

# 2023 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 or nervous
- You are working for a cause
- You are helping to make Alabama a better place for everyone to live and work.
- You are the catalyst that makes it happen.



# DEFINITIONS

- Statewide Coordinator/Co-Coordinator
  - Keyworker or Site Coordinator
- Statewide Campaign Manager
- Local Campaign Manager
- Local Agency Review Committee
- Steering Committee



# STEPS TO A SUCCESSFUL CAMPAIGN



# 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 – can be in-person or virtual
- Highly efficient; suggest using speaker (can be done virtually)
- Campaign kickoff
  - Show video of Governor and SCC Charity(ies)





# 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.”**



- 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 23; 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

Thanks for  years of

HELPING PEOPLE  
*by giving!*

**MATERIALS**





# SCC CAMPAIGN GUIDE

- PDF Contains:
  - 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

For Payroll Department Use Only

<input type="checkbox"/> Miss <input type="checkbox"/> Ms. <input type="checkbox"/> Mrs. <input type="checkbox"/> Mr. <input type="checkbox"/> Dr. <input type="checkbox"/> Other: _____			LARC Code
Dept./ Agency	Facility or Division	Regional Office	County Office
Name (Last) _____ (First) _____ (M) _____		Daytime Phone _____	
Email Address _____		Social Security Number (for payroll deduction only) _____	

### I am giving a:

- Platinum Society Gift (\$1,000 +)
- Gold Society Gift (\$500 - \$999)
- Silver Society Gift (\$250 - \$499)
- Bronze Society Gift (\$100 - \$249)
- Other SCC Gift (< \$100)

### I want to give by:

Cash/Check: \$ \_\_\_\_\_  
(make checks payable to State Combined Campaign)

Credit Card: \$ \_\_\_\_\_  
Transaction ID: \_\_\_\_\_  
(Give online at [www.statecombinedcampaign.org/creditcard](http://www.statecombinedcampaign.org/creditcard).  
Transaction ID will be sent via email.)

PAYROLL DEDUCTION: \$ \_\_\_\_\_  
\$ \_\_\_\_\_ X \_\_\_\_\_ months  
(min \$1/1 deduction per month)

**Signature**  
(authorizing payroll deduction) \_\_\_\_\_

### To designate, please list agency code and annual amount below:

6-Digit SCC Agency Code						Annual Amount
						\$
						\$
						\$
						\$
						\$

**I DO NOT** want my name released to the charities I have designated.

**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)

Email or Home Address: \_\_\_\_\_

*Thank you for your support!*

STATE COMBINED CAMPAIGN MANAGER COPY



# 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**

**State Combined Campaign Pledge Card**

(Not Applicable to State Combined)

<input type="checkbox"/> Other <input type="checkbox"/> MI <input type="checkbox"/> MO <input type="checkbox"/> NY <input type="checkbox"/> OR <input type="checkbox"/> Other		JACC Code	
Dept./ Agency	Facility or Division	Designated Office	County Office
Name (Last)	First	Middle	Daytime Phone
Email Address		Social Security Number (Employer Use Only)	

I am giving as:

Platinum Society Gift (\$1,000 +)

Gold Society Gift (\$500 - \$999)

Silver Society Gift (\$250 - \$499)

Bronze Society Gift (\$100 - \$249)

Other SCC Gift (< \$100)

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Cash/Check: \$ \_\_\_\_\_  
(make checks payable to State Combined Campaign)

Credit Card: \$ \_\_\_\_\_  
Transaction ID: \_\_\_\_\_  
(Give online at [www.statecombinedcampaign.org/creditcard](http://www.statecombinedcampaign.org/creditcard). Transaction ID will be sent via email.)

PAYROLL DEDUCTION: \$ \_\_\_\_\_  
\$ \_\_\_\_\_ X \_\_\_\_\_ months  
(min \$1/1 deduction per month)

Signature (authorizing payroll deduction) \_\_\_\_\_

To designate, please list agency code and annual amount below:

6-Digit SCC Agency Code	Annual Amount
	\$
	\$
	\$
	\$
	\$
	\$

I DO NOT want my name released to the charities I have designated.

