chance to ask questions about the State Combined Campaign.

A group meeting can be presented in approximately 20-30 minutes or less (see page 17). Include things to encourage attendance, e.g., refreshments, decorations, music, door prizes, etc. During the meeting:

- Have your Commissioner/Director welcome employees and give his/her endorsement of giving to their favorite agency through the State Combined Campaign

- Have your Campaign Manager and/or a Speaker to give a brief presentation
- Allow employees to share testimonials
- Show the video
- Pass out pledge cards and have pens available for use
- Ask that the pledge cards be returned at the meeting and thank everyone for attending

The *one-on-one method* involves your meeting with employees individually and asking for their gifts. Be sure you:

- Schedule an appointment to show you are respectful of the individual's time
- Consider who you are meeting with and tailor your presentation to their interests
- Prepare your "presentation" in advance and practice
- Present reasons for giving; share why you give
- Give them an opportunity to ask questions
- Ask for their participation at a "Society" level or ask them to consider increasing their current gifts

Make Giving Easy:

Payroll Deduction

Giving by payroll deduction is a convenient and effective way for employees to contribute to their favorite charity/charities. Payroll deduction allows state employees to give a little every month. As mentioned earlier, by spreading the gift over the entire year, a small monthly gift can result in a large annual donation. Payroll deduction information:

- The minimum deduction is \$1.00 per month
- Minimum amount for acknowledgment from the charity receiving the gift is \$5.00
- Deductions begin with the first pay period in January of the coming year (total of 12 deductions)
- Allotment automatically ends with the last pay period in December

Stock Gifts

Donating appreciated stock is an excellent tool that allows the donors to "donate more but feel it less", because the tax deduction for the donation is based on the current fair market value. For more information on how to donate stock, contact the Statewide Campaign Manager's Office.

Cash or Check

Donors can give by cash or check. Have them to make checks payable to "State Combined Campaign." If the contributor gives a cash gift, be sure to tell them to save their Pink Copy (Copy 3) of their pledge card for tax purposes. Deposit cash and checks into the Statewide Account using the deposit slips provided to you or contact the Statewide Campaign Manager's Office for more information.

Step 7: Say Thank You

You have done it! Your campaign is complete. Celebrate your success! Thank employees and your team for their support and efforts. For personalized recognition, contact the Statewide Campaign Manager's Office for options. Some ideas for thanking your employees and team include:

- Hold an informal event to celebrate – maybe tie it in to another function (Thanksgiving, Christmas, etc.)

- A “thank you” letter from your Commissioner/Director
- Produce a special “Thank You” insert or edition of your organization’s newsletter or webpage
- Send an electronic “Thank You” from you or your campaign team
- Reward and recognize volunteers, e.g., handwritten note

Good feelings go a long way. According to a non-profit organization’s national opinion poll, people who are thanked for giving are 14% more positive about giving to charity than those not thanked.

Step 8: Report Your Results

Accurate and timely reporting of campaign results helps ensure that pledges are processed quickly and returned to you for input by your Payroll Department. It also ensures that donors and your organization are properly recognized for their contributions.

Turn in pledge report envelopes to your Statewide Coordinator/SCC Statewide Office weekly:

- Completed pledge cards (be sure payroll deduction forms have been signed and include employees social security number) – Include **Copies 1 (white) & 2 (yellow)** in report envelope. **Copy 3 (pink)** goes to contributor
- Bank verified deposit receipt or cash/checks attached to the pledge card

Remember to keep a record of your results including a listing of givers for next year’s campaign.

Pledge Card Instructions

It is important that you have a pledge card returned from each employee that you are assigned to solicit. Even if they choose not to give, you should ask them to return the form so you can keep track of all your contacts and know everyone has made a decision about his/her pledge. Each pledge card is unique to each employee.

The best time to have the form completed, signed, and returned to you is when you first ask for the pledge. If for some reason, your co-worker is unable to make a pledge at that time, set up a time to follow-up.

