

my community.
my cause.
my choice.
MY SECC.



Volunteer Training Agenda June 29, 2018

- 8:00 – 8:30 Registration and Refreshments
- 8:30 – 8:45 Welcome (About the Campaign/History/Why SECC/Training Goals)
(Jennifer Edmonds, MSHDA – SECC Steering Committee Chair)
- 8:45 – 9:00 Volunteer Roles, Campaign Goals, Timelines
(Rodney Parkkonen, TED – SECC Statewide Coordinator)
- 9:00 – 9:25 Resources: Website (Toolkit) Pledging Options/Tutorial, Materials, Volunteer Conference Calls, Kick Off Events
(Heather Travis MAUW/SECC – Fiscal Agent/Program Director)
- 9:25 – 9:35 Event Planning/Games and Ideas/Staying Legal
(Jennifer Edmonds, MSHDA – SECC Steering Committee Chair)
- 9:35 – 9:50 Regional Campaign Support/LCOAs
(Nick Lynch, Capital Area United Way – SECC Local Campaign Operating Agency)
- 9:50 – 10:00 Questions
(Heather Travis, SECC Marketing Team)
- 10:00 – 10:10 Break
- 10:10 – 10:30 "Know YOUR Why"
(Tom DeCoursey, Global Impact – SECC Federation Partner)
- 10:30 – 11:30 Campaign Planning for Your Department – Small Group Discussion
(no webinar portion)



2018-2019 TIMELINE AND IMPORTANT CAMPAIGN DATES

Volunteer Training (Lansing MI)	June 29
Material Request Forms Due	July 13
Pre-Campaign Conference Call for Volunteers	July 19
Material Distribution	August 15–Sept. 2
Pre-Campaign Conference Call for Volunteers	August 30
Statewide Email/Video from Governor/Lt. Governor	September 5
Statewide Email/Video from Director Curtis (TED)	September 10
Campaign Start – <i>online pledging opens</i>	September 10
Lansing Kickoff (Mall/Quad)	September 10
Detroit Kickoff (Cadillac Place)	September 12
Mid-Campaign Conference Call for Volunteers	September 27
Campaign End – <i>online pledging closes</i>	October 12
Donations from Fundraising Events Due	October 26
Department Coordinator Thank You/Lessons Learned	November 7

Process checks and pledge forms weekly.

Payroll deduction pledge forms should be sent to:

ATTN: MI-HR Service Center
P.O. Box 30002
Lansing, MI 48909
Questions? (877) 766-6447

Check, money order and/or credit card donations with forms should be sent to:

ATTN: MAUW/SECC Fiscal Agent
330 Marshall Street, Suite 211
Lansing, MI 48912
Questions? Contact Heather Travis at (517) 664-9800 or travish1@michigan.gov

NOTE: The SECC does NOT accept cash. All donations should be sent to MAUW in the form of a check or money order and should be made payable to the charity you are donating to, not SECC.



VOLUNTEER ROLE DESCRIPTION

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

1. Attend training and use provided materials and toolkit.
2. Read and familiarize yourself with campaign materials.
3. Obtain campaign materials from your department coordinator and distribute to staff in your building.
4. Interact with each employee to encourage giving and participation. Initiate the conversation and explain the campaign history and its benefits.
 - a) Inform – Do employees in your office know what the SECC is? Do they know that the SECC was created 'by' state employees 'for' state employees? Do they know they can donate to more than 1,000 individual charities through payroll deduction? Do they know that deductions won't start until the first pay period in January?
 - b) Secure renewal and (ideally) increased gift from existing donors.
 - c) Secure gifts from first-time donors.
5. Become familiar with the online pledging process so that you can be a resource for donors who need help.
6. Collect paper pledge forms other than credit card and online pledges.
7. Submit pledge forms indicating payroll deduction to Department Coordinator on a weekly basis.
8. 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**

