2022 STATE COMBINED CAMPAIGN

Campaign Coordinator and Key Worker Training
THANK YOU!

- For participating today!!!
- For serving!
- For your support and enthusiasm!
- For inspiring others!
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.
GETTING STARTED

- Don’t feel uncomfortable
- Don’t be nervous
- Working for a cause
- You are helping to make our world a better place for everyone to live and work.
- You are the catalyst that makes it happen.
DEFINITIONS

- Statewide Coordinator/Co-Coordinator
  - Keyworker
- Statewide Campaign Manager
- Local Campaign Manager
- Local Agency Review Committee
- Steering Committee
STEPS TO A SUCCESSFUL CAMPAIGN
A WORD ABOUT PAYROLL DEDUCTION

- All state employees are eligible
- Generally, an increase in contribution versus cash/check/credit card gifts
- Allows spreading the gift over the entire year
  - a small monthly gift can result in a large annual donation.

**Explain:** “It’s a gift you’ll never miss, that someone else will never forget.”
STEP 1 – GET STARTED:

- Why is the SCC important?
  - This is important for you to articulate
- Be familiar with materials
- Discuss any issues with SCC staff
STEP 2 – ENLIST HELP

- Recruit a committee representing all of the divisions/sections within your organization
- Your CEO’s enthusiasm and support can be contagious
  - Ask him/her to write a personal letter (or email) of support to all employees
- Great way to prepare next year’s Coordinator by engaging them this year!
STEP 3 – ANALYZE PREVIOUS CAMPAIGNS

- Look at past campaign results
- If you are a new coordinator, talk to last year’s coordinator(s)
  - What worked well?
  - What didn’t work well?
- Is there room for improvement?
  - Percent of participation or increased average gift
STEP 4 – EDUCATE AND INSPIRE

- Decide on solicitation style (electronically if necessary)
- Group Solicitation – virtual meetings if social distancing isn’t an option
  - Highly efficient; suggest using speaker (can be virtual)
- Virtual campaign kickoff
  - Show videos of Governor and SCC Chair
• Individual (One-on-One) Solicitation (electronically if necessary)
  • Can be done by email or in-person
  • Try to personalize email versus bulk email if possible
    • Have keyworkers assist
  • Offers great opportunity to answer questions
• Combined (Individual & Group) – hold one meeting, series of group meetings, and the one-on-one to follow-up with those who could not attend
• Take advantage of technology!
STEP 5 – PROMOTE

- Use employee newsletters, e-mail and other in-house communication tools (weekly)
- Use SCC posters to build awareness and keep everyone involved (and updated) during the campaign (may be digital)
- Increase employee awareness by creating friendly competitions between divisions/sections
- Use campaign videos and virtual speakers to share the SCC message – videos links will be updated on SCC website
STEP 6 – CONDUCT THE CAMPAIGN

- Set your campaign timeline and internal goals
  - Kickoff – Aug 24; Campaign ends – Dec 31

- **Be the first to make your gift**
  - It is easier to ask others to give when you are giving too! The more personal we make the campaign, the more successful we will be!

- Use personalized pledge forms if possible
  - Pledge cards are uniquely numbered

- Make sure everyone has an opportunity to give!
STEP 7 – REPORT RESULTS

- Report as soon as possible, weekly or bi-weekly
- Make sure all pledge forms are returned and accounted for
- Summarize campaign information on Report Envelope
- Enclose bank verified deposit slips
- SCC will return white copies to payroll (or if digital, one copy)
- Follow envelope instructions and double check totals
- Call SCC staff with any questions!
State Employees are the Heart of Alabama

MATERIALS
SCC CAMPAIGN GUIDE

- PDF Contains:
  - Links to take user to page
  - Agency Code and Telephone Number
  - A description (up to 25-words)
  - AFR percentage - % agency spends for fundraising and admin
    - 30% maximum to participate
- Alphabetical listing of all charities
- Brochure is by campaign area
- ONLINE GIVING GUIDE – a database that allows users to do keyword searches for favorite charity(ies)
# SCC Pledge Card

