



Campaign Coordinator's Guide

What is MSECCA?

The Maine State Employees Combined Charitable Appeal (MSECCA) was established to create a single, coordinated campaign to encourage financial support for various charitable agencies from current and retired state employees. The Maine State Employees Combined Charitable Appeal is currently administered by:

MaineShare
P.O. Box 2095
153 Hospital Street
Augusta, ME 04338
(207) 622-0105
giving@maineshare.org
maine.gov/msecca

Charities strongly support and appreciate workplace giving campaigns like MSECCA because they generate more donations overall than employees would likely contribute in the absence of a campaign. All MSECCA contributions and payroll deduction pledges are deposited at the Maine State Credit Union and distributed by the campaign administrator quarterly to MSECCA charities in accordance with employee designations.

MSECCA Administrative Costs

Tax dollars and general fund monies are not used to conduct MSECCA. Although the labor is provided by three dozen dedicated volunteers from throughout state government, it costs about \$30,000 to carry out the campaign each year. This includes a fixed \$8,600 charge from InforME to allow for online giving and payroll deduction. Other costs include hiring an administrator to process, monitor and audit the distribution of funds to the designated charities. In recent years, the administrative cost has averaged about 10 percent of the total MSECCA contributions.

Designation of Contributions

You may designate all or part of your annual pledge to any charity listed in the MSECCA donor guide or online at maine.gov/msecca. For example, if you are giving a total of \$300 over the course of the year, you could give \$300 to a single charity or \$50 to six different charities. If you wish to designate to a charity not listed, a minimum donation of \$100 is required for each write-in agency.

Tips for a Successful Campaign

Here are some ideas that have worked for other workplace campaigns:

- Create a timeline and checklist for yourself. Plan ahead and decide how long you would like the campaign to run in order to give employees adequate time to complete their pledges. A December 1 deadline is ideal for the overall MSECCA campaign. Remember, payroll deduction begins January 1.
- Make a checklist of all the resources you need before beginning the campaign, including pledge cards, donor brochures, goal posters etc.
- If your department would respond to a theme, feel free to incorporate it into your campaign.
- The employee presentation is the centerpiece of the campaign. Though special events are popular, the employee presentation is where you ask for a donation through payroll deduction or for a one-time gift.

- Publicize and promote your campaign. Send out an email or post signs around the office detailing when and where the presentation will be taking place. (Adding a presentation at the end of an existing event might be a good way of ensuring attendance.)
- Place donor guides/brochures at every work station.
- Be enthusiastic and encourage anyone helping you to be the same. If you have had a positive personal experience with one of the agencies, feel free to share that. Express your personal support (before and during), and request that management do the same. Setting an example can influence everyone else's participation.
- Set a goal. Use the goal-setting worksheet (included in this guide) so everyone can see the potential.
- Use incentives to encourage involvement and turning in pledge cards promptly. Ideas to reward 100% participation or for turning in pledge cards include raffles, a special event with goodies, gift certificates, designated parking spot, etc. Throw a party if the goal is reached and offer rewards for increasing from last year's gift total or increasing participation rates.
- Make giving options available (check, one-time donations, cash, payroll deductions).
- Keep everyone informed of the progress made.
- Follow up with those who have not given.
- Express sincere thanks.

Employee Presentation

What to include in your 3-5 minute presentation to employees

- Ask "what do you know about MSECCA?"
- Ask what is important to your audience in the community. Causes, charities?
- Explain what MSECCA is.
- Tell your audience that by giving, they can change a life!
- Express personal support (and support of management if applicable).
- Explain the pledge card and different giving options (payroll deduction, one-time cash, on-line credit card, or check).
- Make your audience aware of MSECCA agencies and the ability to designate where your money goes.
- Show a campaign video if available.
- Inform them of special incentives (if your department chooses to have them).
- Thank people for their time and consideration.

Reasons to Support MSECCA

Key message points

- Your dollars help people who really need help.
- One gift to MSECCA can help abused children, families in crisis, isolated senior citizens, the mentally and physically challenged, homeless and hungry persons, the environment and advocacy for animal rights.

- You designate which charity receives your gift and you have hundreds of causes to choose from.
- Volunteers give their time so that overhead costs stay low.
- MSECCA promotes volunteer involvement and the effective use of volunteers.
- MSECCA provides a stable funding source for the programs that are helping people in need.
- MSECCA makes it easy to help others.
- Encourage payroll deduction and explain how it can help.

