MICHIGAN SECC
STATE EMPLOYEES CHARITABLE CAMPAIGN

Volunteer Handbook

September 12
to October 14

www.misecc.org

my community.
my cause.
my choice.

MY SECC.

CALL THE MI HR SERVICE CENTER:
877-766-6447 | 711 for Michigan Relay
(deductions will begin January 2017)

TO MAKE A PLEDGE:
www.michigan.gov/selfserv

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SECC Retirees Campaign
Begins August 1, 2016

SECC Campaign Dates
September 12 – October 14, 2016
(official solicitation period)

WHAT IS THE MICHIGAN SECC?

The State Employees Charitable Campaign was originally created to combine all charitable appeals and fundraising drives into one annual event. The active solicitation period offers State of Michigan employees the opportunity to give through bi-weekly payroll deduction or one-time gifts to the charities of their choice.

Benefits to State Employees

- Reduces confusion and workplace disruption
- Ease of giving
- Information and education about charitable giving available to donors
- Easy access to charitable organizations throughout the state, nation, and world
- Builds department pride, sense of engagement and morale
- Continued opportunities for State of Michigan retirees

Benefits to Volunteers

- Increases knowledge of health, human services, community and environmental needs and how charitable organizations work to address these needs
- Increases knowledge of Michigan SECC history and structure
- Increases interaction with fellow active state employees and retirees
- Builds relationships and a sense of shared goals throughout the state through the tradition of giving

Benefits to Umbrella Organizations and Member Charities

- Provides help from community members to solve critical problems
- Builds long-lasting relationships and interactions with State of Michigan employees and retirees
- Raises awareness, donor dollars, volunteer hours, advocacy and interaction for community needs
- Helps the organization decrease fundraising costs and streamline processes so that a greater percentage of the gift goes directly to programs for individuals being served

CAMPAIGN GOALS

- To increase awareness, engagement and understanding of the State Employees Charitable Campaign.
- To engage new donors in both active state employment and retirees.
- To establish and maintain relationships with state employees that will foster engagement on an annual basis.

HISTORICAL INFORMATION

- In 1987, the State Administrative Board adopted a combined campaign to provide State of Michigan employees with an opportunity to continue their generous commitment to charitable organizations through one consolidated campaign.
- Since its inception state employees have raised almost $48 million through the SECC.
- In 2001, with the occurrence of 9/11, the SECC realized its largest amount of contributions of approximately $2.4 million.
- Administrative costs for the SECC efforts are consistently under 10%. (National average is 10% to 50%.) NO STATE FUNDS ARE USED!

SECC CAMPAIGN STRUCTURE

The Michigan SECC uses a campaign structure that brings groups of organizations together to collaboratively campaign on behalf of a variety of groups and causes. This is called a "Federated" or "Umbrella" campaign structure. This is a great way to campaign because it keeps costs low, shares best practices and ensures that there is equal opportunity to participate regardless of an organization's size or location. SECC recognizes that employees are a diverse donor base committed to choice and integrity.

Keep in mind, "partnership" does not mean "ownership". By design, this is a true collaboration and SECC does not "belong" to any one of these individual Federations, United Ways, or participant charities. The State Employees Charitable Campaign belongs to you, the state employee!

SECC OVERSIGHT

The Michigan SECC is administered by a Steering Committee comprised of state employees from the following areas: DTMB, Civil Service Commission, State Employer, Military and Veterans Affairs, Treasury, a Labor organization (currently MSEA) and the most recent past state campaign coordinator. The Steering Committee administers the campaign through subcommittees of state employees and United Way and Federation partners throughout the state. These committees have been charged with maintenance of policy, procedure and programming specifically designed by state employees.

