



**2016 DELAWARE SECC
TRAINING GUIDE**



STATE EMPLOYEES' CHARITABLE CAMPAIGN



**STATE EMPLOYEES'
CHARITABLE CAMPAIGN**

INTRODUCTION

J. Brian Maxwell, Honorary SECC Chairperson
Director Office of Management and Budget

Dear Friends,

It's that time of year again when state employees come together and join forces with United Way of Delaware to maximize the community's resources and improve the quality of life for all Delawareans. As Chairs and Captains for the 2016 State Employees' Charitable Campaign (SECC), you play an integral part in this entire effort. Year after year, this program continues to thrive and evolve because of your hard work and dedication. It is the enthusiasm, drive and creative ideas you bring to the campaign that enliven your co-workers and give them a reason to participate.

As Captains and Chairs of SECC, your work will have a direct impact on the lives of countless Delawareans. Through United Way of Delaware, the SECC campaign is able to connect with businesses, government and social service agencies, academic groups, community organizations and concerned individuals to make meaningful, measurable change.

Whether this is your first time as a coordinator with SECC or your twentieth time, this guide will help you get the most out of your campaign planning and execution. It will help you answer key questions, employ proven strategies and provide you with a framework for success from start to finish.

Thank you for your commitment to SECC and your compassion for all Delawareans. I'm looking forward to another successful campaign!

Best regards,



J. Brian Maxwell

RESOURCE GUIDE

We have consolidated all of the resources that you will need on our website at <http://secc.delaware.gov>.

Hot Off the Press

We have composed a newsletter to give you the latest updates during the campaign. Please refer to this often. An email will go out when new editions are ready.

ePledge

Login: Employees will log in using their Single Sign On. To access ePledge employees can select the "Donate Now" button on the SECC website or directly by going to <https://epledge.secc.delaware.gov>. When prompted to login you will enter the same login information you use to access your pay advices. Once logged in you will be able to make your donation easily and securely.

If you need to help someone with ePledge, make sure you look at the Quick instructions or the Full instructions, found on the website.

Paper Pledges

This year we will have a limited supply of paper pledges for those agencies that need them. These will be handed out at the trainings. We encourage you to have employees use ePledge, but these are available when needed. Also, we have a copy of the pledge form on the website if you need to print one for an employee in a hurry. Make sure you print three copies (employee, payroll and you).

Reporting Donations

Instructions on how to turn in and report your cash donations can be found on the website. Remember you must have two people from your agency count and verify your cash donations. Make sure you read the Procedures for Handling Cash Donations and Special Event Money. Personal checks used to consolidate special event money will NOT be accepted.

Charity Listings

Looking for the codes for the charities? You can find a list of Charitable organizations on the website so you can ensure you have selected the right code on the paper pledge form.

Campaign Materials

Looking for campaign materials? We have them conveniently located on the website so you can print them off and post them in your section.

Google Calendar

To enter a special event go to: <http://calendar.google.com>

Login: DelawareSECC | **Password:** de_secc2012

9 STEPS TO A SUCCESSFUL CAMPAIGN

While each campaign is unique, these 9 steps are the building blocks for an effective campaign and should be followed as closely as possible. Your SECC Staff will help you develop a plan that works for your organization.

1. DEVELOP A PLAN

Analyzing past campaigns will help you determine areas of opportunity and challenges. To build a robust campaign plan you'll need to...

- Review giving history and analyze campaign data
- Establish a campaign timeline, including team meeting dates and trainings, campaign kickoff and special events

2. ESTABLISH SUPPORT FROM THE TOP

The success of your campaign depends on the support and commitment of your senior leadership. Keep them informed of the campaign progress. Work with your senior leadership to . . .

- Attend campaign events
- Remember to thank and recognize donors

3. SET A GOAL

Establishing a goal serves as a motivator to achieve greater results. Your goal should be...

- Set on past campaign results
- Attainable yet challenging
- Set to increase overall participation

4. RECRUIT A CAMPAIGN TEAM

A team can assist in organizing efforts and build excitement. Get the most from your team...

- Find employees who support the campaign
- Consider asking employees associated with department employee activity committees
- Seek out employees with various skill sets

5. PROMOTE AND PUBLICIZE

Education and information are key in reaching your campaign goal. Inform employees of the impact of their contributions—improving lives in Delaware. Successful strategies include...