GIVING AND GOALS BY DEPARTMENT



**The below totals reflect payroll deduction only.*

DEPARTMENT	DEPARTMENT TOTALS 2017-18	NUMBER OF EMPLOYEES	# OF DONORS	PARTICIPATION P ERCENTAGE	AVERAGE DONATION	2018-19 GOAL REFLECTS 1% INCREASE	2018-19 GOAL REFLECTS 3% INCREASE	2018-19 GOAL REFLECTS 5% INCREASE
AGRICULTURE	\$11,876	490	44	9%	\$270	\$11,995	\$12,232	\$12,470
ATTORNEY GENERAL	\$8,288	548	31	6%	\$267	\$8,371	\$8,537	\$8,702
AUDITOR GENERAL	\$5,330	144	9	6%	\$592	\$5,383	\$5,490	\$5,597
CIVIL RIGHTS	\$2,028	102	13	13%	\$156	\$2,048	\$2,089	\$2,129
CIVIL SERVICE COMMISSION	\$15,298	450	64	14%	\$239	\$15,451	\$15,757	\$16,063
CORRECTIONS	\$88,761	12,371	736	6%	\$121	\$89,649	\$91,424	\$93,199
EDUCATION	\$14,337	544	36	7%	\$398	\$14,480	\$14,767	\$15,054
ENVIRONMENTAL QUALITY	\$37,401	1,171	108	9%	\$346	\$37,775	\$38,523	\$39,271
EXECUTIVE OFFICE	\$234	74	3	4%	\$78	\$236	\$241	\$246
HEALTH & HUMAN SERVICES	\$143,116	14,676	719	5%	\$199	\$144,547	\$147,409	\$150,272
HOUSE	\$9,334	591	16	3%	\$583	\$9,427	\$9,614	\$9,801
INSURANCE & FINANCIAL SERVICES	\$17,081	307	48	16%	\$356	\$17,252	\$17,593	\$17,935
JUDICIARY	\$21,824	950	45	5%	\$485	\$22,042	\$22,479	\$22,915
LEGISLATIVE RETIREMENT	\$1,300	2	1	50%	\$1,300	\$1,313	\$1,339	\$1,365
LEGISLATIVE SERVICES BUREAU	\$2,921	119	21	18%	\$139	\$2,950	\$3,009	\$3,067
LICENSING & REGULATORY AFFAIRS	\$43,480	2,042	169	8%	\$257	\$43,915	\$44,784	\$45,654
LOTTERY	\$3,710	366	17	5%	\$218	\$3,747	\$3,821	\$3,896
MEDC/MSF (TED)	\$2,379	325	13	4%	\$183	\$2,403	\$2,450	\$2,498
MILITARY & VETERANS AFFAIRS	\$4,999	832	24	3%	\$208	\$5,049	\$5,149	\$5,249
MSHDA (TED)	\$11,150	336	57	17%	\$196	\$11,262	\$11,485	\$11,708
NATURAL RESOURCES	\$22,633	1,993	60	3%	\$377	\$22,859	\$23,312	\$23,765
SENATE	\$13,129	358	32	9%	\$410	\$13,260	\$13,523	\$13,785
STATE	\$16,250	1,556	105	7%	\$155	\$16,413	\$16,738	\$17,063
STATE POLICE	\$28,406	2,974	156	5%	\$182	\$28,690	\$29,258	\$29,826
TALENT & ECONOMIC DEV.	\$14,794	589	45	8%	\$329	\$14,942	\$15,238	\$15,534
TECHNOLOGY, MGMT. & BUDGET	\$71,406	3,097	244	8%	\$293	\$72,120	\$73,548	\$74,976
TRANSPORTATION	\$46,313	2,827	203	7%	\$228	\$46,776	\$47,702	\$48,629
TREASURY	\$29,682	1,336	112	8%	\$265	\$29,979	\$30,572	\$31,166
SUBTOTAL	\$687,460	51,170	3,131	6%	\$220	\$694,335	\$708,084	\$721,833

**The above totals reflect payroll deduction only.*

Visit www.misecc.org/volunteers to access department or county specific campaign reports.

