



# The Campaign

State Charitable Contributions Program

# Coordinator

# Handbook

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# What is the State Charitable Contributions Program?

**T**he State Charitable Contributions Program (SCCP), now known as The Campaign, was enabled by Georgia General Assembly legislative action in 1982. The Campaign is the only state-sanctioned charitable campaign for both State Agencies and the University System of Georgia. The Campaign is managed by the Human Resources Administration (HRA) Division of the Department of Administrative Services (DOAS). In accordance with state law, the State Personnel Board is the policy-setting body for the State Charitable Contributions Program.

The program is a benefit for State of Georgia and University System employees in that The Campaign offers an opportunity to learn about different charities and then to contribute to the charity of their choice through payroll deduction and/or a one-time donation. The program was designed to provide a convenient, safe method by which employees can contribute with minimal disruption work time.

## How are administrative costs covered?

No state money is used to fund The Campaign. All administrative expenses are covered by Campaign pledges. Administrative staff for The Campaign consists of one program manager within the HRA Division of DOAS.

## What is the organizational structure of The Campaign?

Each Agency and University designates a campaign coordinator to lead The Campaign efforts for their organization. This individual recruits and manages employees to assist in Campaign activities. The statewide program manager provides resources, marketing and training materials to campaign coordinators.

## What is the responsibility of the Campaign Coordinator?

### Local Campaign Coordinators:

- 🍊 Serve as the main point of contact within the organization for questions and guidance;
- 🍊 Recruit local coordinators (if needed) to assist with creating and implementing a plan to make the campaign an enriching, community-building experience;
- 🍊 Work with executive leadership (Commissioner, President, or other designee) to plan an effective campaign with visible support;
- 🍊 Teach employees about the program and charitable opportunities;
- 🍊 Encourage payroll deductions and one-time online donations as options for giving;
- 🍊 Plan and hold charity fests, invite guest speakers, or coordinate other activities to encourage participation;
- 🍊 Manage fundraising money and paper pledges as necessary;
- 🍊 Monitor campaign progress and update executive leadership and employees regularly throughout the campaign;
- 🍊 Thank each employee who contributes to the campaign.

## Why is the Coordinator important?

**YOU MAKE  
A REAL  
DIFFERENCE!**

The success of The Campaign depends primarily upon the Coordinators across the state. Passion drives others to become engaged and invested in The Campaign. Campaign Coordinators are also the voice of The Campaign on the local level and set the tone for the success. Engagement and positive attitudes filter throughout the organization and encourage others to participate or give. Remember, Coordinators are the most important role in The Campaign.

# The Campaign

## 2017-2018 Calendar

### August

-  **1st** - Last day to register as Coordinator  
[www.gasccp.org](http://www.gasccp.org)
-  **16th** - KICKOFF time! Come learn how to run a successful campaign and get personalized training!
-  **24,30th** - Coordinator training webinars held to learn more about Coordinator responsibilities, new processes and successful ways to boost your agency campaign! Register at [www.gasccp.org](http://www.gasccp.org)
-  **25th - 30th** - Create your own campaign at <https://gasccp.causecast.com/>  
Campaign website [www.gasccp.org](http://www.gasccp.org) up and all documents available.

### September

-  **5th** - First day of the 2017-2018 Campaign!  
**State Change. Pledge today!**  
**ONLINE PLEDGING BEGINS!** Make your pledges at <https://gasccp.causecast.com/>
-  **5-30th** - Host charityfests, get everyone engaged!

### November

-  **17th** - Last day of the 2017-2018 campaign!  
**ONLINE PLEDGING ENDS!**
-  **30th** - Last day to receive paper pledges.

### December

-  **11th** - Last day to submit paper pledges.
-  **23rd** - Last day to submit your fundraising money.

### January

-  **31st** - the 2017-2018 campaign officially closes.  
No more funds accepted for the campaign year.

## Campaign Management

Below are some campaign fundamentals to aid in running a successful campaign.

**Pre-planning:** *Things to do before The Campaign begins.*

As Coordinator, the first order of business is to meet with agency leaders to establish agency goals, expectations, and guidelines regarding The Campaign. Details such as cash management, event guidelines, etc. should all be discussed in preparation for a clear understanding of how to manage the agency campaign as Coordinator. Be especially sure that expectations related to money management are clear.