- Employee testimonials (with permission) distributed via print, email or video
- Kickoff rallies and contests
- Organize a tour and/or volunteer project
- Special Events
- Plan or attend an agency fair

Campaign Tools:

- Speakers and agency fairs
- Campaign materials
- Campaign website: secc.delaware.gov
- SECC staff and campaign team

Successful Campaign Strategies:

- Hold a kickoff event
- Use group presentations
- Contact every employee - "THE ASK"
- Keep the campaign as short as possible
- Encourage payroll deduction
- Say "THANK YOU"

20 Minute Presentation:

- Welcoming remarks by coordinator (2 min.)
- Introduce guest speaker (1 min.)
- Guest speaker presentation (5 min.)
- Present campaign information: goal, events, contests, etc. (4 min.)
- Say "THANK YOU"

9 STEPS TO A SUCCESSFUL CAMPAIGN cont'd

6. MAKE "THE ASK"

This is by far the most important step. The major reason people do not give is because they were never asked, so employees choose not to participate.

Your meeting should include . . .

- SECC staff
- An agency speaker
- Promotion of payroll deduction and ePledge
- An opportunity to address donor concerns

7. REPORT THE RESULTS

Regular reporting allows the team to monitor the progress of the campaign, while keeping you from having to hold cash, checks and pledge forms.

- Develop and communicate a plan to collect and turn in pledge forms
- Verify pledge forms for accuracy
- Coordinate pledge form pickup
- Report the final campaign total to the entire organization

8. SAY "THANK YOU"

The importance of thanking everyone cannot be overemphasized.

- Have top leadership send an organizational-wide thank you and acknowledgement
- Host a final thank you event for the campaign team

9. EVALUATE AND PLAN AHEAD FOR NEXT YEAR

Be sure to keep the momentum of your campaign and learn from your experience to improve future campaigns.

- Solicit feedback from the campaign team
- Prepare debrief documentation for next year's campaign team

CAMPAIGN TIMELINE CHECKLIST



Pre-Campaign:

Attend training provided by SECC Staff

Develop a campaign strategy

Seek support, recruit a campaign team

Distribute campaign materials to campaign team members

During Campaign:

Campaign kickoff event

Host employee information sessions

Get employees excited about the campaign

Follow-up with all employees

Make "THE ASK"

Post-Campaign:

General campaign celebration

Volunteer appreciation letter/event

Evaluate performance, "strengths and opportunities"

Ensure all pledge forms have been sent to SECC staff

Post/announce final campaign results and

Thank donors

Quick Tips:

Make your pledge first

Know the facts

Be positive

Ask the co-workers you know first

Make it a two-way street

Say "THANK YOU"

RESPONDING TO CONCERNS AND OBJECTIONS

You may, on occasion, encounter someone who objects to making a SECC contribution. Keep in mind that objections present an opportunity to give more information or clarify misconceptions.

Here are some suggestions:

1. OBJECTIONS ARE NOT PERSONAL

Remember, their objections are not directed at you. We understand that giving is a personal matter and people can feel very strongly about the organizations they support.

2. OBJECTIONS ARE OFTEN BASED ON INCORRECT INFORMATION

Try to identify the real issue. United Way is committed to maintaining and modeling the highest ethical standards. We believe in providing leadership and programming that is effective, transparent, compassionate and inclusive.

3. SHOW SYMPATHY

Listen carefully and show your concern. This does not mean you agree, but that you care about the concern.

4. DON'T ARGUE

Instead, offer information about the many ways the SECC charities help people, or offer to discuss the issue further after the group meeting.

5. RELAX AND BE YOURSELF

You have the ideas to present, so be straightforward in your presentation. Asking for someone's participation or gift is not a "win/lose" situation.

6. DON'T BE AFRAID TO SAY "YOU DON'T KNOW"

Let those with questions know you'll get back to them with the answer. Tell them to contact Jane Hahn at (302) 672-5173 or jane.hahn@state.de.us.

7. REMEMBER, EDUCATION NOT COERCION

The most responsive donors are those who have the opportunity to become informed and involved. Experience clearly shows that coercion creates animosity, and hinders communication and understanding.



FUN THEME IDEAS

- Beach Party
- Medieval Times
- Western
- Kodak Moments
- Be a Superhero
- Mystery Theme
- Circus and Carnival
- BBQ Cook-Offs
- Dance Marathon
- Mardi Gras
- Garden Party
- Casual Day Passes
- Bake Sale
- Pretzel Sale

PUTTING THE “FUN” IN FUNDRAISING...

Silent Auction

Ask employees to donate an item to be auctioned off. Items can include old items from home, a service (e.g., car wash) or items (e.g., baked goods or crafts). Advertise your auction well in advance and combine it with a potluck lunch.

Candy-Grams

It doesn't take much time to organize a candy-grams fundraiser, but it can end up raising a lot of money. Sell candy-grams to employees for a small fee and deliver them on the last day of your campaign. Try to pick a treat that ties into your campaign. For example, you could use Halloween candies if there is a Halloween theme.