The below totals reflect what was raised through fundraising events (i.e. casual days, penny wars, pot luck, chili cook-off, etc.)

As of December 5, 2017 (17-18 campaign)

DEPT	Check
Agriculture and Rural Development (MDARD)	\$0.00
Attorney General	\$2,205.00
Civil Rights (MDCR)	\$0.00
Civil Service Commission (MCSC)	\$1,647.00
Corrections (MDOC)	\$9,522.68
Department of State	\$180.00
Education (MDE)	\$180.00
Environmental Quality (DEQ)	\$3,381.89
Executive Office	\$107.00
Health and Human Services (DHHS)	\$2,120.00
House of Reps/House Fiscal	\$130.00
Housing and Development Authority (MSHDA)	\$2,676.70
Insurance and Financial Services (DIFS)	\$2,578.50
Judicial	\$704.00
Licensing and Regulatory Affairs (LARA)	\$7,659.68
Military and Veteran Affairs (DMVA)	\$100.00
Natural Resources (DNR)	\$255.00
State Police (MSP)	\$177.00
TED/MEDC	\$1,580.00
Technology, Management and Budget (DTMB)	\$4,274.91
Transportation (MDOT)	\$16,386.22
Treasury	\$965.52
TOTAL	\$56,831.10

SAMPLE DEPARTMENT COMMUNICATIONS FOR CAMPAIGN KICKOFF



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

Impact someone's life by giving through the State Employees Charitable Campaign (SECC). The SECC is the one and only annual fundraising drive for charities that supports a variety of causes – from health care, education, the environment, animals, to programs for kids and seniors. With more than 1,000 participating charities, it's easy to give to a cause that's important to you.

From **September 10 through October 12, 2018**, Department Volunteers will be enlisting your campaign support. Take a minute to talk to them about what the campaign offers or visit www.misecc.org for the latest campaign information. Then sign up – it's never been easier. Choose from over 1000 participating organizations listed in the "SECC Charity Listing and Resource Guide" that you wish to support and make your pledge. Pledge online through your MI HR Self-Service account, call the MI HR Service Center at (877) 766-6447 or use the paper pledge form.

Department Volunteers stand ready and willing to help answer your questions. Follow our department online at www.misecc.org to track our pledging. Join thousands of state employees who add value to their communities by giving.

SAMPLE WEEKLY CONTENT

See samples language below for weekly emails to state employees in your department/workplace:

✓ **WEEK 1**

Subject Line: SECC Online Pledging Opens September 10th

The State Employees Charitable Campaign is YOUR campaign! It was created BY state employees FOR state employees. For donor CHOICE in giving, CONFIDENCE in charitable partners and CONVENIENCE of payroll deduction, the SECC is the preferred option for state employees.

September 10th through October 12th – MAKE a pledge and MAKE a difference!
More info at www.MISECC.org and Facebook/MISECC and Twitter@MISECC

OR

Subject Line: SECC KICKOFF STARTS TODAY!

More info at www.MISECC.org and Facebook/MISECC and Twitter@MISECC

✓ **WEEK 2**

Subject Line: MAKE SURE TO CHECK OUT MISECC.ORG

Change someone's life in the community where you LIVE, WORK or VOLUNTEER!

DID YOU KNOW?

\$1.00 per week or \$2.00 per pay period—*the price of a can of soda a week*

- Provides a specially made smoke detector for a family with a hearing-impaired child.
- Provides credit counseling and financial literacy services for one woman in a transitional housing program.

Call the MI HR Service Center! You can make your payroll contributions over the phone by contacting the MI HR Service Center toll-free at (877) 766-6447.

September 10th through October 12th – MAKE a pledge and MAKE a difference!
More info at www.MISECC.org and Facebook/MISECC and Twitter@MISECC

✓ **WEEK 3**

Subject Line: LIKE US ON FACEBOOK AND TWITTER

Choose from over 1000 charitable organizations and find a cause that's most important to you.

DID YOU KNOW?

