



**2024
Coordinator & Keyworker
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





Why do you volunteer for the
SCC each year?

WHAT'S YOUR WHY?

Throw it in the chat!

What charities do you
personally designate to?
Why?

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 addressed 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)



- Individual (1:1) Solicitation
 - 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!

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.”



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 – video links will be updated on SCC website



Step 6 – Conduct the Campaign

- Set your campaign timeline and internal goals
 - Set dates for events
 - Kickoff – Aug 28; 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!
- 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
 - Follow envelope instructions and double check totals
- Enclose bank verified deposit receipts
- SCC will return white copies to payroll (or if digital, one copy)
- Call SCC staff with any questions!





Give for the Gold, Alabama!

ALABAMA STATE EMPLOYEES COMBINED CHARITABLE CAMPAIGN

WE ALL WIN GOLD WHEN WE ALL GIVE!

MATERIALS



**What's your favorite
Olympic sport (summer or winter)?**

Throw it in the chat!



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)	ADD EMPLOYEE NUMBER!

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.
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 complete 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. Enter your Employee ID Number in the Social Security Number box for payroll deduction (check with Coordinator/Keyworker if you have questions). *As of July 2024, the State Comptroller's Office is phasing out the use of employee Social Security Numbers for payroll deduction.*

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

We will only contact you (email or phone) if there is an issue with

Enter Employee ID Number in place of SSN

YOU CHOOSE WHERE YOUR DOLLARS GO!

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)

Thank you for your support!

STATE COMBINED CAMPAIGN MANAGER COPY

FOR PAYROLL DEDUCTION ONLY

State Combined Campaign Pledge Card

Miss Ala. Miss Miss Other
 Dept/Agency Facility or Division

Name (Last) (First) (MI) (Last Name)
 Social Security Number (For payroll deduction 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)

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. 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: _____

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.

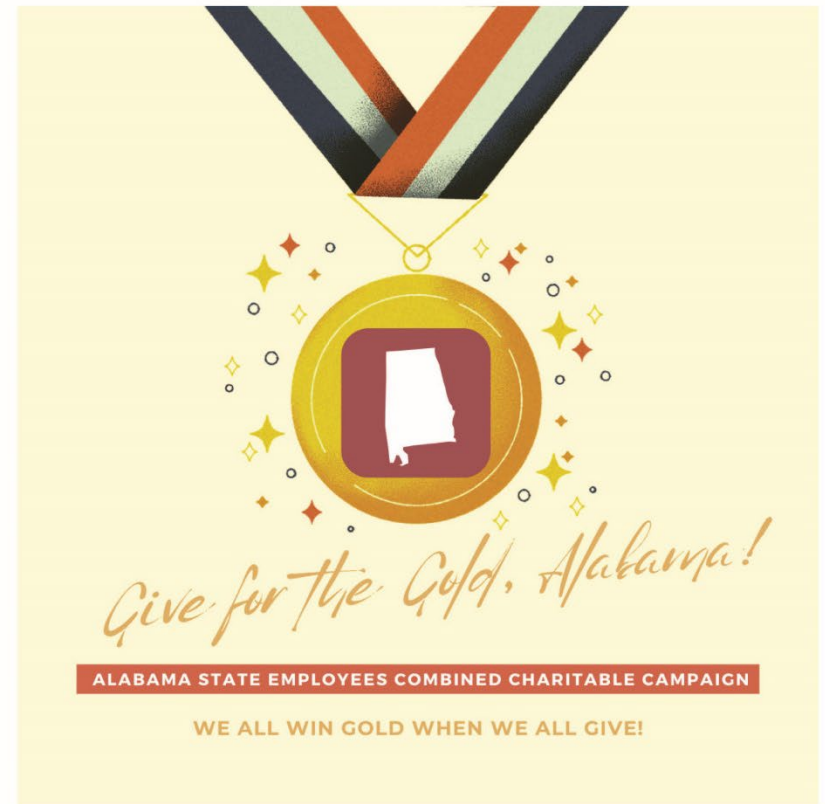
YOUR SCC PLEDGE FORM IS 3-PART
 1 – White Copy (top part): Payroll Copy
 2 – Yellow Copy (second part): SCC Part
 3 – Green Copy (last part): Donor Copy for tax purposes

Your pledge represents a contribution for which no goods or services have been received.

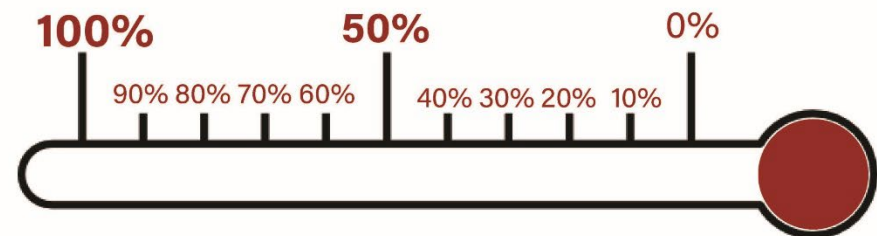


Campaign Poster

- 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



Our Goal:



**ALABAMA STATE EMPLOYEE
COMBINED CHARITABLE CAMPAIGN**

SCC Envelope

- Distribute to keyworkers
- Complete ALL 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					
Totals					

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 or shamer@unitedwaysal.org
 Web: 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
 - Communicate stories of impact – the WHY
 - 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 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** | Have people complete fun 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.
- **ZUMBA CLASS** | Invite a Zumba instructor to donate their time and provide people with a fun way to get moving at the end of the day or week



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!





**What's your favorite
fundraiser to do?**

Throw it in the chat!



HAVE A
FUNDRAISING IDEA?

SEND IT TO US AND WE'LL
POST IT ON OUR WEBSITE!

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



Incentives

FRONT - RANDOLPH 	BACK - RANDOLPH
FRONT - CULLMAN 	BACK - CULLMAN
FRONT - LAKE MARTIN 	BACK - LAKE MARTIN
FRONT - MADISON 	BACK - MADISON

FRONT - MARSHALL 	BACK - MARSHALL
FRONT - MORGAN 	BACK - MORGAN
FRONT - UWAL 	BACK - UWAL
FRONT - WIREGRASS 	BACK - WIREGRASS

FRONT - ETOWAH 	BACK - ETOWAH
FRONT - BIRMINGHAM 	BACK - BIRMINGHAM

For a gift of at least \$36

- 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!

