VOLUNTEER HANDBOOK

September 9 to October 11 • www.misecc.org

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

MICHIGAN SECC
STATE EMPLOYEES CHARITABLE CAMPAIGN

CALL THE MI HR SERVICE CENTER:
877-766-6447
(deductions will begin January 2020)

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

TABLE OF CONTENTS PAGE

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

Nearly 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 nearly 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 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 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 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, United Way and Federation partners throughout the state. These committees are charged with the maintenance of policy, procedure and programming specifically designed by state employees.

SECC LEADERSHIP

Campaign Chair

Lisa McCormick
Office of Children's Ombudsman
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

Christyn Herman
Department of Technology, Management and Budget
The State Campaign Coordinator is appointed by the Campaign Chair to assist with day-to-day activities related to the campaign. The duties include:

- Serve as liaison between Campaign Steering Committee and Campaign Chair
- Serve as liaison to Department Coordinators on all aspects of campaign management
- Organize meetings of Department Coordinators on a periodic basis
- Serve as state point person on training
- Serve 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 and who are passionate about the campaign. Identify worksites and the number of employees within them to determine how many volunteers would be needed for each site.
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. Ensure that materials are distributed to all employees in your department. Make sure employees are aware of available resources and benefits of the campaign.
6. Kick off the campaign with special department events and activities that will raise awareness and motivate employees to give.
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. Instruct employees to mail check and credit card forms 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. Check and credit card donations, including forms, should be mailed 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. Coordinate with all participating SECC Federations and United Ways to assist in providing speakers, information and representatives at special events
    b. Train volunteers on building charitable campaigns in specific work environments
    c. Market 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.

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, check or credit card.
- Promote choice – nearly 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 nearly 1,000 organizations to learn about and choose from.
- Share information about the searchable charity database and the charity vetting process.
- Ask, “Is there 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 INSTRUCTIONS

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 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 877-766-6447, 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 and/or 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 Travis at 517-664-9800 or email travish1@michigan.gov

State Employees Charitable Campaign Contribution Form

Contributions by payroll deduction can be made through your HR Self-Service Account at www.michigan.gov/selfserv or by contacting the MI HR Service Center at 877-766-6447 or 711 (for Michigan Relay). Online pledges DO NOT require a form. Contributions by check can only be made by using this form. To give by credit card or debit card via PayPal, visit www.misecc.org and click "Donate Now"!

A. General Information (PLEASE PRINT LEGIBLY)

Employee Name: ______________________ Employee ID: ______________

Department: ______________________ Daytime Phone Number: ______________

Staff Activity/Event *(if applicable)*: ______________________ Total Number of Staff Participation *(if applicable)*: __________

Please choose one of the following options:

- ☐ I choose to continue my current payroll deduction with no changes. Complete sections A, B, E, and F.
- ☐ I choose to start a new or modify my current payroll deduction (this will replace any previous contribution designations). Complete sections A, B, D, E, and F.
- ☐ I choose to make a one-time contribution by check or credit card. Complete sections A, C, D, E, and F.
- ☐ I choose to discontinue my current payroll deduction. Complete sections A and F.

If you are not a current giver and do not wish to contribute, do not return this form.

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.

Total Annual Contribution Worksheet

Amount $______ per pay period x ______ pay periods = $_______ Total Annual Contribution

C. Contribution by Check or Credit Card *(This option is not available through your MI HR Self-Service account).*

Complete the information below to make a one-time contribution. Enter total annual contribution amount(s) and Umbrella and/or Member Charity Code(s) in Section D.

☐ 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. 3-digit CSV code: ____________

Billing Address for Credit Card Contributions

Street: ______________________________________

City: ____________________ State: _______ Zip: ______________

D. Contribution Designation (PLEASE PRINT LEGIBLY)

Please indicate the Umbrella Organization (4-digit code) and optional Member Charity Code(s) (4-digit code) to which you would like to donate. Additional instructions are available on the back of this form.

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

E. Acknowledgement of Contribution

☐ I wish to have my charitable gift acknowledged via mail by the organization(s) I have designated above. I understand my address on file with the State of Michigan will be provided to the organization(s).