\$2.00 per week or \$4.00 per pay period—*the price of one can of Red Bull*

- Provides a one-room, two-night stay for an individual or small family displaced by a house or apartment fire.
- Provides training for four new volunteers.

September 10th through October 12th – MAKE a pledge and MAKE a difference!
Please contact your Department Coordinator for a pledge form and brochure today!

✓ **WEEK 4**

Subject Line: OVER 25 YEARS-NEARLY \$50 MILLION

Choose your CAUSE. Choose your CHARITY. Choose SECC.

DID YOU KNOW?

\$5.00 per week—*the price of a fast-food lunch*

- Provides one hour of counseling to a troubled youth.
- Provides materials for activities conducted with children in a site-based mentoring program.

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

September 18th through October 20th – MAKE a pledge and MAKE a difference!
More info at www.MISECC.org and Facebook/MISECC and Twitter@MISECC

✓ **WEEK 5**

Subject Line: CHOICE, CONVENIENCE, CONFIDENCE

September 10th through October 12th – MAKE a pledge and MAKE a difference!

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.

Thank you in advance for supporting our annual SECC tradition of giving.

More info at www.MISECC.org and Facebook/MISECC and Twitter@MISECC

✓ **CAMPAIGN WRAP-UP**

Subject Line: THANK YOU!

A special thanks to all those people in our Department who were able to give through the State Employees Charitable Campaign. Through your generosity, so far our Department has raised \$_____ together, helping people and causes in need.

2018-2019 SECC Department Coordinators

Department	Contact	Phone	Email
Agriculture & Rural Development (MDARD)	Sherri Goodreau	(517) 284-5733	goodreaus@michigan.gov
Attorney General	Veronica Estrada	(517) 373-1110	estradaV@michigan.gov
Auditor General	Jackie Lawson	(517) 334-8050	jlawson@audgen.michigan.gov
Civil Rights (DCR)	Sheila Hursey	(517) 335-3165	hurseys@michigan.gov
Civil Service Commission (MCSC)	Mary Gobbo	(517) 335-5588	gobbom@michigan.gov
Corrections (MDOC)	Holly Kramer	(517) 335-3090	KramerH@michigan.gov
Education (MDE)	Grace Wirth	(517) 373-4224	wirthg@michigan.gov
Environmental Quality (DEQ)	Karen Pennell	(517) 284-6732	pennellk@michigan.gov
Executive Office	Nancy Grijalva	(517) 241-1193	GrijalvaN@michigan.gov
Health & Human Services (DHHS)	Cheryl Rockefeller	(517) 284-4998	rockefellerc@michigan.gov
House of Reps/House Fiscal	Denise Brabant	(517) 373-0293	dbrabant@house.mi.gov
Housing & Development Authority (MSHDA)	Jennifer Ferguson	(517) 241-2272	fergusonj1@michigan.gov
Insurance & Financial Services (DIFS)	Nancy Hill	(517) 284-8658	hilln1@michigan.gov
Judiciary	Abby Tithof	(517) 373-9435	tithofa@courts.mi.gov
Legislative Service Bureau (LSB)	Chelcee Dalla-Vecchia	(517) 373-2522	cdalla-vecchia@legislature.mi.gov
Licensing and Regulatory Affairs (LARA)	Joy Ryan	(517) 373-9280	RyanJ2@michigan.gov
Lottery	Lucy Kish	(517) 335-5683	kishL1@michigan.gov
MEDC/MSF	Marcy Wieber	(517) 335-8313	wieberm1@michigan.org
Military & Veterans Affairs (DMVA)	Mary McGinnis	(517) 481-7654	mcginnism2@michigan.gov
Natural Resources (DNR)	Jolene Priest	(517) 248-5925	priestj1@michigan.gov
Senate	Shelli Hanselman	(517) 373-2444	shanselman@senate.mi.gov
Senate Fiscal	Josh Sefton	(517) 373-5303	jsefton@senate.mi.gov
State - SOS	Laura Lehman	(517) 373-0221	LehmanL@michigan.gov
State Police (MSP)	Jane Hensley	(517) 335-9900	hensleyj3@michigan.gov
Talent and Economic Development (TED)	Rodney Parkkonen	(517) 335-3212	ParkkonenR@michigan.gov
Technology, Management & Budget (DTMB)	Jordan Wascha	(517) 241-5545	WaschaJ@michigan.gov
Technology, Management & Budget - OSE	Wayne Maybaugh	(517) 241-7714	maybaughw@michigan.gov
Transportation (MDOT)	Patrick McCarthy	(517) 373-1496	mccarthyp@michigan.gov
Treasury	Tammy Kline	(517) 373-3223	Klinet2@michigan.gov



