

MARKETING & PUBLIC INFORMATION – KEY TIPS

COORDINATOR STEPS TO A SUCCESSFUL CAMPAIGN

Successful Department campaigns have a plan to motivate workers and employees, keep people informed, and have a system to get campaign work done. The following steps will help Coordinators have a successful campaign.

- 1) Consult with last year's Department Coordinator to assist with analysis, problem areas, issues raised, etc.
- 2) Recruit a diverse team of Volunteers who are committed to the cause – their enthusiasm will be contagious – and use services of the Local Campaign Operating Agency to train your Volunteers
- 3) Inform management of the competition award and your Department's role in it and gain their support for group solicitation meetings, incentives, and special events
- 4) Publicize the campaign – use employee publications, posters, and emails
- 5) Kickoff the campaign the week of September 13th with special department events and activities that will motivate employees to give.
- 6) Distribute materials to employees, pointing out the advantages of payroll deduction versus check, credit card, and direct bill donations. Emphasize that no gift is too small. Advise employees who do not have computer access that they can call the MI HR Service Center.
- 7) Assure that every employee is personally contacted and offered the opportunity to contribute. Don't just put brochures in mailboxes, in-baskets, or place them on employee chairs.
- 8) Educate your co-workers about the campaign – your Department's goal, types of agencies funded, etc. Schedule and promote agency fairs to educate your Department.
- 9) Department Coordinators should send paper payroll deduction pledge forms to the Civil Service Commission weekly throughout the campaign

Attn: SECC, Civil Service Commission, P.O. Box 30002, Lansing, MI 48909.

Volunteers should send check and direct bill forms to the Campaign Manager/Fiscal Agent for processing. Employees contributing by credit card should mail their form directly to the Campaign Manager/Fiscal Agent.

Michigan Association of United Ways, 1627 Lake Lansing Road, Suite B,
Lansing, MI 48912 (517) 371-4360

- 10) Don't forget to recognize and thank your Volunteers and each contributor.

IDEAS TO GET YOU STARTED!

Raising money is a difficult job for anyone, and the trick is to make it fun for everyone! Special events have a positive impact on your fellow employees and on the outcome of your SECC campaign. They help increase employee participation, create team spirit, and boost morale. Remember, enthusiasm is contagious – a positive attitude by those working on the campaign is sure to spread!

Make sure that you obtain appropriate department or facility approval before scheduling an event.

Some Fun Ideas for your campaign:

- Email – incorporating logos with ideas
- Department Contests
- Penny wars floor by floor
- Baby picture contest
- Bottle deposits (able to designate to favorite charity)
- Casual day (department policy)
- Department Kickoff with: Ice cream, Pumpkin parade, Cook offs
- Breakfast bar
- Web event
- Brown Bag It – have everyone bring in a brown bag lunch and spend a lunch hour listening to an agency speaker
- Baked Goodies Sale – ask fellow employees to bring their favorite deserts (with recipe) and auction or sell during the lunch hour.

These are just a few of the ideas that you can facilitate during the 2010 SECC campaign. And, don't forget to use the LCOA nearest you for some help with your activities.

LCOAs **WANT** to help you and can bring in some fresh ideas to lighten it up.

DEPARTMENT COMMUNICATIONS

This information has been prepared to help market the campaign within your Department. Feel free to use it in Department newsletters and e-mail communications, or tailor the information to meet your Department's needs.

MID-CAMPAIGN FOLLOW UP

If you haven't, please take a moment to make your SECC pledge online through your MI HR Self-Service account, by calling the MI HR Service Center, or by using the paper pledge form in your SECC Information & Code Directory.

OR

A wonderful way to help your community is to make a pledge to the charity of your choice through the State Employees Charitable Campaign (SECC) online through your MI HR Self-Service account, by calling the MI HR Service Center, or by using the paper pledge form in your SECC Information & Code Directory.

END OF CAMPAIGN

A special thanks to all those people in our Department who cared enough to give to the State Employees Charitable Campaign. Through your generosity, our Department raised a grand total of \$_____ together, helping people and causes in need.

Progress reports will be sent to you weekly and also published on the www.misecc website.

PLEDGING

FOUR WAYS TO PLEDGE

1. PLEDGE BY PAYROLL DEDUCTION

Online pledging is easy through payroll deduction! Using your MI HR Self-Service account you can set up a biweekly payroll deduction. You can choose a specific amount and number of pay periods to contribute or elect to become a continuous giver. If you currently have a payroll deduction for SECC, you have the ability to change your contributions and the related dollar amounts. An online tutorial is available online in the Toolkit.

For MI HR Self-Service Availability, go the www.michigan.gov/selfserv and choose "System Availability" from the "Need Assistance?" section.

Don't have access to a computer? Call the MI HR Service Center!