State Combined Campaign Pledge Card

<table>
<thead>
<tr>
<th>Title</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dept/ Agency</td>
<td>Facility or Division</td>
</tr>
<tr>
<td>Name (Last)</td>
<td>(First)</td>
</tr>
<tr>
<td>Email Address</td>
<td>Social Security Number (For payroll deduction only)</td>
</tr>
<tr>
<td>I am giving a:</td>
<td>To designate, please list agency code and annual amount below:</td>
</tr>
<tr>
<td>☐ Platinum Society Gift ($1,000 +)</td>
<td>6-Digit SCC Agency Code</td>
</tr>
<tr>
<td>☐ Gold Society Gift ($500 - $999)</td>
<td></td>
</tr>
<tr>
<td>☐ Silver Society Gift ($250 - $499)</td>
<td></td>
</tr>
<tr>
<td>☐ Bronze Society Gift ($100 - $249)</td>
<td></td>
</tr>
<tr>
<td>☐ Other SCC Gift (&lt; $100)</td>
<td></td>
</tr>
<tr>
<td>I want to give by:</td>
<td></td>
</tr>
<tr>
<td>☐ Cash/Check: $</td>
<td>(make checks payable to State Combined Campaign)</td>
</tr>
<tr>
<td>☐ Credit Card: $</td>
<td>Transaction ID:</td>
</tr>
<tr>
<td></td>
<td>(Give online at <a href="http://www.statecombinedcampaign.org/creditcard">www.statecombinedcampaign.org/creditcard</a>. Transaction ID will be sent via email.)</td>
</tr>
<tr>
<td>☐ PAYROLL DEDUCTION: $</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$ x $ months (min $1/1 deduction per month)</td>
</tr>
<tr>
<td>Signature (authorizing payroll deduction)</td>
<td></td>
</tr>
<tr>
<td>I DO NOT want my name released to the charities I have designated.</td>
<td></td>
</tr>
<tr>
<td>I DO want my name released to the charities for acknowledgement of my gift. I have designated a minimum of $25 to each charity. (Print below)</td>
<td></td>
</tr>
<tr>
<td>Email or Home Address:</td>
<td></td>
</tr>
</tbody>
</table>

Thank you for your support!
How to fill out your pledge form

It is easy to donate to your favorite charity or charities through the State Combined Campaign. Simply fill in the information requested and return to your SCC point of contact. Social security number is needed for payroll deductions only (check with Coordinator/Keyworker if you have questions). The SCC office does not collect, store or use this information, it is not collected on yellow or green copies, and is only used by your payroll office.

**Put your regional or divisional county office here (if appropriate)**

**Department or Agency payroll code**

**You can give cash or a check donation**

**If you give via credit card, you will receive an email with transaction ID**

**PAYROLL DEDUCTION IS THE EASIEST WAY TO GIVE**

We will only contact you (email or phone) if there is an issue with your pledge

SSN only if giving via payroll deduction

**YOU CHOOSE WHERE YOUR DOLLARS GO!**

If you DO want acknowledgement, be sure to provide an email or full mailing address!

Check “I DO NOT” if you do not wish to be recognized.

Check “I DO” if you would like acknowledgement from your charity(ies)

**A BENEFIT OF PAYROLL DEDUCTION...**

by donating a smaller amount each month from your paycheck, you can make a larger impact on the causes you wish to help.

**YOUR SCC PLEDGE FORM IS 3-PART**

1 - White Copy (top part): Payroll Copy
2 - Yellow Copy (second part): SCC Copy
3 - Green Copy (last part): Donor Copy for tax purposes

Your pledge represents a contribution for which no goods or services have been received.
CAMPAIGN POSTER

- You can either set a dollar goal or a participation goal
- Post in high traffic areas
- Be sure to update the poster on a regular basis
State Combined Campaign Pledge Report Envelope

Agency: ________________________________
Date: ________________________________

Submitted by: ________________________________

Phone: (________) ______ Email: ________________________________

<table>
<thead>
<tr>
<th>Method of Payment</th>
<th>Number of Contributors</th>
<th>Cash/Check Contributions</th>
<th>Credit Card Contributions</th>
<th>Payroll Deduction Contributions</th>
<th>Total Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash/Check Contributions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Credit Cards</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payroll Deductions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Recap all contributions for each pledge form enclosed by category and amount in the space provided above. DO NOT INCLUDE AMOUNTS PREVIOUSLY REPORTED.
2. Enclose WHITE and YELLOW copies of all contributor pledge forms and all cash/checks or bank-verified deposit slip in this envelope and seal. Please make sure YELLOW forms are legible before they leave your office.
3. Make a copy of this envelope and deposit slip(s) for your records.
4. Make sure your agency/department name or number appear on all reports, deposit slips, and pledge forms.
5. Verify the above totals with all enclosed forms.
6. Forward this envelope and its contents to your agency/departmental State Combined Campaign Coordinator.

7. If you have any questions, feel free to contact the Stateside Campaign Manager:
   Phone: 334-269-4505  Fax: 334-269-4410
   Address: State Combined Campaign, 8 Commerce Street, Suite 1140, Montgomery AL 36106
   Email: bbooker@unitedwaysal.org or slamer@unitedwaysal.org
   Web: www.statedcombinedcampaign.org

- Distribute to keyworkers
- Complete information
- Use blank to advise keyworkers where to send information
HINTS FOR SUCCESS
BE PREPARED:

- How to handle contributions
- Know your population
  - Don’t leave anyone out!!!
- Personalize cards if possible
BE ENTHUSIASTIC:

- Your sincere, energetic approach is essential to the campaign’s success.
- Explain that the agencies participating in the campaign provide a variety of services.
  - Agency not listed? Call us first!
DONOR CHOICE:

- Emphasize donor choice.
- *Agency not listed? Call us first!*
SAY THANKS:

- Make sure that you tell every contributor “Thank you.”
- Coordinators might consider acknowledging key workers with some form of appreciation.
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!
FUN-DRAISING
BRIGHT IDEAS FOR RUNNING A REALLY GREAT CAMPAIGN (FOUND IN TOOLKIT)

BUILD ON THE CAMPAIGN THEME
PRIZES AND/OR INCENTIVES
FOOD RELATED EVENTS
SPORTS RELATED EVENTS
T-SHIRT SALES
VIRTUAL FUNDRAISING

- An online-only event with attendees that connect remotely from wherever they are, instead of gathering in person. These types of events can also take place over the course of a few days, rather than on a single day, which can make them much more convenient for your supporters.