SECC LEADERSHIP

Statewide Campaign Chair

Nick Lyon, Director
Department of Health and Human Services

Annually, a Department or Agency Director is appointed to serve as Campaign Chair. This position plays a key role in:

- Enlisting support of Department Directors throughout state government
- Providing status reports to the Governor and Cabinet
- Participating in key Campaign events and authoring/delivering mass communications

Statewide Campaign Coordinator

Nancy Grijalva, Department of Health and Human Services

The State Campaign Coordinator is appointed by the Campaign Chair to assist with day-to-day activities related to the campaign. The duties include:

- Serves as liaison between Campaign Steering Committee and Chair
- Serves as liaison to Department Coordinators on all aspects of campaign management
- Organizes meetings of Department Coordinators on a periodic basis
- Serves as contact/clearinghouse for issues and problems
- Serves as a member of the Steering Committee for a one-year appointment

- Serves as state point person on training
- Serves as Steering Committee representative on the Marketing/Training subcommittees

Steering Committee
The Steering Committee governs the campaign through policy and procedure and delegates campaign processes and administration to a Statewide Campaign Coordinator, Sub-Committees and the Fiscal Agent/Campaign Director. For a complete list of Steering Committee members visit www.misecc.org.

Fiscal Agent
Heather S. Travis, Michigan Association of United Ways
The Fiscal Agent is a contractual service provider selected by the SECC Steering Committee through a competitive proposal process. The Fiscal Agent selects a Campaign Director to work under the direction of the SECC Steering Committee and assist with the planning, creation, and execution of all campaign events, marketing materials, communications and recognition items.

OTHER KEY VOLUNTEER ROLES

Marketing, Training and Core Development Subcommittees
The SECC Marketing and Training Subcommittee works on an annual basis to create and distribute SECC information and materials. This Subcommittee also designs and hosts trainings for volunteers. The SECC Core Development Subcommittee works on an annual basis to ensure that the SECC operates using transparent and cost-effective campaign methods.

Department Coordinator
Each department appoints a state employee who coordinates the SECC activities within their agency or department. The duties include:

- Develop a plan to motivate workers and employees
- Keep people informed and employ a system to complete Campaign work
- Thank volunteers and donors

The following steps will help Department Coordinators have a successful campaign:

- Consult with last year's Department Coordinator for assistance with analysis, problem areas, issues raised, etc.
- Recruit a diverse team of Volunteers who are committed to the SECC. Department Coordinators work with their leadership to recruit a Volunteer team to help with campaign activities. The number of employees at each worksite determines the number of Volunteers needed within each Department. Large Departments, those with multiple worksites and/or out-state worksites, will likely need a different Volunteer configuration than smaller Departments housed in a central location.
- Gain department support for group solicitation meetings, incentives and special events.
- Publicize the campaign–use employee publications, posters, events and email to add personal contact.
- Kick off the campaign with special department events and activities that will motivate employees to give.
- Ensure that materials are distributed to all employees in your department. Make sure employees are aware of available resources and benefits of the campaign.
- Educate your co-workers about the campaign – your Department's goals, types of agencies funded, etc. Schedule and promote agency fairs/events to educate and motivate your Department.
- Send paper payroll deduction pledge forms to the Civil Service Commission weekly throughout the campaign to: ATTN: MI HR Service Center, P.O. Box 30002, Lansing, MI 48909
- Employees contributing by credit card should mail their form directly to: ATTN: SECC Fiscal Agent/Campaign Director, Michigan Association of United Ways, 330 Marshall Street, Suite 211, Lansing, MI 48912 for processing.

Department Volunteer

This is your campaign. Every success of this effort belongs to you! Volunteers are the individuals responsible for direct, one-on-one

Campaign Contribution Form

gan.gov/selfserv or by contacting the MI HR Service Center at (877) 766-6447 or 711 (for Michigan orm. To give by credit card or debit card via PayPal, visit www.misecc.org and click “Donate Now”!

_____ Employee ID: _____

_____ Daytime Phone Number: _____

_____ Total Number of Staff Participation *(if applicable)*: _____

. Complete sections A, B, E, and F.

s will replace any previous contribution designations). Complete sections A, B, D, E, and F.

Complete sections A, C, D, E, and F.

ctions A and F.

rn this form.

Total Annual Contribution Worksheet

Amount $_____ per pay period x _____ pay periods = $_____ Total Annual Contribution

Self-Service account).

s) and Umbrella and/or Member Charity Code(s) in Section D.