F. Authorization

______________________________ ____________

Employee Signature **Date**

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 THE SECC CONTRIBUTION FORM

If you wish to make your contribution online using your HR Self-Service account, please go to www.michigan.gov/selfserv. If you do not have access to HR Self-Service you may also contact the HR Service Center at 877-766-6447 or 711 (for Michigan Relay) to make a contribution. Enrollment instructions can be found online at www.misecc.org or in your HR Self-Service account.

SECTION A. General Information

- Enter your name, employee ID number, Department, and phone number. If donations were raised by multiple staff in your department, list the activity and approximate number of staff who participated in 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 payroll deduction.

- You may choose to have your payroll deduction continue for 26 pay periods each year until you elect to end them, or you may select a specific number (from 1 to 26) of pay periods for your payroll 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 contribution by check or credit card.

- 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), account number, expiration date, and billing address of the credit card. In order to ensure confidentiality, please return the contribution form with your credit card information directly to: **Michigan Association of United Ways, SECC Fiscal Agent/Campaign Director, 330 Marshall Street, Suite 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 charity to which your contributions will be donated. There are several ways to allocate your contribution(s). The SECC Charity Listing & Resource Guide lists all of the Umbrella Organizations and their Member Charities that are participating in this year's campaign. Each Umbrella Organization is identified by a four-character alpha-numeric code (beginning with either T or U) in the Guide. Specific Member Charities are identified by a four-digit numeric code. If you would like to:

1. **Donate to an Umbrella Organization only** (Donations will be used to fund a variety of local charitable programs and member charities.)
    - Locate the Umbrella Organization of your choice in the Charity Listing & Resource Guide.
    - Enter the Umbrella Organization Code and total biweekly amount (or total contribution amount if making a one-time contribution) in the Umbrella Organization box.
    - Repeat the above two steps if more than one new Umbrella Organization Code is desired.
    - 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 specified member charity.)
    - Locate the Umbrella Organization that your Member Charity falls under in the Charity Listing & Resource Guide.
    - Enter the Umbrella Organization Code and total biweekly amount (or total contribution amount if making a one-time contribution) in the Umbrella Organization box.
    - Enter the Member Charity Code and the biweekly amount (or total amount if making a one-time contribution) in the Member Charity box. Repeat if more than one Member Charity Code is desired under the same Umbrella Organization Code (maximum of eight). Your total contribution to Member Agencies may not exceed the total biweekly amount entered in the Umbrella Organization amount box.

      Example *(in this example, the employee is contributing $10.00 to Member Charity 1234, $12.00 to Member Charity 2341, and $8.00 to Member Charity 3412):*

Umbrella Organization	Organization Code	Total Amount	→	Member Charity	Member Charity Code	Amount	Member Charity Code	Amount	Member Charity Code	Amount
	T999	$ 30.00			1234	$ 10.00	2341	$ 12.00	3412	$ 8.00

    - If you would like to donate to a specific Member Charity under a different Umbrella Organization, repeat the above steps on the next contribution designation line.
    - 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 Guide.
    - Enter the Umbrella Organization Code and ***total*** biweekly amount (or total contribution amount if making a one-time contribution) you will be giving to all organizations and agencies in the Umbrella Organization box.
    - Enter the Member Charity Code and the biweekly amount (or total amount if making a one-time contribution) for the specified charity in the Member Charity box.
    - Repeat the above two steps if more than one new Umbrella Organization Code is desired. The amount not designated to a Member Charity will remain with the Umbrella Organization indicated. Your total contribution to Member Charities may not exceed the total bi-weekly amount entered in the Umbrella Organization amount box.

      Example *(in this example, the employee is contributing $20.00 to Umbrella Organization T999, $10.00 to Member Charity 5432, and $10.00 to Member Charity 5234):*

Umbrella Organization	Organization Code	Total Amount	→	Member Charity	Member Charity Code	Amount	Member Charity Code	Amount	Member Charity Code	Amount
	T999	$ 40.00			5432	$ 10.00	5234	$ 10.00	___ ___ ___ ___	$

    - 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 the box if you would like to receive an acknowledgement of your charitable gift directly from the 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 mail to ATTN: MI-HR Service Center; P.O. Box 30002; Lansing, MI 48909. Keep a copy of this form for your records. Visit www.misecc.org for more information.

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NOTES

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