Be sure each pledge card contains the following information:

1. Department name;
2. City where the employee works;
3. Work phone number, including area code;
4. Employee’s name;
5. Employee’s social security number if contribution is made through payroll deduction;
6. County in which the employee works;
7. Amount pledged through payroll deduction OR the cash/check for the amount pledged;
8. Charity designation code numbers (if they chose to designate);
9. Appropriate name release box marked;
10. Employee’s signature if the contribution is made through payroll deduction.

Deposit Instructions

Deposits should be made in a Regions Bank facility weekly (or as necessary). Make copies for your records.

Enclose the bank verified deposit slip in the weekly report envelope along with white and yellow copies of contributor pledge cards.

ENDORSEMENT OF CHECKS FOR DEPOSIT IS NOT REQUIRED. Contact the Campaign Manager's office at (334) 269-4505, if you are asked to endorse any checks for deposit.

Make sure your organization's name and location are clearly printed on all deposit slips.

Special Instructions

- Take the time to explain to employees that their forms need to be legible to ensure accurate processing and reduce the need for clarification.
- Be sure each potential contributor receives a pledge card and has the opportunity to view the SCC Campaign Guide, which has information concerning the campaign and the charitable codes (the contributor guide is generally provided on a ratio of 1 Guide for every 2 employees). Remember the Campaign Guide can be accessed on-line and keyword searches can be performed.
- Discuss donor options and explain that only charitable agencies in the Guide can be designated on the pledge card. Write-ins cannot be honored. The numerical code of the charitable agencies designated must be valid and legible, with a maximum of five designations per pledge card.
- To release the donor's name to the designee, the proper information must be filled out on the pledge card, with the appropriate box checked for acknowledgement or not.
- Deposit all cash and checks into Region's bank using the provided deposit slips. If you would prefer not to make the deposits, you can arrange for them to be made by the SCC staff.
- Be sure every employee's pledge card is returned. It is not coercion to ask for the pledge card. It will help save you time, reducing follow-up. Thank every person even if they do not give.

REMEMBER- GIVING IS A PERSONAL MATTER. Gifts to the SCC are voluntary. Whether a person gives to a SCC agency or not may depend on factors other than the worthiness of the charities. Once your prospect is informed about the SCC and understands how it will help others, you have done almost everything you can to influence his/her decision. Remind them they can give \$1.00 per month through payroll deduction – a little each month that won't be missed will make a difference in the lives of so many!

- The ultimate decision is up to them. Always respect that and thank everyone for his or her time.

Sample Letter from Commissioner/Director to Employees

Dear Fellow Employees,

The notion of partnership between our department/agency and our communities across this state takes on a very special meaning when it comes to our annual State Combined Campaign. Our support of vitally needed services touches the lives of thousands of people – our families, friends, and neighbors – and lets them know we care. These services address some very real problems and issues such as literacy, AIDS, teen pregnancy, child care, substance abuse, elderly care, health care, and more.

I support the SCC because I believe in it. It is one of the most effective ways to care and help people in need. All participating charities are certified by state employee committees as meeting the requirements of the law. You can designate specifically to the charities you wish to receive your contribution, and you can spread your gift over the entire year by using payroll deduction. To maximize the impact of every contribution, campaign administration expenses are kept as low as possible. Expenses are relatively fixed in that revenues could increase greatly with only a small dollar increase in overhead.

Here are a few facts you may not know. There are approximately 36,000+ state employees. If every state employee gave just \$2.50 a month (\$30 annually), we could raise over \$1 million for the much needed and relied upon agencies who provide services from before we are born until after death. That says a lot! And though you may never have the services of an organization supported through the State Combined Campaign, it is more than likely you or someone close to you will.

Here are just a few examples of the purchasing power of your donation: \$48 will buy 1 mandatory dental exam for 5 patients awaiting kidney transplants; \$52 will buy 30 hot meals for senior citizens; \$104 will provide milk for one month for 20 abused and neglected children; \$156 will provide a dialysis patient with five days of transportation to dialysis or one month of medication. The examples are endless.