You can make your contributions over the phone by contacting the MI HR Service Center at **(877) 766-6447 or (517) 335-0529 (TDD) 711**. Customer Service Representatives are available to assist you Monday through Friday from 7:00 am to 6:00 pm. A printed confirmation statement will be mailed to your home address.

2. PLEDGE BY CHECK

Use the SECC Contribution Form to make your pledge by check. Complete Sections A, C, D, E, and F. Fill out the amount of your pledge and indicate the umbrella organization/ member agency code of your choice. Make sure your check is payable to the organization(s), **not SECC**. Return your check and completed pledge form to your Department Volunteer.

3. PLEDGE BY CREDIT CARD

Use the SECC Contribution Form to make your pledge by credit card. Complete Sections A, C, D, E, and F. Fill out the amount of your pledge and indicate the umbrella organization/member agency code of your choice. Provide the appropriate credit card numbers along with your credit card billing address. **To ensure confidentiality, mail your pledge form to: Michigan Association of United Ways, Campaign Manager/Fiscal Agent, 1627 Lake Lansing Road, Suite B, Lansing, MI 48912.**

4. PLEDGE BY DIRECT BILL

Use the SECC Contribution Form to make your pledge by direct bill. Complete Section A, C, D, E, and F. Fill out the amount of your pledge and indicate the umbrella organization/member agency code of your choice. Complete your direct bill address, along with how you would like to be billed. Return the completed pledge form to your Department Volunteer.

ONLINE PLEDGING - MI HR SELF-SERVICE

The following steps provide an overview of online pledging:

Log in to your MI HR Self-Service Account at <http://www.michigan.gov/selfserv>

If you need MI HR Self-Service login assistance, please contact the MI HR Service Center toll-free at **(877) 766-6447** or **(517) 335-0529 (TDD 711)**.

- 1. Once you've logged into your account, click the "SECC" menu under Employee Self-Service on the left side of the screen, then the "SECC Pledging" link.**
- 2. Read the disclosure and select "Yes, I agree and would like to continue" to proceed with online pledging.**
- 3. View your current or previous contributions (if applicable)**
- 4. Select how you would like to contribute for the upcoming calendar year:**
 - a. "I choose to continue my current payroll deduction with no changes."
 - b. "I choose to start a new or modify an existing payroll deduction. This option will replace any previous contribution designations."

(If you do not have current or previous deductions, this is the only option you will see.)
 - c. "I choose to discontinue my current payroll deduction."

NOTE: If you are currently a continuous giver (no end date appears in the summary) and do not wish to make any changes, you do not need to complete online pledging. Your contributions will continue as previously specified.
- 5. Authorize continuous or pay period-specific giving**
 - a. Select the first option to give continuously until you wish to make a change, or
 - b. Select the second option to give for a specific number of pay periods during the calendar year; you must also select the number of pay periods desired from the drop down box.
- 6. Add or change contributions**
(If you have current contributions, these will be displayed on this screen.)

- a. For **new deductions**, select an umbrella organization from the drop-down menu, then click the “Add Selection & Continue” button. On the next screen, enter your biweekly deduction amount. If you would like to designate your contribution to a specific member agency under your specified umbrella organization, select from the drop-down menu and enter a biweekly amount for that member agency.

Note: Any amount not designated to a member agency will remain with the umbrella organization you selected.

Once you have finished, click the “Update & Return to Previous Screen” button. Complete the same process to add other deductions as desired.

- b. For **current deductions**, click the “Change” button next to your current umbrella organization deduction that you wish to change; you may change the dollar amounts and/or member agency designations relating to this deduction on the next screen. To remove a deduction, click the “Delete” button. All member agency designations related to the deleted umbrella organization will also be deleted.

7. Review contributions and exit

- a. Click the “I Am Finished Making Selections” button to proceed to the Contribution Summary page for a complete overview of the contributions you’ve selected for the coming year. If you wish to make changes, click the “I Would Like To Modify My Election(s)” button to return to the contribution page.
- b. Check the “Acknowledgement of Contribution” box if you would like a written acknowledgement of your pledge from the charitable organization(s) you chose.
- c. To complete the online process, click the “Save” button. You will have the option to print a confirmation statement for your records after clicking the “Save” button.

Need Help with Online Pledging?

The MI HR Service Center is available to assist with the online pledging process. Customer Service Representatives are available Monday through Friday from 7:00 am to 6:00 pm.

**Call toll-free (877) 766-6447 or (517) 335-0529
TDD 711**

Employees may return to online pledging in MI HR Self-Service, or contact the MI HR Service Center, to make changes to their contributions any time prior to the end of the campaign.

PLEASE NOTE: Each time online pledging is completed, the new selections will overwrite the previous ones.