SECC PRINT AND PROMOTIONAL MATERIALS

The following items are available for promotion of the campaign. Print materials are available in an unlimited supply. All other items are subject to availability.

Contact your department coordinator to see what is available or to request items for your facility/post or region.

Available Items:

- Charity Listing & Resource Guide (*12 page booklet listing over 1,000 charities*)
- Volunteer Handbook
- Pledge Form (*one page, double-sided*)
- Post Cards
- Posters (*8.5 x 22*)
- SECC Stickers (*round*)
- Re-usable Grocery Tote Bags (*available in limited quantity*)
- Rubber Bracelets (*casual day, chili cook-off, etc.*)
- Candy (*buttermints*)
- Balloons
- Stress Balls (*available in limited quantity*)
- Small Vinyl Banners (*12 x 36*)

Find your department coordinator here: <https://misecc.org/department-coordinators/>

SECC SEARCHABLE CHARITY DATABASE

Now you can easily find your favorite charity through the SECC website! Just visit www.misecc.org and click on 'Charities'.

Search by:

- Umbrella Organization: United Ways or Federation Partners (i.e. Global Impact, Capital Area United Way, Michigan Pet Fund Alliance, United Way of Marquette County, etc.)
- Service Area: Statewide, National, International or by County (Alpena, Baraga, Berrien, Clinton, Oakland, Washtenaw, etc.)
- Organization 'Type': Animal Related, Arts, Civil Rights, Environmental, Food, Housing and more
- Name: Type in whatever you want (cat, diabetes, veterans, ymca)
- Search the Alphabet: Just click on a letter A to Z



HOME DONATE NOW ▾ DONORS ▾ CHARITIES ▾ VOLUNTEERS ▾ FAQs ABOUT US CONTACTS ▾

Search Charity Listings

Search Criteria

Service Area: Ingham × Oakland ×
Organization Types:
Environmental - Quality -
Protection & Beautification (7) ×

All Umbrella Organizations ▾

Ingham (3), Oakland (5) ▾

Environmental - Quality - Protection & Bea ▾

Reset Search Criteria

ANY # A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

CLEAN WATER FUND, MI CHAPTER [4008]

Mission: Neighborhood-based action and education programs bringing people, businesses and government together for sensible solutions that protect water and health, prevent pollution, and conserve natural resources.

CLINTON RIVER WATERSHED COUNCIL [4009]

Mission: Protecting, enhancing, and celebrating the Clinton River, it's watershed and Lake St. Clair through education, stewardship, and watershed management.

DETROIT AUDUBON SOCIETY [4013]

Mission: Promotes and protects birds, other wildlife, their habitat and Michigan's natural resources through public education programs, research, advocacy, sanctuary management and citizen action

FRIENDS OF THE ROUGE [4020]

Mission: Promotes restoration and stewardship of Rouge River ecosystem through education and citizens, improving quality of life of people, plants, and animals of the watershed.

GREEN LIVING SCIENCE [4088]

Mission: Building awareness of and passion for the environment through education and service so Southeastern Michigan and Detroit can become cleaner, healthier, and more sustainable communities.

LEGACY LAND CONSERVANCY [4053]

Mission: Securing for current and future generations a land base for nature, agriculture, fresh water, and recreation in Washtenaw and Jackson Counties.



