



Campaign Coordinator's Guide

Thank you for serving as a MSECCA Campaign Coordinator!



Welcome to MSECCA and thank you for volunteering to serve as a Campaign Coordinator. Your role in the campaign is critical and will leave an indelible mark, not only on the campaign, but on thousands of individuals served by the Federation Agencies throughout Maine and beyond. Without your energy and commitment, scores of nonprofit services would be at risk.

This guide is designed to provide you with resources and tips to manage a successful fundraising campaign. You can also go to the website maine.gov/msecca/ to order materials and track your department's progress toward your goal. On behalf of all the Federation Agencies and the people whom they serve, thank you!

With appreciation,

David Bernhardt
MaineDOT Commissioner and 2018 MSECCA Campaign
Chair.

Campaign Checklist to Help You Get Started

- ✓ Recruit volunteers to coordinate the campaign at all satellite offices.
- ✓ Put the opening event (usually the week of the Labor Day holiday in September) on your calendar as well as the calendar of your Commissioner and a volunteer from each satellite office.
- ✓ Establish a campaign timeline for your work location, keeping in mind that payroll deductions need to be submitted by mid-December.
- ✓ Review your campaign supplies and what you're expecting to pick up at the kickoff, and determine additional distribution to other volunteers.
- ✓ Ask managers if you, or a federation agency rep, can speak at a regularly scheduled staff meeting and show the campaign video. Make these appointments in advance. If needed, contact the Campaign Administrator (page 3) to ask for help identifying federation speakers.
- ✓ Hold a kickoff event for your department or office. Invite representatives of federation agencies to speak, show the campaign video and distribute the donor guides.
- ✓ Attend or call in to MSECCA volunteer meetings.
- ✓ Make your campaign FUN!

MSECCA Info

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. This year's Maine State Employees Combined Charitable Appeal is administered by:

The United Way of Kennebec Valley
121 Commercial Street
Augusta, ME04330
207-626-3400
wbeaudoin@uwkv.org
maine.gov/msecca

All MSECCA contributions and payroll deduction pledges are deposited at Kennebec Savings Bank and distributed by the campaign administrator quarterly to MSECCA charities in accordance with employee designations.

Designation of Contributions:

Donors may designate all or part of their 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.

Charities strongly support and appreciate workplace giving campaigns like MSECCA because they generate more donations overall than employees would likely contribute without payroll deduction.

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). It’s always easier to ask if you have already made a pledge.
- 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 or ask a local agency to speak about their services.
- Inform them of special incentives (if your department chooses to have them).
- Thank people for their time and consideration.

If EVERYONE gives a little, it will help A LOT.