Billing Address for Credit Card Contributions

Street: _____

City: _____ State: _____ Zip: _____

ode) to which you would like to donate. Additional instructions are available on the back of this form.

ode	Amount $ _____	Member Charity Code _____	Amount $ _____	Member Charity Code _____	Amount $ _____
ode	Amount $ _____	Member Charity Code _____	Amount $ _____	Member Charity Code _____	Amount $ _____
ode	Amount $ _____	Member Charity Code _____	Amount $ _____	Member Charity Code _____	Amount $ _____
ode	Amount $ _____	Member Charity Code _____	Amount $ _____	Member Charity Code _____	Amount $ _____

e. I understand my address on file with the State of Michigan will be provided to the organization(s).

_____
e

If contributing by credit card, please send your form directly to the address indicated in Section C of the Instructions on page 2 of this form, otherwise return to your SECC Volunteer (not your HR Office).

INSTRUCTIONS FOR COMPLETING

If you wish to make your contribution online using your MI HR Self-Service account, please go to www.m
Service Center at (877) 766-6447 or 711 (for Michigan Relay) to make a contribution. Enrollment instruc

SECTION A. General Information

- Enter your name, employee ID number, Department, and phone number. If donations were raised by
  the appropriate box.
- Select one of the four campaign options and complete the sections indicated.

SECTION B. Contribution by Payroll Deduction - This section is used to designate the length of your

- You may choose to have your payroll deduction continue for 26 pay periods each year until you elect
  deduction to be taken.
- A worksheet is available if you would like to calculate your Total Annual Contribution.
- Proceed to Sections D, E, and F.

SECTION C. Contribution by Check or Credit Card - This section is to be used to designate a contribu

- Checks must be made payable to the specific organization you choose, ***not SECC.***
- To make a contribution by credit card, please indicate credit card type (MC, Visa, AMEX or Discover),
  confidentiality, please return the contribution form with your credit card information directly to: **Michiga**
  211, Lansing, MI 48912.
- Proceed to Sections D, E, and F.

SECTION D. Contribution Designation - This section is used to designate the organization or member
contribution(s). The SECC Charity Listing & Resource Guide lists all of the Umbrella Organizations and t
identified by a four-character alpha-numeric code (beginning with either T or U) in the Guide. Specific Me

1. **Donate to an Umbrella Organization only** (Donations will be used to fund a variety of local c
   - Locate the Umbrella Organization of your choice in the Charity Listing & Resource Gu
   - Enter the Umbrella Organization Code and total biweekly amount (or total contribution
   - Repeat the above two steps if more than one new Umbrella Organization Code is des
   - Proceed to the appropriate section as described in Section A.
2. **Donate to a specific Member Charity only** (Donations will be used to fund programs of the s
   - Locate the Umbrella Organization that your Member Charity falls under in the Charity
   - Enter the Umbrella Organization Code and total biweekly amount (or total contribution
   - Enter the Member Charity Code and the biweekly amount (or total amount if making a
     desired under the same Umbrella Organization Code (maximum of eight). Your total c
     Organization amount box.
     Example *(in this example, the employee is contributing $10.00 to Member Charity 123*

Umbrella Organization	Organization Code	Total Amount		Member Charity	Member Charity C
	T999	$ 30.00	➔		1234

   - If you would like to donate to a specific Member Charity under a different Umbrella Or
   - Proceed to appropriate section as described in Section A.
3. **Donate to an Umbrella Organization and a specific Member Charity**
   - Locate the Umbrella Organization of your choice in the Charity Listing & Resource Gui
   - Enter the Umbrella Organization Code and ***total*** biweekly amount (or total contribution
     Umbrella Organization box.
   - Enter the Member Charity Code and the biweekly amount (or total amount if making a
   - Repeat the above two steps if more than one new Umbrella Organization Code is desi
     indicated. Your total contribution to Member Charities may not exceed the total bi-weel
     Example *(in this example, the employee is contributing $20.00 to Umbrella Organizatio*

Umbrella Organization	Organization Code	Total Amount		Member Charity	Member Charity C
	T999	$ 40.00	➔		5432

   - Proceed to the appropriate section as described in Section A.

SECTION E. Acknowledgement

The SECC Steering Committee will send an acknowledgement of your pledge via email. Please check th
organization(s) and proceed to Section F.

SECTION F. Authorization

Please sign and date the contribution form. Return your completed form to your SECC Volunteer OR ma
your records. Visit www.misecc.org for more information.