Again this year we are asking you to participate in our annual SCC, helping address the most pressing needs of our communities. Help us make a difference. Thanks to you and your support, we will enjoy a healthier, happier way of life.

Sincerely,
Commissioner/Director

*This is an example and should be tailored/modified for your organization.

There is no joy like the joy of sharing. – Billy Graham

How to Respond to Questions & Concerns

YOU CAN DO IT! People on your list may express concerns or questions about the SCC. They may also have hesitations about making a charitable pledge. Usually they only need a better understanding of where their money will go and how it helps.

BE POSITIVE AND CONFIDENT, NEVER PRESSURING OR COERCING. The best way to get pledges is to inform others about the agencies the SCC supports and offer them an opportunity to participate in solving community problems.

LISTEN CAREFULLY. Most people will simply ask a question. For others, what may have been expressed as a concern or objection may also be a question. If necessary, ask for more information to clarify what they need to know. Above all, encourage the person to talk and acknowledge his/her need for answers.

STATE THE FACTS. If you have the answer at hand, tell them. Again, if you are not sure of the answer, be honest and say so. Then contact the Campaign Manager or Statewide Coordinator. We will get you an answer! Then be sure to follow up with the person who asked the question.

Typical Objections to Charitable Solicitations

“MY FAVORITE AGENCY IS NOT LISTED IN THIS YEAR’S BROCHURE, AND I DON’T LIKE A LOT OF THE AGENCIES LISTED.”

If an individual's “favorite agency” isn’t listed, it could be for one of two reasons - they did not apply or they did not qualify. Since you don’t know which it is, simply explain the process. All applications are reviewed by a panel of state employees and must meet stringent qualifications. Suggest that the potential donor contact his/her favorite agency and suggest they apply.

Also suggest that the potential donor look over the list of charities for an organization with a similar mission, or for another cause they may favor. Remind him/her that by designating, the donor can be sure the donation goes only to the agency he/she deems worthy.

“I GIVE TO MY CHURCH.”

Most churches would agree that the services provided by agencies participating in the SCC are important, too. Many participating agencies provide services that are beyond the scope or capabilities of churches. Churches cannot cover all needs of all people, and they teach compassion for those who are less fortunate.

“LOOK ME UP ON PAY DAY. I’LL PAY YOU THEN/GIVE YOU A CHECK.”

Suggest the person go ahead and sign the pledge card now and do it the easy way with a monthly payroll deduction. That way he or she can perhaps give more generously because it's only a small amount once per month.

“I HAVE MY OWN CHARITIES. WHY SHOULD I GIVE TO THE SCC WHEN MY OWN CHARITIES NEED MONEY?”

Many people have a particular interest in one organization, but no single service can meet all community needs. The SCC supports a wide variety of important services in our community, State, and around the world. Here again, you might suggest the individual contact the charity and suggest they apply to participate in the SCC.

“WHY DOESN'T GOVERNMENT DO THE JOB OF THE CHARITABLE AGENCIES?”

Government agencies operate within legislative restrictions while the charitable agencies, being more flexible, can assist those whom the government cannot help. Through voluntary agencies, needs may be met just as soon as they are identified and before they grow to serious proportions. The government cannot act until the majority has recognized and sanctioned provisions through the passing of laws. And it is unlikely the public would give up the variety of voluntary agencies for a massive government controlled program. Plus, at the state level with current budget constraints, charitable agencies are receiving less funding than ever before making community support more necessary than ever.

“I FEEL I AM BEING PRESSURED TO GIVE.”

No one should feel forced to give. The SCC is made possible because so many people do give voluntarily - volunteering is what the campaign is all about. If a key-worker or solicitor forces or pressures anyone, he or she is defeating the very idea of voluntary giving. The role of the solicitor is to encourage the potential giver to think about the choices the giver has, providing the facts and explaining the needs of participating agencies and the importance of each contribution.