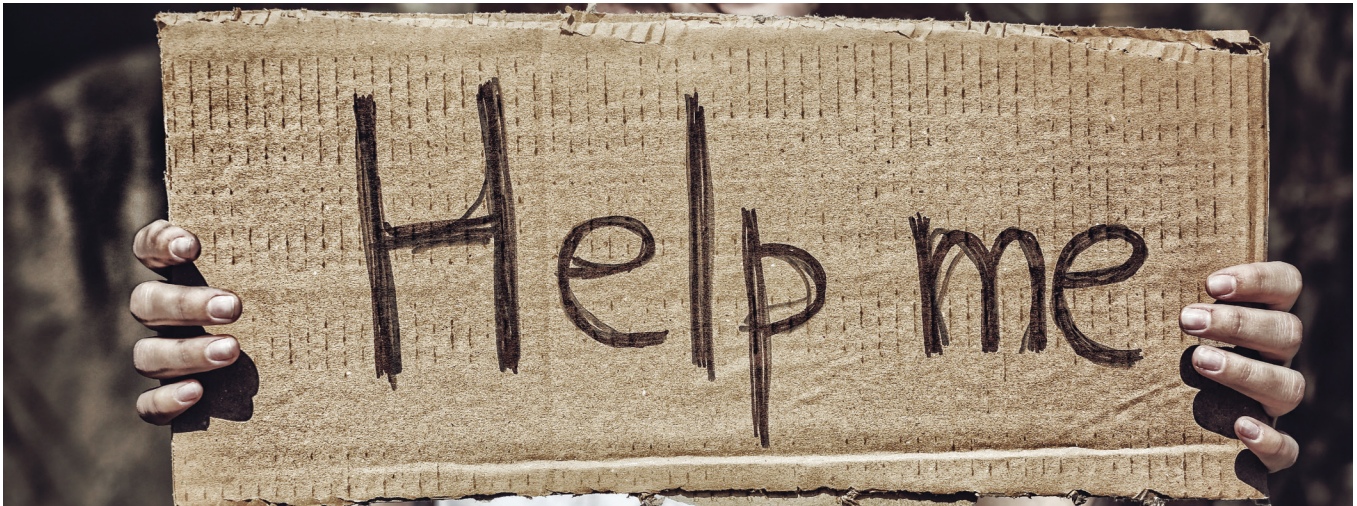
Tips for a Successful Campaign

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

- **Make a checklist of all the resources you need** before beginning the campaign, including pledge forms, goal posters, incentives etc.
- **Place MSECCA thermometers, posters and other materials in high visibility areas** in every office location to remind potential donors of the campaign.
- **The group employee presentation** is the centerpiece of the campaign. It is where you show the campaign video, distribute the donor guides and ask for a donation through payroll deduction or a one-time gift.
- **Publicize and promote your campaign each week.** Send out an email and post signs around the office detailing when and where presentations or special events will be taking place. Adding a presentation at the end of an existing staff meeting might be a good way of ensuring attendance.
- **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, and request that management do the same. Setting an example can influence everyone else's participation.
- **Publicize your department's goal.**



- **Use incentives to encourage** involvement and the prompt submittal of pledge cards. Incentive ideas include raffles, a special event with goodies, or gift certificates. The campaign administrator can help recruit gifts for the overall campaign.
- **Check your reports weekly** and thank who made a donation. It can just be a thank-you note via email, or you may have thank-you gifts (a pen, sticky pads etc.) to drop on the donor's desk.
- **Keep everyone informed of the progress made.**
- **Follow up with those who have not given.**
- **Create a folder listing what you should STOP, START & CONTINUE doing** for next year's campaign, based on this year's successes and lessons learned.



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 a 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 soup kitchens.
- 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

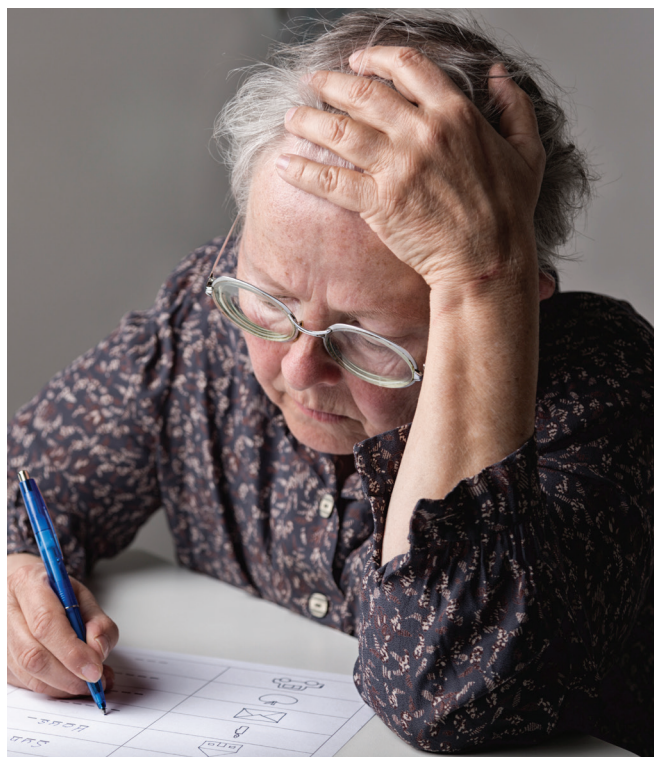
- 350 women can receive smoking cessation information to help reduce the incidence of low birthweight and preterm babies.
- 15 days of safe shelter for a homeless person at a shelter.

\$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.



Frequently Asked Questions

What are my responsibilities as a Campaign Coordinator?

Campaign Coordinators organize the workplace campaign. This includes distributing brochures, posters, incentives and any other materials to every satellite office in your department. Schedule convenient times for all employees to attend an information meeting to watch the campaign video, receive the donor guide and listen to federation speakers. You may assist donors with info about filling in pledge cards etc. Coordinators attend or call in to statewide volunteer meetings where they can turn in cash donations, including special event monies.

Who is there to help me if I have questions?

The MSECCA campaign is managed by the United Way of Kennebec Valley at 626-3400. Please call them if you have questions or need help finding a speaker.

What is the overall timeframe?

The campaign begins in early September and volunteers should try to wrap up by December 14th 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 an 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! Employees can give a one-time gift by check, credit card or cash.

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. MSECCA also allows payroll deduction, which is convenient for donors.





Reasons to Support MSECCA: Key Message Points

- Your dollars help people who really need help.
- You designate which charity receives your gift and you have hundreds of causes to choose from.
- Volunteers give their time so that campaign overhead costs stay low.
- MSECCA provides a stable funding source for the programs that are helping people in need.
- Encourage payroll deduction and explain how it can help. Most people don't miss the money that comes out of their paycheck. It's less painful than one lump sum.



Maine State Employees Combined Charitable Appeal
maine.gov/msecca | 207-622-0105