THE SECC CONTRIBUTION FORM

ichigan.gov/selfserv. If you do not have access to MI HR Self-Service you may also contact the MI HR
tions can be found online at www.misecc.org or in your MI HR Self-Service account.

multiple staff in your department, list the activity and approximate number of staff who participated in

payroll deduction.
to end them, or you may select a specific number (from 1 to 26) of pay periods for your payroll

ution by check or credit card.

account number, expiration date, and billing address of the credit card. In order to ensure
an Association of United Ways, SECC Fiscal Agent/Campaign Director, 330 Marshall Street, Suite

charity to which your contributions will be donated. There are several ways to allocate your
heir Member Charities that are participating in this year's campaign. Each Umbrella Organization is
ember Charities are identified by a four-digit numeric code. If you would like to:
charitable programs and member charities.)
ide.
amount if making a one-time contribution) in the Umbrella Organization box.
ired.

specified member charity.)
Listing & Resource Guide.
amount if making a one-time contribution) in the Umbrella Organization box.
one-time contribution) in the Member Charity box. Repeat if more than one Member Charity Code is
ontribution to Member Agencies may not exceed the total biweekly amount entered in the Umbrella

34, $12.00 to Member Charity 2341, and $8.00 to Member Charity 3412):

Code	Amount	Member Charity Code	Amount	Member Charity Code	Amount
	$ 10.00	2341	$ 12.00	3412	$ 8.00

ganization, repeat the above steps on the next contribution designation line.

de.
amount if making a one-time contribution) you will be giving to all organizations and agencies in the

one-time contribution) for the specified charity in the Member Charity box.
red. The amount not designated to a Member Charity will remain with the Umbrella Organization
kly amount entered in the Umbrella Organization amount box.
on T999, $10.00 to Member Charity 5432, and $10.00 to Member Charity 5234):

Code	Amount	Member Charity Code	Amount	Member Charity Code	Amount
	$ 10.00	5234	$ 10.00	___ ___ ___ ___	$

he box if you would like to receive an acknowledgement of your charitable gift directly from the

il to ATTN: MI-HR Service Center; P.O. Box 30002; Lansing, MI 48909. Keep a copy of this form for

State Employees Charitable C

Contributions by payroll deduction can be made through your MI HR Self-Service Account at www.michig
Relay). Online pledges DO NOT require a form. Contributions by check can only be made by using this fo

A. General Information (PLEASE PRINT LEGIBLY)

Employee Name: _____

Department: _____

Staff Activity/Event *(if applicable)*: _____

Please choose one of the following options:

- ☐ I choose to continue my current payroll deduction with no changes
- ☐ I choose to start a new or modify my current payroll deduction (this
- ☐ I choose to make a one-time contribution by check or credit card. C
- ☐ I choose to discontinue my current payroll deduction. Complete se

If you are not a current giver and do not wish to contribute, do not retu

B. Contribution by Payroll Deduction

I authorize the following deduction to begin the first payday in January:

- ☐ I would like my payroll deduction to continue every pay period each year until I elect to end it.
- ☐ I would like my payroll deduction to continue for _____ (1-26) pay periods.

C. Contribution by Check or Credit Card *(This option is not available through your MI HR*

Complete the information below to make a one-time contribution. Enter total annual contribution amount(

- ☐ Make check payable to the specific organization(s) you choose, **not SECC**. *See instructions on page 2 for this section.*
- ☐ Credit Card ($20 minimum) _____ MC _____ VISA _____ AMEX _____ DISCOVER

Account #: _____ Exp. Date: _____

See instructions on page 2 for this section.

D. Contribution Designation (PLEASE PRINT LEGIBLY)

Please indicate the Umbrella Organization (4-digit code) and optional Member Charity Code(s) (4-digit co

Umbrella Organization	Organization Code _____	Total Amount $ _____	➔	Member Charity(ies)	Member Charity Co _____
Umbrella Organization	Organization Code _____	Total Amount $ _____	➔	Member Charity(ies)	Member Charity Co _____
Umbrella Organization	Organization Code _____	Total Amount $ _____	➔	Member Charity(ies)	Member Charity Co _____
Umbrella Organization	Organization Code _____	Total Amount $ _____	➔	Member Charity(ies)	Member Charity Co _____

E. Acknowledgement of Contribution

☐ I wish to have my charitable gift acknowledged via mail by the organization(s) I have designated abov

F. Authorization

_____ _____

Employee Signature **Dat**

communication with state employees. It is each Department's decision on how best to reach employees through a Volunteer network to meet Department fundraising goals.