Here are just a few examples of what your tax-deductible contribution will do!

- \$1.00 per pay period or \$26 annually
- Provides a birthday cake and party favors for five patients at St. Jude Children's Research Hospital.
- Provides 21 meals for frail elderly individuals.
- Conserves 1 acre of threatened ecosystem.
- \$2.00 per pay period or \$52 annually
- Purchases a warm coat for a child who can't afford one.
- Provides 35 meals at the Bread of Life Kitchen in Augusta.
- Helps 17 physically challenged young adults train for the Special Olympics.
- \$3.00 per pay period or \$78 annually
- Provides a wig for a child who has lost their hair due to chemotherapy treatments.
- Provides HIV/AIDS educational material for young people.
- Provides a person with 9 round trip rides to medical appointments.
- \$4.00 per pay period or \$104 annually
- 350 women can receive smoking cessation information to help reduce the incidence of low birthweight and pre-term babies.
- 15 days of safe shelter for a homeless person at the Augusta Bread of Life Shelter.
- Day services for people afflicted with Alzheimer's disease and vital respite time for their families.
- \$5.00 per pay period or \$130 annually
- Clothing for one homeless American child.
- One week's worth of lifesaving HIV medication.
- Hot meals for 62 people.
- \$10 per pay period or \$260 annually
- Tutoring to teach an adult to read through Literacy Volunteers.
- Provides a hospital bed and oral morphine for up to 2 months to a hospice patient.
- Purchases a 3-month supply of basic food for needy people.
- Helps 10 victims cope with a sexual assault.

What are my responsibilities as a Campaign Coordinator?

The responsibilities of the Campaign Coordinator include organizing the workplace campaign. This includes raising awareness about MSECCA and its agencies, and setting up a convenient time for all employees to attend an information meeting to learn about the campaign. In this presentation, employees should hear briefly about the impact its partnering programs have had on our community in the last year. You may want to consider asking one of MSECCA's federation agencies to come in and speak. After a brief, informative session, employees are given the opportunity to make a contribution or can make a payroll deduction pledge online at maine.gov/msecca.

Who is there to help me if I have questions?

The MSECCA campaign is managed by MaineShare at giving@maineshare.org or 622-0105.

What is the overall timeframe?

The campaign begins in September and volunteers should try to wrap up in December since payroll deduction begins January 1.

How do I respond to negativity?

Remember, objections are not personal and are often based on incorrect information. Try to find out the real issue and address it. Encourage the objector to voice opinion (if it's a poorly thought-out objection then it will fail on its own) and don't respond by arguing. Instead offer information about how federation agencies help people and offer to discuss it at length after the group meeting. It's ok to say you don't know something and feel free to refer them to MSECCA to get the answers they are seeking. People respond best when they are informed, not coerced.

I want to give but I don't want to enroll in payroll deduction-are there any other options?

Certainly! You can give a one-time gift by check, credit card or cash.

How can even a small gift make a difference?

By giving even a small gift you are opening the door to change someone's life. Even the smallest gift or generosity does not go unnoticed or unappreciated. By giving what you are able, you are adding to the other generous gifts that in turn help your community.

How is MSECCA different from other charities?

MSECCA partners with programs throughout the world, so by giving through MSECCA you can select your favorite cause or charity. You can also choose as many or as few non-profits as you like.

Where can I get more information about MSECCA?

You can visit MSECCA's website at maine.gov/msecca.

What does MSECCA provide to campaign coordinators?

- Campaign Coordinator's Guide
- Campaign Brochures
- Pledge Sheets
- Federation Agency Representation at meetings or events
- Campaign Posters
- Goal Posters

Goal-Setting Worksheet

Compute your giving potential (Last year's total amount divided by the number of donors last year)

$$\frac{\text{Current Avg Gift} \times \text{No. of Employees}}{\text{Potential Total}} =$$

Set Your Goal Based on last year's campaign

- _____ Number of employees
- _____ Average gift
- _____ Employee participation percentage
- _____ Employee donation amount
- _____ Percentage of increase over prior year

If we increase the average gift to \$_____ while keeping the participation percentage the same, we would raise \$_____ dollars.

If we increase the number of donors to _____ while keeping the average gift the same we would raise \$_____ dollars.

If we increase the average gift to \$_____ and increase the number of donors to _____, we would raise \$_____ dollars.



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maine.gov/msecca | 207-622-0105