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)

Email or Home Address: \_\_\_\_\_

*Thank you for your support!*

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!**

STATE COMBINED CAMPAIGN MANAGER COPY

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



# SCC ENVELOPE

- Distribute to keyworkers
- Complete information
- Use blank to advise keyworkers where to send information



## State Combined Campaign Pledge Report Envelope

Agency: \_\_\_\_\_

Date: \_\_\_\_\_

Partial Report       Final Report

Submitted by: \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_      Email: \_\_\_\_\_

Method of Payment	Number of Contributors	Cash/Check Contributions	Credit Card Contributions	Payroll Deduction Contributions	Total Contributions
Cash/Check Contributions					
Credit Cards					
Payroll Deductions					
<b>Totals</b>					

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 Statewide Campaign Manager.  
 Phone: 334-269-4505      Fax: 334-269-4410  
 Address: State Combined Campaign, 8 Commerce Street, Suite 1140, Montgomery AL 36104  
 Email: [bbooker@unitedwaysal.org](mailto:bbooker@unitedwaysal.org) or [shamer@unitedwaysal.org](mailto:shamer@unitedwaysal.org)  
 Web: [www.statecombinedcampaign.org](http://www.statecombinedcampaign.org)



# HINTS FOR SUCCESS





# BE PREPARED:

- Be familiar with materials.
- Know 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.
- Only organizations that receive designations will receive funds.
- **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 such as a thank you note.





# **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!



# 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**



# IN PERSON & VIRTUAL EVENT IDEAS:

- **BINGO** | Sell 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!





# 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



# PROMOTIONS & DISCOUNTS

United Way of Baldwin County - www.unitedway-bc.org - 251-943-2110 LIVE UNITED™

<p><b>Catholic Charities</b> 10% off total purchase</p>	<p><b>UNITED STARTS WITH YOU</b></p>	<p><b>Spiral Spin</b> Buy Minute 10% off entire purchase</p>
<p><b>Emmy's Thrift Shop</b> 10% off total purchase</p>	<p><b>United Way of Baldwin County</b></p>	<p><b>YMCA</b> \$5 off a YMCA program</p>

United Way of Baldwin County - www.unitedway-bc.org - 251-943-2110 LIVE UNITED™

<p><b>ISLAND Orthodontics</b> 5% off total of orthodontic treatment</p>	<p><b>HOLLY HILLS</b> Free range balls with a purchase of a giant bag</p>	<p><b>Wolf Bay</b> Free 1000 ball wine purchase. Valid a Friday and Saturday hours.</p>	<p><b>ORLEANS</b> 10% off purchase of \$10 or more</p>
<p><b>E.E.A.S.Y.</b> 15% off any inflatable rental</p>	<p><b>1 Hour Therapeutic Massage for \$50</b></p>	<p><b>United Way of Baldwin County</b></p>	<p><b>United Way of Baldwin County</b></p>

## IGNITE Change Empower LIVES

## LIVE UNITED United Way

United Way of Madison County  
www.unitedway-mc.org

### Come Join Us!

701 Andrew Jackson Way - Huntsville, AL 35801 (256) 518-8210

United Way of Madison County 701 Andrew Jackson Way, Huntsville, AL 35801 (256) 518-8210 www.unitedway-mc.org

<p><b>tropical CAFE</b> Buy (1) 24 oz. Smoothie Get 1 FREE</p>	<p>Buy a Pizza at Menu Price Get a 2nd of Equal or Lesser Value FREE</p>	<p><b>CHAMP'S</b> \$5 Off any FOOD Purchase of \$25 or more</p>
<p><b>TEXAS</b> \$5 Diner Dollars</p>	<p><b>FRESKO GILLE</b> \$5 Off any Purchase of \$20 or more</p>	<p><b>THANK YOU</b> 2-1-1</p>

Cullman County United Way - www.unitedway-cc.org - 256-739-2516 - 301 West Avenue SW - 35090-1113 - Cullman, AL 35826

<p><b>FIRE SUBS</b> 10% off total purchase</p>	<p><b>STRENGTHENING OUR COMMUNITY</b></p>	<p><b>Check Up</b> 5 Court Kids Meal with any purchase of a Combo</p>
<p><b>JACK'S</b> 15% off regular priced items</p>	<p><b>United Way of Cullman County</b></p>	<p><b>ZAXBY'S</b> 10% off any one meal</p>

Cullman County United Way - www.unitedway-cc.org - 256-739-2516 - 301 West Avenue SW - 35090-1113 - Cullman, AL 35826

<p><b>Massage Therapy</b> 17% off each treatment</p>	<p><b>JACKIE'S</b> 15% off regular priced items</p>	<p><b>KARMAS</b> 10% off any one drink</p>	<p><b>Newk's</b> 15% off any one drink</p>
<p><b>The UPS Store</b> 15% off Packing</p>	<p><b>United Way of Cullman County</b></p>	<p><b>United Way of Cullman County</b></p>	<p><b>United Way of Cullman County</b></p>