The most successful volunteer teams are those that follow these steps to create a plan, communicate that plan and then stick to it:

- Attend training and use provided materials and toolkit.
- Read and familiarize yourself with campaign materials.
- Obtain campaign materials and distribute, either electronically or hard copy.
- Interact with each employee to encourage giving and participation. Initiate the conversation and explain the campaign history and its benefits.
- Encourage renewal and (ideally) increased gift from existing donors.
- Encourage gifts from first-time donors.
- Become familiar with the online pledging process so that you can be a resource for donors who need help.
- Collect paper pledge forms other than credit card and online pledges.
- Submit pledge forms indicating payroll deduction to Department Coordinator on a weekly basis.
- Send checks and credit card pledges to: ATTN: SECC Fiscal Agent/Campaign Director, Michigan Association of United Ways, 330 Marshall Street, Suite 211, Lansing, MI 48912

WHAT YOU SHOULD KNOW

Why SECC?

Let's face it, in order to keep individuals healthy, families strong, and keep our planet in top shape, it takes time, dedication and money, but too many "asks" can make donors feel frustrated and confused. Historically, that's the very reason the SECC was created, to reduce confusion and consolidate initiatives to help a number of different charities through one unified campaign.

For about five weeks in the fall, employees throughout the state are given the opportunity to participate in the state charitable campaign via payroll deduction online through your MI HR Self-

Service Account. Whether a person gives time, money and/or some other necessary resource through the SECC is completely up to them.

Participation in the annual SECC ensures that the most efficient and consistent pathway is being used for state employees to support our tradition of giving.

For donor CHOICE in giving, CONFIDENCE in charitable partners and CONVENIENCE of payroll deduction, the SECC is the preferred method of giving for state employees.

PARTICIPATING CHARITIES

The Michigan SECC is open to qualifying charities that meet all application requirements and deadlines set forth by the SECC Steering Committee. To protect the integrity of the campaign, each umbrella organization must possess the following documentation for itself and each member charity it represents when applying for campaign participation:

- The most recent 501(c)(3) determination letter from the IRS
- Current Charitable Solicitation Registration (License to Solicit) or exemption letter from the State of Michigan Attorney General
- The most recent available IRS Form 990, 990-EZ or Pro forma financials
- SECC Affirmation of Non-Discrimination

Visit www.misecc.org for more information.

TOOLS FOR BUILDING A SUCCESSFUL CAMPAIGN

1. **Inspire.** With the help of your Department Coordinator and your leadership, recruit a SECC planning team to help you organize and prepare a campaign that is right for your work environment.
2. **Request Regional Campaign Support.** Visit www.misecc.org/lcoas.html to get help in these ways:
    - Coordinating with all participating SECC Federations and United Ways to assist in providing speakers,

information and representatives at special events
- Training volunteers on building charitable campaigns in specific work environments
- Marketing the campaign
- Set campaign goals

3. **Develop a Plan.** Meet with your volunteers to develop a plan in advance for what you will do, how you will do it and by when.
4. **Follow a Campaign Timeline.** Set a campaign timeline and be committed to reach your department goals based on the culture of your work environment. A main goal is to strengthen relationships with fellow state employees through charitable giving.
5. **Plan Education, Information and Knowledge Components.** Arrange for multiple events/agency fairs, speakers, tours and/or volunteer days for employees at SECC partner organizations. Each of these activities will strengthen understanding of the importance of charity work and the daily commitment of participating charitable organizations.
6. **Campaign Results.** Monitor campaign results at www.misecc.org and publicize them to your department donors.
7. **Thank You! Thank You! Thank You!** Remember to thank all donors and recognize volunteers for their efforts.
8. **Establish Year-Round Communication.** Connect with Regional Campaign Supports to educate, engage and involve your department employees in local communities even after the campaign ends.