- 🍊 While DOAS communicated a statewide goal to increase online giving, each individual agency should discuss a specific agency goal that should be consistent with the statewide goal. Campaign Coordinators and agency leaders should set a goal based on the agency culture. Quota goals may not be set by a per person dollar amount. Instead, set goals to increase participation percentage or total.
- 🍊 Consider hosting a charity fest event by inviting charities to come out and speak to employees. This will bring awareness to The Campaign and can be done to notify employees of the campaign start. Charities may be asked by a Campaign Coordinator to participate in an activity on site but charities may not solicit directly to employees outside the workplace. Only charitable organizations that have been approved as part of the application process may participate in the charity fest.
- 🍊 When the pledge portal opens, it is important to be familiarized with the pledge portal so that you can encourage others to make online pledges at <https://gascpp.causecast.com/>

**During the campaign:** *The Campaign is underway!*

- 🍊 Display posters at doorways and in common areas to ensure employees are aware of The Campaign. Build excitement by sharing agency progress with regular campaign status updates.
- 🍊 Send communications regularly and include the link to the pledge portal at <https://gascpp.causecast.com/>
- 🍊 Encourage employees to make online pledges. This will reduce the amount of paper pledges reconciled each week. Less paper means:
  - Lower administrative costs due to minimizing fees charged by vendors to process paper forms
  - Less risk for mishandled paperwork and/or administrative errors
  - Reduced agency administrative time
  - More time to promote The Campaign and engage employees

- 🍊 While online giving is encouraged, some entities may choose to host fundraising events. Communicate with agency leaders to identify appropriate campaign events for each entity. Each agency is different and agency leaders are the best resource for determining what is appropriate for the agency. Be sure to ask specific questions regarding the types of events that are acceptable for the agency.
- 🍊 When hosting a fundraising event to supplement online giving, always make safety your priority! Contact the building administrator or facilities coordinator before planning an event to ensure the event meets building guidelines. Be sure to share with them any desire to use any electrical appliances (crockpots, popcorn machines, etc.) to ensure the device(s) meets safety specifications. For questions regarding Georgia Building Authority (GBA), contact representative Jamiel Jones, Events Coordinator, at [Jamiel.Jones@gba.ga.gov](mailto:Jamiel.Jones@gba.ga.gov) or 404-657-7407. [Click here](#) to review the GBA policy for events.
- 🍊 When hosting events, if IT resources are available, have one or more computers available for online pledges. As an alternative, have paper pledge forms readily available at each event, as they serve as proof of donor contributions and are counted as one-time donor pledges. Paper pledges also designate how the donations should be distributed. As each donor participates, be sure to get a completed a pledge form for their one-time donation.
- 🍊 If the event is highlighted by a charity and the employee chooses to donate to another charity, ask the donor to list their selection under “Designating Your Gift” on the paper pledge form.
- 🍊 **Reconcile, reconcile, reconcile!** When using paper pledge forms, it is important that forms are scanned and submitted each week of The Campaign. While online pledging requires no reconciliation, paper pledge forms should be scanned and submitted weekly by emailing to [GASCCPpledgeforms@charities.org.org](mailto:GASCCPpledgeforms@charities.org.org) or faxing to (703) 222-3867. Once received and entered, you should see the pledge forms appear under the Coordinator tab when signed in at <https://gasccp.causecast.com/>
- 🍊 **Cash Management is very important!** There is only one approved method for reconciling fundraising monies for final submission to The Campaign. You should always adhere to the State Accounting Office (SAO) policy number CM-100009 related to cash management. You may read this policy by [clicking here](#).

First, meet with agency leaders to establish a Finance Department point of contact to accept fundraising money. Once identified, each time any amount of cash or a check is received, you will take these collected funds to the finance representative. No cash may be stored overnight by anyone other than a member of Finance.

Second, reconcile the cash and checks received, along with another employee, to an internal cash receivables form provided by your finance department. This is necessary to

ensure the amount received is recorded appropriately. Next, take the funds, along with the internal cash receivables form to the finance representative. Complete this process each time you receive cash or checks. At the end of The Campaign, reconcile the copies of the cash receivables forms to the finance records and request a final payment to The Campaign. It will also be necessary to complete a campaign manager report for final submission to include the final payment amount. Below is an example:

Susan meets with her agency leaders and it is agreed that she will take all cash and checks collected during The Campaign period to her Finance department representative, Denise, for reconciling. Susan holds her first event and collects \$380 in cash and \$120 in checks. After the event, Susan sits down with Emily, a co-worker, to record the monies they have received during the event. Susan visits her Finance department where she and Denise count the cash and checks together. Denise verifies Susan's contributions and gives her a verified balance sheet for her records. Each time Susan collects cash or checks she visits the Finance department to repeat this process. At the end of the campaign Susan and Denise reconcile the balance sheets and confirm the amount the Finance Department will send to The Campaign.

**After the campaign:** *Whew you made it through – GREAT JOB!*

-  Scan the final pledge forms and submit them prior to the due date.
-  Share results with employees and thank everyone for their efforts.
-  Share lessons learned with the agency leaders and make note of the things that that may be repeated or may need to be changed next for the next year's campaign.