SECC Games and Ideas

All fundraising events must have prior approval as required by your department and/or location.

- BBQ
- Pancake breakfast
- 'Meet the Charities' luncheon
- Golf outing
- Hawaiian shirt day
- Ugly sweater or tie day
- Balloon Surprise—buy/pop a balloon with prizes
- Workplace candy cart
- Potluck lunch
- Movie night/hockey night
- Ice cream sundae day
- Employee cookbook for sale
- Progressive breakfast - everyone brings something and sets up in their office
- Casual day/fancy day (use SECC rubber bracelets)
- Shoot the suit (paintball the boss!)
- Superhero costume day
- Nacho day
- Holiday cookie or tree ornament sale
- Office golf - every staff member turns their office into a golf course hole using office supplies.
- Employee donation auction
- Garage sale
- Pumpkin carving contest
- Chili cook-off
- Paper airplane contest
- Office supplies sculpture contest
- Dessert day/bake sale
- Office chair races
- Guess the legs contest
- Fashion show
- Talent show
- Soda and pizza day
- Scavenger hunt
- Sock hop lunch break
- Baby picture guessing contest
- Swear Jar (good money maker!)
- Bingo
- Dress up the boss
- Guess how many jelly beans
- Dance-a-thon
- Office hallway bowling
- Penny or coin drive
- Head shaving
- Adult spelling bee
- Office door decoration contest
- Team weight loss
- Silent auction
- Team Chia Pet Contest
- Spaghetti dinner

Team up with another department to add some competition!

Visit www.misecc.org for more games and ideas.

SECC Fundraisers Staying Legal



As Volunteers for the State Employees Charitable Campaign, the activities we do reflect on the campaign as a whole. As such, it's important to be aware of not only your Departments' rules regarding fundraising activities but also State laws as well.

Alcoholic Beverages

Applicable Laws and Administrative Rules related to Liquor require that a special license be obtained in order to legally sell or offer alcohol, including "for the purpose of allowing the organization to sell, at auction, wine donated to the organization." If any such prizes or auction items are being offered through SECC related activities, please make sure that they are done so legally by contacting the Michigan Liquor Control Commission to obtain the required special license. Related laws and rules can be found at [here](#). If you have any questions or need assistance, contact Barbara Subastian, Regional Manager of Enforcement for the Michigan Liquor Control Commission at 517-284-6330 or subastianb@michigan.gov.

Raffles, 50-50, Bingo and other Charitable Gaming Activities

Michigan law requires that a special license be obtained from the Charitable Gaming Division of the Michigan Lottery for any games of chance, including raffles and bingo games.

If you would like to hold a raffle*, for either cash or prizes, information about obtaining a raffle license can be found at: http://www.michigan.gov/documents/BSL-CG-1824_26045_7.pdf.

Information regarding Bingo regulations can be found at:

<http://www.michigan.gov/cg/0,4547,7-111-34996---,00.html> and the application for a Special Bingo License can be found at: http://www.michigan.gov/documents/BSL-CG-1237_1330_7.pdf.

****NOTE: Requests for a raffle license must be submitted to the Michigan Association of United Ways (MAUW) 8 weeks prior to event.***

All requests for a raffle license are subject to approval by the MAUW Board of Directors and the SECC Steering Committee Chair.

Not all requests can/will be granted.

GROUP DISCUSSION QUESTIONS

What is unique about different employees that work in your department throughout Michigan? What about their different work environments or functions is relevant to how we can market SECC to them?

How can you determine the support of Management and Leadership in regard to the SECC? How will you build Leadership into your marketing efforts?

How do you market to people who have no idea what SECC is?

What is the overall message that you want to say to employees in your department about SECC? Who is the best person to deliver that message? How often and in what ways?

Think about the LCOAs throughout the state. How will you use them in planning with your volunteers in regional locations? How can we assure that regional volunteers are working with LCOAs to plan local events?

What type of information/contact from SECC Administrators and State Coordinators would you find most helpful? How often would you like updates/information, etc.?