ENCOURAGE GIVING

Group Solicitation

A group meeting or fun event is an easy way to start the conversation about giving. It not only gives charities a chance to speak to donors but it also gives state employees the opportunities to share their stories and experiences with giving! Remember that you have a lot of help if you need it. There is plenty of support available to assist you in organizing these meetings/events. Use resources available at www.misecc.org to make your job easier and more fun!

Before Your Campaign Presentation:

- Be prepared and know the needs of your community.
- Know how your donor dollars can be used.
- Know why you are participating and why your co-workers should.
- Ask with pride for the State Employees Charitable Campaign. Take pride in being the potential bridge for that donor from need to impact, donation to solution.

20-Minute Campaign Discussion:

- Welcome the group.
- Allow management to kick off the meeting to show their support of the crucial SECC effort.
- Present the SECC facts – The SECC is a state employee owned initiative.
- Have a spokesperson from an SECC charity, an agency fair, an information table or other charity representatives on hand to answer questions.
- Make "the ask" – Ask employees to give through payroll deduction, by check or credit card.
- Promote choice – more than 1,200 participating organizations.
- Express your gratitude for your co-worker participation.

Individual Solicitation

Talking one on one with co-workers about giving is a very enriching experience. It promotes sharing of experiences and stories. Our individual conversations build relationships because they can be tailored to encourage donors to give to the causes that he or she believes in.

- Present the SECC facts. The SECC is a state employee owned initiative.
- Educate the donor about how the SECC can help the charities they believe in.
- Choice. There are more than 1,200 organizations to learn about and choose from.
- Ask, "Is there any additional information that you need?" and "Do you have any questions?" If you are asked a question and do not know the answer, just be honest and

tell them that you will get back with them once you check with your Department Coordinator.

OBJECTIONS AND DETRACTORS

Objections to the SECC will arise and are a natural part of the charitable giving process. The most effective way to handle objections is through education. Allowing individuals to express their opinion is a first step in the conversation about the great service the SECC provides and the wonderful work of the SECC charitable partners.

Other Tips:

- Deal with objections that may arise and be sure to make note of the specific objection so you can forward the question to the Fiscal Agent/Campaign Director or your Department Coordinator.
- The potential donor is not attacking you; they may just need more information to help them understand.
- Charitable giving is not a priority for everyone. People sometimes need help making meaning out of charitable giving and its benefits.
- Be confident that you have many resources in the SECC Community. Help is a phone call or email away!
- ONLINE PLEDGING: Encourage employees to give online using payroll deduction at www.michigan.gov/selfserv or by calling the MI HR Service Center at (887) 766-6447 or dial 711 for Michigan Relay. Completed pledge forms can be faxed directly to the MI HR Service Center at (517) 241-5892.

For a step-by-step pledging tutorial visit www.misecc.org/volunteers.html.

DEBIT/CREDIT CARD PLEDGING

Employees electing to contribute via credit or debit card have the option to do so at www.misecc.org. Click "Donate Now".

Employees wishing to donate using a paper pledge form for a

check or credit card donation may do so; however, the forms and checks must be collected by SECC volunteers and mailed directly to:

ATTN: SECC Fiscal Agent/Campaign Director
Michigan Association of United Ways
330 Marshall Street, Suite 211
Lansing, MI 48912

PAPER PLEDGE FORM

SECC Volunteers are responsible for collecting paper pledge forms from employees donating through payroll deduction. Those forms should be forwarded weekly to the Department Coordinator who is responsible for sending these forms through ID Mail to:

ATTN: MI HR Service Center
P.O. Box 30002
Lansing, MI 48909

CASH WILL NOT BE ACCEPTED.

Turn all cash into a check or money order and accompany with a pledge form before submitting to the SECC Fiscal Agent/ Campaign Director.

TRACKING AND REPORTING CAMPAIGN RESULTS

Reports will be posted weekly at www.misecc.org. You may also contact your Department Coordinator or Fiscal Agent/Campaign Director for specific giving reports.

MEDIA

To provide a consistent message to the public about the State Employees Charitable Campaign, all media inquiries should be directed to the SECC Steering Committee Chair.

Campaign Artwork by Brian Whitfield, Michigan Department of Transportation, Mapping and Graphics Unit.

Campaign materials printed by the Legislative Service Bureau. No state funds are used.