## Do's & Don'ts: Quick reminders

- ✓ Do meet with agency leaders to gain full understanding of agency expectations as a Coordinator.
  - ✓ Do solicit others to help during the campaign.
  - ✓ Do encourage employees to make online pledges.
  - ✓ Do reconcile weekly to minimize stress at the end of the campaign.
  - ✓ Do share enthusiasm for helping others; it can be contagious!
  - ✓ Do contact the program manager for help when needed.
- 
- ✗ Do not pressure employees. Ask, but do not coerce, others to give. Do not complete pledge forms for employees and give on their behalf.
  - ✗ Do not give preference or market any one charity exclusively.
  - ✗ Do not mail cash.
  - ✗ Do not deposit fundraising money into personal accounts. Instead use approved policies and methods or ask agency leaders for help.



## Coordinator Checklist

### BEFORE THE CAMPAIGN (August 24 – 31)

- Meet with Agency Head, University Executive, or designee, to review prior campaign, establish new goals, and enlist support
- Establish a committee who will support The Campaign with enthusiasm
- Attend training webinars hosted by the Campaign Program Manager and then train local teams
- Plan a strategy and timeline for this year's campaign
- Coordinate with appropriate resources on a communication plan
- Ask charities to speak at events or work with the Campaign Program Manager to coordinate a charity fest
- Publicize campaign dates and build enthusiasm

### DURING THE CAMPAIGN (September 5 – November 17)

- Pledge online – be an example and encourage your team to do the same
- Kick-off The Campaign with an event and communicate to employees
- Send out an endorsement email from executive leadership or the local team
- Display The Campaign posters and place printed material strategically throughout the building
- Make sure the local team has pledge forms and is ready to answer questions
- Build excitement by sharing progress with the organization
- Schedule charity speakers to make presentations
- Collect and scan pledge forms weekly with the campaign manager report form
- Make sure every employee is asked to give (providing candy as a thank you or as a marketing tactic is surprisingly effective)

### AFTER THE CAMPAIGN (November 17 – December 31)

- Scan and submit the last paper pledges and fundraising money by the due date
- Share campaign results at a staff meeting, by email, or on the intranet
- Thank employees who donated
- Make a “Lessons Learned” list of what to keep or change about The Campaign
- Give feedback to the Campaign Program Manager

## Campaign Resources

### THE CAMPAIGN WEBSITE

[www.gasccp.org](http://www.gasccp.org)

Under Coordinator Toolkit all the materials for the current campaign will be listed under the current year's documents. The website also contains links to the giving portal and charity search. Campaign results and application information for charities is also available.

### THE CAMPAIGN ONLINE GIVING

<https://gasccp.causecast.com/>

Online giving portal operated by the fiscal administrator, America's Charities. Employees will create an account, search for charities and make pledges.

### PROGRAM MANAGER FOR THE CAMPAIGN

La Toya Wimbush, Human Resources Administration: [latoya.wimbush@doas.ga.gov](mailto:latoya.wimbush@doas.ga.gov) or 404-651-6084

### THE CAMPAIGN EMAILS

The Campaign Email: [sccp@doas.ga.gov](mailto:sccp@doas.ga.gov)

Pledge portal Email: [sccp.admin@america'scharities.org](mailto:sccp.admin@america'scharities.org)

# Running a Successful Campaign

*There are always suggestions and lessons learned from long-time campaign coordinators. Here are some ideas for developing your own successful campaign. Invite everyone to give.*

## Campaign Tips

- 🍊 Enlist senior leadership support early
- 🍊 Ask everyone to give
- 🍊 Track your giving and share your progress
- 🍊 Plan a communication halfway through The Campaign to remind everyone of the campaign
- 🍊 Share stories of how charities have made a difference to employees
- 🍊 Make information about The Campaign readily available
- 🍊 Start planning early!

## Hold Community Building Events

- 🍊 Host a Volunteer Project
- 🍊 Sundaes served by Executive Team
- 🍊 Team Spirit Day
- 🍊 Invite Agency Speaker to share giving story
- 🍊 Invite Charity Speaker
- 🍊 Movie and Popcorn during lunch hours
- 🍊 Theme Party

### *Plan a Kick-off Event*

#### *Sample agenda:*

- ✓ *Welcome by the coordinator (3 min)*
- ✓ *Senior Leadership Remarks (3-5 min)*
- ✓ *Introduction of Guest Speaker (1 min)*
- ✓ *Guest Speaker Presentation (5-15 min)*
- ✓ *Share Campaign Information on, plans, goals, etc. (5 min)*
- ✓ *Say "THANK YOU!"*

# THANK YOU!

Year after year, state employees have given to various charitable organizations that have helped to enrich the lives of others through the State Charitable Contributions Program. With more than 1000 charities representing causes that effect communities throughout the state of Georgia, this year there are even more opportunities to help. The unity shown by state employees over past years has been a strong statement of compassion, willingness to share, love for others, and a desire to make change in our neighborhoods by creating hope in the lives of our fellow citizens in need.

This year, as the 2017-18 Campaign begins, your help is needed once again. May it be a one-time donation, or via payroll deduction, your caring will be impacting to those in need. With as little as \$1, please join fellow state employees who are stating change by pledging today!

**THANK YOU** for making a difference in the lives of others through The Campaign!

