

TABLE OF CONTENTS	PAGE
What is the Michigan SECC?	1
Campaign Leadership	2
Department Coordinator and Volunteer Roles	3-4
Tools for a Successful Campaign	4-6
Pledging Instructions/Pledge form	7-9

**SECC Retirees Campaign
Begins August 1, 2019**

**SECC Campaign Dates
September 9 – October 11, 2019**
(official solicitation period for active State of Michigan employees)

Log in to your MI HR Self Service account (www.michigan.gov/selfserv) between September 9 and October 11, 2019 to make your 2020 pledge using payroll deduction*.

More than 1,000 charities participate in the SECC making it easy to give to a cause that's important to you. Visit www.misecc.org for more information.

*Payroll deduction pledges begin January 2020.

WHAT IS THE MICHIGAN SECC?

Created in 1987 by state employees, the State Employees Charitable Campaign (SECC) provides State of Michigan employees the opportunity to donate through bi-weekly payroll deductions or one-time gifts to more than 1,000 SECC approved charities.

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. We know that 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 can log in to their MI HR Self Service Account and sign up for payroll deduction. Although open enrollment typically runs from mid-September to mid-October, you can call the MI HR Service Center at 877-766-6447 anytime throughout the year to add or change your payroll deduction.

If you work for the Auditor General, Judicial Branch or Legislative Branch, contact your department or agency HR office to make changes to your payroll deduction.

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

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 type of 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.

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!

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
- Must have been in business for at least one year
- SECC Affirmation of Non-Discrimination

Visit www.misecc.org for more information.

SECC OVERSIGHT

The Michigan SECC is currently administered by a Steering Committee comprised of state employees from the following areas: Civil Service Commission; Health and Human Services; Michigan State Housing and Development Authority; Office of the State Employer; Technology, Management and Budget; Treasury; Michigan Department of Corrections; a Labor organization, a State of Michigan Retiree and the most recent past Statewide Campaign Coordinator. The Steering Committee administers the campaign through subcommittees of state employees and United Way and Federation partners throughout the state. These committees are charged with maintenance of policy, procedure and programming specifically designed by state employees.

SECC LEADERSHIP

Campaign Chair

VACANT

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

VACANT

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 Campaign Chair
- Serves as liaison to Department Coordinators on all aspects of campaign management
- Organizes meetings of Department Coordinators on a periodic basis
- 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, Campaign Director

Michigan Association of United Ways, Fiscal Agent

The Fiscal Agent/Campaign Director is a contractual service provider selected by the SECC Steering Committee through a competitive proposal process. The Fiscal Agent works under the direction of the SECC Steering Committee and assists with the planning, creation, and execution of all campaign events, marketing and promotional materials, communications and recognition items.

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:

1. Consult with last year's Department Coordinator for assistance with analysis, problem areas, issues raised, etc.
2. Recruit a diverse team of Volunteers who are committed to the SECC. Look for volunteers who are passionate about the campaign. Department Coordinators work with their leadership to recruit a Volunteer team to help with campaign activities. The number of employees and worksites 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.
3. Gain department leadership support for group solicitation meetings, incentives and special events.
4. Publicize the campaign – use employee publications, posters, events and email to add personal contact.
5. Kick off the campaign with special department events and activities that will raise awareness and motivate employees to give.
6. Ensure that materials are distributed to all employees in your department. Make sure employees are aware of available resources and benefits of the campaign.
7. 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.
8. 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
9. 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.

OTHER KEY VOLUNTEER JOBS

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.

SECC VOLUNTEER TASKS

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 and distribute, either electronically or hard copy.
4. Interact with employees to encourage giving and participation. Initiate the conversation and explain the campaign history and its benefits.
 - a) Encourage renewal and (ideally) increased giving from existing donors.
 - b) Encourage 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.
7. Submit pledge forms indicating payroll deduction to: ATTN: MI HR Service Center, P.O. Box 30002, Lansing, MI 48909
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

TOOLS FOR BUILDING A SUCCESSFUL CAMPAIGN

1. **Inspire.** With the help of your Department Coordinator and your leadership, recruit a SECC Volunteer planning team to help you organize and prepare a campaign that is right for your work environment.
2. **Request Regional Campaign Support.** Visit <https://misecc.org/campaign-support-request-form/> to get help in these ways:
 - a. Coordinating with all participating SECC Federations and United Ways to assist in providing speakers, information and representatives at special events
 - b. Training volunteers on building charitable campaigns in specific work environments
 - c. Marketing the campaign
 - d. 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. Get leadership support and approval.
4. **Follow a Campaign Timeline.** Set a campaign timeline and work to reach your department goals based on the culture of your work environment. One 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 with SECC participating organizations. Each of these activities will strengthen understanding of the importance of charity work, the needs in the community 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 and request regional campaign support from charity partners 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 (example: staff or department meeting)

- 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. Charities are more than happy to do this.
- Make “the ask” – Ask employees to give through payroll deduction or by check or credit card.
- Promote choice – more than 1,000 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.
- Promote choice. There are more than 1,000 organizations to learn about and choose from.
- Share information about the searchable charity database and the charity vetting process.
- 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 and/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 just a phone call or email away!

PLEDGING

All pledges and donations should be accompanied by a paper pledge form for processing. Check all pledge forms (Section A) to determine whether an employee is signing up for payroll deduction, donating via check/money order or credit card. Follow the steps below for each.

ONLINE PLEDGING THROUGH MI HR SELF SERVICE

Encourage employees to give online using payroll deduction at www.michigan.gov/selfserv during campaign time or by calling the MI HR Service Center at (887) 766-6447, anytime during the year. Completed pledge forms can also 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.

CREDIT CARD OR CHECK/MONEY ORDER DONATIONS

Employees electing to contribute via credit card can visit www.misecc.org and click "Donate Now".

Employees wishing to donate using a check/money* order may do so. Checks and/or money orders accompanied with a pledge form must be collected by SECC volunteers and mailed weekly to:

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

*Checks and/or money orders should be made payable to the selected charity and NOT to the SECC.

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* or to the MI HR Service Center forms through ID Mail to:

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

*Check with your Department Coordinator to see what method they would prefer.

NOTE: 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.

STILL HAVE QUESTIONS?

Call Heather at (517) 664-9800 or email travish1@michigan.gov