<p>Buy one domino's pizza at menu price and receive a second one of equal or lesser value for FREE.</p>	<p>Pro Fitness and Tanning In Decatur: 15% off any membership or tanning package</p>	<p>15% off massage, 1 hour or more</p>	<p>10% off total purchase at Warehouse Coffee</p>
<p><b>United Way of Madison County</b></p>	<p><b>United Way of Madison County</b></p>	<p><b>United Way of Madison County</b></p>	<p><b>United Way of Madison County</b></p>

Not valid with any other offer or discount. Customer must retain card. Offer expires 1/23/23

United Way of Lee County - 2135 Easton Park Drive, Opelika, AL - 36901 - (336) 745-6500 - www.unitedway-lee.com

<p><b>toby</b> 10% off any purchase</p>	<p><b>United Way of Lee County, Inc.</b></p>	<p><b>9-Jill</b> 10% off Autumn items</p>
<p><b>Little Italy</b> \$7 Calzone</p>	<p><b>United Way of Lee County, Inc.</b></p>	<p><b>KFC</b> 20% off purchase of \$20 or more</p>

United Way of Lee County - 2135 Easton Park Drive, Opelika, AL - 36901 - (336) 745-6500 - www.unitedway-lee.com

<p><b>Bibi's</b> 20% off 11 items</p>	<p><b>UNITED STARTS WITH YOU</b></p>	<p><b>Mae's Original</b> Free banana pudding with purchase of 10 items</p>
<p><b>HONEYBAKED</b> 20% off one item</p>	<p><b>United Way of Lee County</b></p>	<p><b>United Way of Lee County</b></p>

Lee Martin Area United Way serving Tallapoosa and Coosa Counties www.unitedway-lee.com

<p><b>Naki's</b> Free drink with \$10 purchase</p>	<p><b>BECAUSE OF YOU</b> 13% off full priced apparel and shoes</p>	<p><b>JR'S</b> Free drink with \$10 purchase</p>
<p><b>Jackson Drugs &amp; Gifts</b> 30% off items</p>	<p><b>United Way</b></p>	<p><b>10% off</b></p>

Lee Martin Area United Way serving Tallapoosa and Coosa Counties www.unitedway-lee.com

<p><b>Makin Garage</b> 10% off discount on purchase every Tuesday</p>	<p><b>General's Cafe</b> \$1.00 off any coffee</p>	<p><b>Koon's Korner</b> FREE dessert with any drink</p>
<p><b>United Way</b></p>	<p><b>United Way</b></p>	<p><b>United Way</b></p>

River Region United Way serving Autauga, Elmore, Lowndes, Macon & Montgomery Counties www.rurw.org

<p><b>SUBWAY</b> \$1.00 off a Footlong</p>	<p><b>CHANGE DOESN'T HAPPEN ALONE</b></p>	<p><b>TACO TIME</b> 10% off \$20 or more purchase</p>
<p><b>Coca-Cola</b> \$5 off purchase of \$25 or more</p>	<p><b>United Way</b></p>	<p><b>DO</b> Free Banana Pudding with purchase of 10 items</p>

River Region United Way serving Autauga, Elmore, Lowndes, Macon & Montgomery Counties www.rurw.org

<p><b>GRUMPY DOG</b> Buy 2 dogs, get 1 free</p>	<p><b>ZSF</b> 15% off any purchase of \$10 or more</p>	<p><b>GREAT AMERICAN COOKIES</b> Buy 32 oz and get 20 oz free</p>
<p><b>Catalina's</b> 12% off purchase</p>	<p><b>United Way</b></p>	<p><b>United Way</b></p>

2022-23 Fair Share Discount Card

<p><b>Nashville</b> 10% off purchase of \$10 or more</p>	<p><b>PILLSBURY</b> 10% off purchase of \$10 or more</p>	<p><b>THE GIN</b> 10% off purchase of \$10 or more</p>
<p><b>United Way</b></p>	<p><b>United Way</b></p>	<p><b>United Way</b></p>

2022-23 Fair Share Discount Card

<p><b>#for the Wiregrass</b></p>	<p><b>United Way</b></p>	<p><b>United Way</b></p>
<p><b>United Way</b></p>	<p><b>United Way</b></p>	<p><b>United Way</b></p>

# FOR A GIFT OF AT LEAST \$36

## Confirmed Donor Reward cards:

- **Baldwin County**
- **Montgomery Area**
- **Tuscaloosa Area**
- **Marshall County**
- **Mobile Area**
- **Morgan County**
- **Birmingham Area**
- **Cullman County**
- **Lake Martin Area**
- **East Central Alabama  
(Calhoun, Cleburne)**
- **East Central AL (Randolph)**
- **Etowah County**
- **Madison County**
- **Wiregrass Area**



**THANK YOU!**