Root Beer Floats

Ask employees to donate ingredients. Sell Root Beer Floats the last day of the “Early Bird Incentive.”

Charity Jar

Think of a problem you have in the office, for example; excessive complaining, containers left in breakroom, the use of profanity, etc. Every time some one in the office performs said activity, make the individual pay a quarter in the charity jar. It can be fun to call out your coworkers on their behavior in a nice way.

See website for additional ideas:
<http://secc.delaware.gov>

CHANGE LIVES SHAPE THE FUTURE

STATE EMPLOYEES' CHARITABLE CAMPAIGN

"You are the Champion" of the 2016 campaign. Your commitment, enthusiasm and time are so important to this year's fundraising efforts!



As a "champion," you are the "go to" person for educating, motivating, and inspiring your fellow employees. Thank you for going above-and-beyond and LIVING UNITED!

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED

2016 CHARITABLE ORGANIZATION LIST

- 50130 21st Century Fund for Delaware's Children, Inc.
71034 A Better Chance for Our Children, Inc.
70078 A Door of Hope Pregnancy Center
71035 Adopt-A-Family
70097 Alzheimer's Association Delaware Valley Chapter
50105 American Cancer Society, Inc.
50104 American National Red Cross
71049 Andrew McDonough B+ Foundation
71004 Animal Humane Sanctuary, Inc.
50102 Autism Delaware, Inc.
71005 Believe in Tomorrow National Children's Foundation
71050 Bethany Christian Services
50140 Big Brothers Big Sisters of Delaware
50160 Boys and Girls Clubs of Delaware
71051 Brandywine Education Foundation
70048 Camp Barnes, Inc.
70023 Cancer Care Connection
70094 Cancer Support Community Delaware, Inc.
50170 Catholic Charities, Inc.
71022 Central Delaware Habitat for Humanity, Inc.
71036 C.E.R.T.S., Inc.
71046 Changing Fates Equine Rescue of Delaware, Inc.
60012 CHEER, Inc.
70010 Child, Inc.
50300 Children and Families First Delaware, Inc.
50134 Children's Advocacy Center of Delaware, Inc.
50210 Christina Cultural Arts Center, Inc.
50215 Claymont Community Center
50220 Community Legal Aid Society, Inc.
50151 Delaware 4-H Foundation, Inc.
50240 Delaware Adolescent Program, Inc. (DAPI)
70059 Delaware AeroSpace Education Foundation, Inc. (DASEF)
71001 Delaware Breast Cancer Coalition, Inc.
70064 Delaware CarePlan, Inc.
71052 Delaware Center for Homeless Veterans
83765 Delaware Coalition Against Domestic Violence
70099 Delaware Community Reinvestment Action Council, Inc.
70031 Delaware COPS
70025 Delaware Ecumenical Council on Children and Families
71017 Delaware Financial Literacy Institute
50136 Delaware Foundation Reaching Citizens with Intellectual Disabilities (DFRC)
50265 Delaware Guidance Services for Children and Youth, Inc.
71008 Delaware HIV Consortium
70046 Delaware Hospice, Inc.
50137 Delaware Housing Coalition
70111 Delaware Humane Association
50005 Delaware Law Enforcement Memorial Fund
71024 Delaware Society for the Prevention of Cruelty to Animals (SPCA)
71009 Delaware State Police Museum, Inc.
71025 Delaware Technical and Community College Educational Foundation
71043 Delaware Volunteer Firefighter's Association Foundation (DVFA)
70113 Delaware Volunteer Legal Services, Inc.
71026 Delaware Zoological Society
71038 Diamond State Community Land Trust
50161 Dover Interfaith Mission for Housing, Inc.
70005 Easter Seals Delaware
70081 Elizabeth W. Murphey School, Inc.
70028 Epilepsy Foundation of Delaware
71027 Exceptional Care for Children
71010 Faithful Friends, Inc.
71039 Faith Victory Christian Center
20713 FAME, Inc.
71044 Family Promise of Northern New Castle County
70011 Food Bank of Delaware, Inc.
50135 Forgotten Cats, Inc.
70036 Frederica Senior Center
71040 Friends of the African Union Church Cemetery, Inc.
50006 Friends of Bellevue State Park
50007 Friends of Killens Pond State Park
50153 Friends of the Delaware Veterans Home, Inc.
71054 Friendship House, Inc.