- How to host an online event or virtual fundraiser? Two things:
  - A well-branded campaign page that includes information about the event where supporters can fundraise, donate and interact.
  - A great communications strategy that drives traffic to your campaign page and keeps supporters engaged throughout the event. (KEY POINT)
BENEFITS OF VIRTUAL FUNDRAISING

- Audience reach-You can expand your audience beyond only people who can attend your events in person and participation can be greater than in-person events. (Anyone can participate from anywhere, at any time & at their convenience)

- Planning-Online events are easy to plan and execute, because they aren’t as logistically complex as physical events.

- Cost Effective-Because there’s very little overhead, virtual events are cost-effective compared to live fundraising events.

- Online Experiences- Technology like video chat and messaging makes it possible for attendees to feel connected, even when they’re not together.

- Event Feedback-easier to track who participated and the outcome
Customize your campaign story to highlight that the event is virtual.

- Promote your event as a virtual event so it’s clear to all participants.
- Add video to your campaign to keep participants engaged.
- Add a campaign goal to create fundraising momentum and track progress.
- Add offline donations so all supporters feel included and appreciated.
IN PERSON & VIRTUAL EVENT IDEAS:

- **BINGO** | Sell virtual bingo cards to employees and schedule a game. In place of traditional bingo, consider eBingo. Set an amount for each participant to pay to play. Send e-mails sporadically throughout the week with one or two Bingo numbers each time. Use donated prizes for the winners for either version.

- **CASUAL DAY FUNDRAISER** | You’d be amazed by the lengths folks bound to a professional dress code will go to just for the chance to ditch their slacks and wear jeans to the office. Sell Casual Day passes to employees to allow them to dress casually for a day for each pass purchased. You can also have a “Spirit Week” theme. For example, instead of just jeans, try Silly Hat Day, Outrageous Sock Day, or Sports Team Day.

- **PARKING SPOT FUNDRAISER** | Much like the privilege of wearing jeans to work, many employees will do pretty much anything under the sun for a prime parking spot. Finding a nice parking spot in the shade that’s close to the door is the true Holy Grail.
- **SILENT AUCTION-LIVE OR ONLINE** | gift card auctions, donations from businesses, etc.

- **VIRTUAL FOOD DRIVE** | Have everyone turn in a pledge form with a donation to a local food pantry instead of a can of food.

- **CONFERENCE CALL COSTUME CONTEST** | Costume will be from neck up – award prizes accordingly (funniest, silliest, unique, etc.)

- **GREAT OFFICE BAKE-OFF** | Like the chili cook off, but with baked goods!

- **BAKE SALES** | Ask for volunteers to donate individually wrapped baked good items. Sell them to co-workers for a good cause.

- **SCAVENGER HUNT** | Ask people to go on a scavenger hunt in their area by finding items or completing challenges that can be done anywhere: take a photo with a stranger, find a specific type of car, or locate random objects around their neighborhood or in a park. This can be a family fun event while social distancing.

- Have an idea? Share it and we will post it on the SCC website.
Online Quizzes | Survey Monkey and other sites have free online quizzes and other activities. Have prizes for the individual who has the highest score.

Remember…

• Special Events can be time consuming, so whenever possible, ask for help from your colleagues and keyworkers. Delegate specific tasks to be completed by a certain time, and always remember to thank volunteers for their time and energy!

• Remember to consider the rules for SCC Special Events (is it legal?). Games of chance are not allowed – that is generally considered a type of gambling. Sweepstakes (no purchase necessary) are allowed. Games of skill are always encouraged (i.e. tournaments, guess the quantity in the jar, Golf Scrambles, etc.). If you have any questions, please call the SCC Manager’s office at 334-269-4505!
**FOR A GIFT OF AT LEAST $36**

Confirmed Donor Reward cards:

<table>
<thead>
<tr>
<th>Baldwin County</th>
<th>Cullman County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montgomery Area</td>
<td>Lake Martin Area</td>
</tr>
<tr>
<td>Tuscaloosa Area</td>
<td>Lee County</td>
</tr>
<tr>
<td>Marshall County</td>
<td>East Central Alabama (Calhoun, Cleburne)</td>
</tr>
<tr>
<td>Morgan County</td>
<td>East Central AL (Randolph)</td>
</tr>
<tr>
<td>Mobile – QR Code</td>
<td>Etowah County</td>
</tr>
<tr>
<td></td>
<td>Madison County</td>
</tr>
<tr>
<td></td>
<td>Wiregrass Area</td>
</tr>
</tbody>
</table>
SCC WEBSITE

- Coordinator Tool’s page
- Weekly updates during Campaign
- Important Dates – Campaign Milestones

ONLINE CAMPAIGN GUIDE

- Keyword searches can be performed
- Can search by Campaign Area
THANK YOU!