“I WORK FOR A LIVING. I PAY MY OWN WAY. I AM NEVER GOING TO USE THESE SERVICES. WHY SHOULD I GIVE?”

Those who never use these services are truly fortunate. But none of us is beyond the problems of mental illness, birth defects, or the tragedy that accidents can bring. It is unlikely that any family has not been touched by heart disease or cancer. When these things happen, people will ask, "Where can I turn?" The answer may be - to the agencies of the SCC. These agencies need consistent, annual support if they are to be there when people need them.

“ONE OF MY FRIENDS DIDN'T GET HELP WHEN IT WAS NEEDED.”

If you run into this situation, please take a moment to show the person your interest in his/her situation and ask some questions such as the name of the person involved, the agency, and the nature of the situation. Forward this information to the Campaign Manager's office for verification. Remember, some of these stories do not hold up after investigation and what you are confronted with is a defense against contributing. For each of these negative instances, there are thousands of examples each day where people are helped.

“HOW DO I KNOW MY PLEDGE REALLY GOES TO HELP THE PEOPLE WHO NEED HELP?”

An independent Certified Public Accountant audits the SCC contribution forms against campaign fund tabulations and distributions. Participating agencies are also audited annually and are governed by concerned volunteers – you get a double check on the use of your gift.

“I DO NOT BELIEVE IT MAKES ANY DIFFERENCE WHETHER ONE DESIGNATES HIS/HER GIFT. I BELIEVE THE MONEY IS SHARED BY ALL AGENCIES PARTICIPATING IN THE CAMPAIGN.”

Designated money goes only to the agencies to which it is designated. Distributions are verified against designations by annual audits as required by law. Undesignated money is distributed proportionately only to those agencies which receive designated money. For example, if an agency receives designated contributions totaling 10 percent of the total campaign revenue, it would receive 10 percent of the undesignated contributions. Organizations receiving no designated contributions receive no share of the undesignated contributions. The donor also has the option to request acknowledgment of the designation from the recipient charity.

“MY SPOUSE GIVES FOR BOTH OF US.”

The agencies in this campaign depend on each working person’s giving a generous gift. Each person has his or her own responsibility, and these agencies can only continue to provide human care services if each of us does our part.

The Benefits of the SCC...Don’t forget to let them know:

One campaign per year for all agencies assures more dollars for services

A variety of services

Agencies are accountable and must meet standards

Minimizes duplication of services

Payroll deduction makes it easy to give

Tax-deductible contribution enables State Employees to help meet local needs

Financially accountable - CPA audit - Low fundraising and administrative costs

One campaign at the workplace instead of multiple campaigns

You choose where your money goes – designate your dollars

Campaign is run by State Employees for State Employees

"Fun"draining !

Now that you are planning your organization's campaign, it is time to start thinking of ways to make it successful and entertaining. This handbook presents some ideas that have been used successfully by many organizations. These are just some ideas - your ideas do not have to end with this handbook. Use your imagination - put some "fun" in your fundraising.

What do you think will work best in your agency/department? What makes your organization special? Ask some of your co-workers about fundraising ideas. You might be surprised at the many possibilities. Of course, the bottom line is raising money and reaching your campaign fundraising goal. The dollars will help promote over 700 vital health and human service agencies in Alabama and overseas.

We appreciate your efforts in coordination your organization's campaign and thank you for helping make life better for so many in communities across the state. Here's to a successful and rewarding campaign and remember...why not make it fun!

Employee Meetings

- ✓ Hold campaign meetings on agency/department time and PUBLICIZE the meeting.
- ✓ Combine SCC meetings with regularly scheduled staff meetings.
- ✓ Take the meeting to the employees. Instead of having it in a conference room, why not bring it out into the work area and get everyone involved?
- ✓ Invite the department head to say a few words in support of the campaign.
- ✓ Provide refreshments.
- ✓ Arrange to have agency employees share their experiences with SCC supported charity's services.
- ✓ Prize drawings can be used as a great way to award a prize based upon attendance at an event.
- ✓ Provide an incentive at the end of the meeting for completed pledge cards. Publicize in advance.