2016 CHARITABLE ORGANIZATION LIST cont'd

- 50126 Generations Home Care, Inc.
71028 Gift of Life Donor Program
50330 Girls Incorporated of Delaware
50320 Girl Scouts of the Chesapeake Bay
71029 Habitat for Humanity of New Castle County
50370 Harrington Senior Center
50375 Hilltop Lutheran Neighborhood Center, Inc.
71048 Homeless Cat Helpers, Inc.
51137 Home of the Brave Foundation
71055 Hope Dining Room, Inc.
70069 Ingleside Homes, Inc.
50143 Inner City Cultural League, Inc.
50412 Jewish Family Services of Delaware, Inc.
50008 Jobs for Delaware Graduates
50009 Juvenile Diabetes Research Foundation International
50340 Kent-Sussex Industries, Inc.
50142 Krysti Bingham Cerebral Palsy Foundation
71019 La Red Health Center, Inc.
50011 Latin American Community Center
60010 Laurel Senior Center, Inc.
50422 Limen House, Inc.
70085 Literacy Volunteers Serving Adults/Northern Delaware, Inc.
50144 Lupus Foundation of America, Philadelphia Tri-State Chapter
70027 Lutheran Community Services, Inc.
71060 Marine Education, Research and Rehabilitation Institute, Inc. (MERR)
71002 Mary Campbell Center, Inc.
60009 Meals on Wheels of Lewes and Rehoboth, Inc.
50125 Milford Housing Development Corporation
50414 Milton and Hattie Kutz Home
50295 Ministry of Caring, Inc.
50435 MOT Senior Center
50103 NAMI Delaware
70087 NCALL Research, Inc.
70007 National Multiple Sclerosis Society, Greater Delaware Chapter
50440 Newark Day Nursery Association
50159 New Castle County Head Start, Inc.
70042 Newark Senior Center, Inc.
70039 NRA Foundation, Inc.
71030 Operation Warm, Inc.
70116 Partnership for the Delaware Estuary, Inc.
71031 PAWS for People
70008 Planned Parenthood of Delaware
50455 People's Place II, Inc.
70053 Pregnancy Help Center of Kent County, Inc.
50452 Prevent Child Abuse Delaware
50147 Purr-fect Haven Cat Rescue, Inc.
50138 Read Aloud Delaware, Inc.
18014 Reading ASSIST Institute
70054 Ronald McDonald House of Delaware, Inc.
50470 Salvation Army of Delaware
70089 St. Michael's School and Nursery, Inc.
70090 St. Patrick's Center, Inc.
70076 Survivors of Abuse in Recovery, Inc. (SOAR)
70091 Sussex Community Crisis Housing Services, Inc.
71065 Sussex County Habitat for Humanity
50250 The Arc of Delaware
70017 The Shepherd Place
71070 The Smart Drive Foundation
50154 Trap Pond Partners, Inc.
71015 Tri-State Bird Rescue & Research, Inc.
50490 United Cerebral Palsy of Delaware, Inc.
50520 United Way of Delaware
50540 West End Neighborhood House, Inc.
70041 Westside Family Healthcare, Inc.
50156 White Clay Watershed Association
70079 WHY, Inc.
50118 Wilmington Head Start, Inc.
50560 Wilmington Senior Center, Inc.
71070 Yes U Can Corporation
50590 YWCA Delaware

2016 DELAWARE SECC LEADERSHIP

J. Brian Maxwell, *Chairperson*
Director, Office of Management and Budget

Jane Hahn, *SECC Coordinator*
Office of Management and Budget
jane.hahn@state.de.us | 302-672-5173

Laura Gott, *SECC Administrative Support*
Office of Management and Budget
laura.gott@state.de.us | 302-672-5128

Amy Homa, *Website Support*
Office of Management and Budget

SECC STEERING COMMITTEE

Karen Garrison, *Natural Resources and Environmental Control*

David Hanich, *Delaware State Police*

Victoria "Dee" Jones, *Office of Governor*

Larence Kirby, *Department of State*

Henry Smith, *Department of Health and Social Services*

Deidre Ottley, *Department of Finance*

SECC SUPPORT STAFF

Deborah Armstrong
SECC Administrator
United Way of Delaware
darmstrong@uwde.org
302-734-4770

Christella St. Juste
SECC Support
United Way of Delaware
cstjuste@uwde.org
302-734-4779

United Way staff are available year-round to help you implement successful campaign strategies.

- Assuring prompt delivery of campaign supplies
- Participating in planning meetings with you and your campaign team
- Bringing fresh ideas to energize your campaign
- Answering questions about United Way and Charity Partners from you and/or your employees
- Arranging pick-up of campaign proceeds and participating in end-of-campaign evaluations
- Bringing energy and enthusiasm to your employee campaign