Publicize your Campaign

- ✓ Send messages via e-mail or an in-house computer system.
- ✓ Publish articles in the employee newsletter.
- ✓ Post information on bulletin boards along with thermometer posters, especially in high traffic areas – elevators, stairwells, restroom stalls, etc.
- ✓ Send memos or letters from your department head to all employees. (See example on page 11.)
- ✓ Have the Commissioner/Director or an executive staff person walk through the work place wearing a sandwich board advertising the campaign.
- ✓ Make up "door hangers" to leave a message when an employee is away from his/her desk.

Food - Chili cook-offs, Camp Stew, picnics and bake sales are a great way to create goodwill and join together on behalf of the SCC.

Contests - Please check with your Commissioner/Director or HR Manager before implementing any contest. Proceeds from the contest can sponsor prizes to use as incentives. It's up to you and your department head. Please remember to get consent!

Hold drawings to allow contributors to compete for such incentives as door prizes, free breakfasts/lunches or temporary parking spaces. Drawings could be open to all those making a contribution or restricted to those

giving at a certain level, i.e., a payroll deduction of at least \$2 per pay period. Chances could increase for every dollar beyond the minimum.

Door prizes could include donated gifts, coupons, or gift certificates from local businesses. You can contact the Statewide Manager for more details.

Casual Day - Allowing casual days for offices attaining certain giving or participation levels has been well received in some state departments. Sell casual day badges allowing employees purchasing them to dress casual on certain days. Employees receive badges for a pledge of \$10.00 or more through a cash/check or payroll deduction pledge. Designate certain casual days as “Crazy Days” and encourage your employees to show their wild side:

- ☉ Tuesday = Stupid Hat Day
- ☉ Wednesday = Outrageous Socks Day
- ☉ Friday = Alabama/Auburn Day

Community Fairs - contact the local campaign manager to coordinate non-profit agencies to come in and set up information booths at your work site. *Everyone loves a carnival!*

Match the Baby Face Contest - Employees bring photos of themselves as babies. Other employees “buy” ballots listing the photos by number and try to match the picture to the employee. A prize goes to the employee who correctly identifies the most babies.

Ugly Tie, Scarf, Jewelry or Hat Contest - Executive staff members wear their ugliest ties, scarves, jewelry, or hats, and solicit “votes” (a vote is 50 cents to \$1 – you decide) from employees. The person with the most votes at the end of the day wins a prize.

Most Humorous Photo Contest - Employees bring humorous photos to work. Employees vote with quarters for the funniest. The winning photographer gets a prize.

Halloween Pumpkin Carving Contest - Plan a Halloween theme and hold a pumpkin-carving contest. Check with the Statewide Campaign Manager to assist with finding a local business willing to donate pumpkins for your organization to sell to your employees. Employees buy pumpkins for their families, their staff or to use in the pumpkin-carving contest. Employees enter carved pumpkins individually or by group. Charge \$5 to enter and \$1 per vote (suggestion only). Award prizes in various categories.

- ☉ Best traditional pumpkin
- ☉ Most creative pumpkin
- ☉ Best effort by group and Best effort by an individual

Silent Auctions – Ask fellow employees to donate items to use in a silent auction. One way to solicit for items is asking for “the present bought for a birthday, wedding or other special occasion and then never gave; or the gift received that could not be used.” Let them know that those “tucked away items that are collecting dust and taking up space can be put to good use by donating them to the SCC Silent Auction.” Let them know that they can “wipe out clutter and help a good cause all at the same time!”

“Help Change Make Change” Day – Encourage all employees to donate their pocket change or change jar from home. Many people won’t hesitate to do this and you’ll be shocked how fast it will add up.

Group Solicitation

The 15-Minute Package

The sequence of events for group solicitation can be effectively accomplished in about 15 minutes and can be modified to fit the activity and circumstances.

Here's how:

Be Prepared: Make sure the details are taken care of; advanced announcement and publicity; guest speaker confirmed and briefed; video equipment set up and checked; all materials on hand.

Welcome/Coordinator Opening Remarks (2 minutes)

Campaign Coordinator distributes Giving Guide and pledge forms to all employees at the beginning. Provide pens to anyone who does not have one. Be personal, sincere and brief. State purpose clearly and simply.

Campaign Endorsement (Agency Head or Commissioner) (2 minutes)

Makes statement of support; relates any personal experience; identifies campaign objective.

Guest Speaker (Agency or Federation representative) (4 minutes)

Contact the SCC office to schedule a guest speaker.

Employee Testimonial (4 minutes)

Employee from your agency or another state agency shares his/her personal experience with a non-profit agency listed in the Campaign Guide.

Campaign Review and Closing (3 minutes)

Coordinator answers questions and provides information about the campaign and where to return pledge cards. Thanks everyone for attending.



Individual Solicitation

Those who do not give in the group solicitation can be followed-up by coordinators for a later, tactful one-on-one attempt. A one-on-one solicitation can be used for anyone who did not attend the group meeting. Be considerate of your potential donor's time when making your approach. Don't interrupt or attempt to solicit at an inconvenient time. Timing is important. Make it a positive approach and a positive appeal. After you are done, simply ask the employee to complete their pledge form. If the answer is "no," don't argue or pressure. Simply thank them for their time and let them know if they change their mind, you'll be available.

HINTS FOR SUCCESS

BE PREPARED:

1. Familiarize yourself with campaign materials.
2. Know correct procedures for handling cash, checks, and payroll deduction.
3. Know your target population. Coordinate, talk, visit, coordinate again -- **don't leave anyone out.**
4. If possible, type each person's name on the pledge card and if they are unable to attend a group campaign meeting, arrange a time to meet with them one on one.

BE ENTHUSIASTIC:

1. Be mindful that the potential contributor responds not only to the cause, but also to the way in which it is presented.
2. Your sincere, energetic approach is essential to the campaign's success.
3. Explain that the agencies participating in the campaign provide a variety of services including: rehabilitation of the physically and mentally challenged, assistance for the aged, youth programs, food for the hungry, help when we lose loved ones, and help and hope for our friends overseas.

DONOR CHOICE:

1. Emphasize donor choice. By designating his or her contribution, the donor has complete control over where the contribution goes. Campaign procedures and audits ensure the donor's gift reaches the charitable organization he or she designates.
2. Ask each person to consider contributing at a giving "society" level.

ADVERTISE:

1. Make use of campaign thermometer posters to advertise employee campaign meetings and the names of contact people.
2. Use the thermometer poster to record and recognize your department's campaign achievements on a weekly basis.
3. Give divisional/sectional goals and use thermometer posters to promote internal competition.

REMINDERS:

1. Encourage supervisors to participate in group solicitations and show support for the campaign. However, one-on-one solicitation of employees by their supervisors is discouraged.
2. Do not use contributor lists for anything except routine campaign reporting and recognition.

SAY THANKS:

1. Make sure that you tell every contributor "Thank you."
2. Coordinators should acknowledge key workers with letters or notes of appreciation.

Down in their hearts, wise men know this truth: the only way to help yourself is to help others. – Elbert Hubbard



Awards Program

1. **Outstanding campaign performance will be recognized.** Awards for departments/ agencies will be based on reports compiled by the Statewide Campaign Manager's Office (SCMO). There may be subdivisions within organizations that will also deserve recognition. Since our campaign records do not show performance below the major agency/department level, please be prepared to identify those subdivisions that qualify for an award at the close of the campaign.
 - a. **Gold Award:** Awarded to agencies/departments and suboffices that meet or exceed their proportioned goals. The SCMO will determine agency/department recipients. Suboffice awards will be determined by the agencies/departments with assistance by the SCMO if desired.
 - b. **Achievement Award:** Awarded to agencies/departments and suboffices that make a substantial effort but do not equal or exceed their proportioned goal. The SCMO will determine agency/department recipients. Suboffice awards will be determined by the agencies/departments with assistance by the SCMO if desired.
2. **Certificates of appreciation** will be given to Coordinators, Key Workers, and other key personnel providing noteworthy support for the campaign.
3. **Suboffice Award Nominees:** Coordinators can request that key workers and other individuals involved in the campaign receive recognition. Please submit these names to the Campaign Manager's Office by the end of the campaign for proper recognition.
4. **Society Givers:** Certificates of appreciation will be given to contributors who give at a designated Society level. The SCMO will determine recipients. Society levels are:
 - a. **Platinum Society Gift:** A gift of \$1,000 and up. Donor will receive a certificate acknowledging that he or she is a member of the Platinum Society.
 - b. **Gold Society:** A gift of \$500 to \$999. Donor will receive a certificate acknowledging that he or she is a member of the Gold Society.
 - c. **Silver Society:** A gift of \$250 to \$499. Donor will receive a certificate acknowledging that he or she is a member of the Silver Society.
 - d. **Bronze Society:** A gift of \$100 to \$249. Donor will receive a certificate acknowledging that he or she is a member of the Bronze Society.

Remember to say "Thank You"

CAMPAIGN MANAGERS

*Just ask for the SCC representative!

LARC 1 - Shoals Area

(Colbert, Franklin, Lauderdale, Marion)
United Way of Northwest Alabama
110 S. Poplar Street, (35630)
PO Box 1228
Florence, AL 35631
(256) 764-5892

LARC 2 – North Central Alabama

(Cullman, Lawrence, Limestone, Marshall,
Morgan, Winston)
United Way of Morgan County
230 Moulton Street East (35601-2314)
PO Box 1058
Decatur, AL 35602
(256) 353-6643

LARC 3 – Jackson & Madison Counties

(Jackson, Madison)
United Way of Madison County
701 Andrew Jackson Way NE
Huntsville, AL 35801-3504
(256) 536-0745

LARC 4 – West Alabama

(Bibb, Fayette, Greene, Hale, Lamar,
Marengo, Pickens, Sumter, Tuscaloosa)
United Way of West Alabama
2720 6th Street (35401-1731)
PO Box 2291
Tuscaloosa, AL 35403-2291
(205) 345-6640

LARC 5 – Central Alabama

(Blount, Jefferson, Shelby, St. Clair, Walker)
United Way of Central Alabama
3600 Eighth Avenue South (35222-3223)
PO Box 320189
Birmingham, AL 35232-0189
(205) 251-5131

LARC 6 - Etowah County

(Etowah)
United Way of Etowah County
605 S. 4th Street
Gadsden, AL 35901-5218
(256) 547-2581

LARC 8 – East Central Alabama

(Calhoun, Cherokee, Clay, Cleburne,
DeKalb, Randolph, Talladega)
United Way of East Central Alabama
1505 Wilmer Street (36201-3854)
PO Box 1122
Anniston, AL 36202-1122
(256) 236-8229

LARC 10 – Statewide &

South Central Alabama

(Autauga, Bullock, Butler, Chambers, Chilton,
Coosa, Crenshaw, Dallas, Elmore, Lee, Lowndes,
Macon, Montgomery, Perry, Pike, Russell,
Tallapoosa, Wilcox)
United Ways of Alabama
540 South Perry Street
PO Box 6135
Montgomery, AL 36106-0135
(334) 269-4505

LARC 11- Southwest Alabama

(Baldwin, Choctaw, Clarke, Conecuh, Escambia,
Mobile, Monroe, Washington)
United Way of Southwest Alabama
218 Saint Francis Street (36602-2913)
PO Drawer 89
Mobile, AL 36601-0089
(251) 433-3624

LARC 12 - Wiregrass Area

(Barbour, Coffee, Covington, Dale, Geneva,
Henry, Houston)
Wiregrass United Way
304 North Foster Street (36303-4544)
PO Box 405
Dothan, AL 36302-0405
(334) 792-9261