



DEPARTMENT COORDINATOR ROLE DESCRIPTION

Each department appoints a state employee who coordinates the SECC activities within their agency or department. Successful department campaigns have a plan to motivate workers and employees, keep people informed and have a system to get campaign work done. The following steps will help Coordinators have a successful campaign:

1. Consult with last year's Department Coordinator to assist with analysis, problem areas, issues raised, etc.
2. Recruit a diverse team of Volunteers who are committed to the 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.
3. Gain department 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 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. Send check and credit card forms to the Campaign Manager/Fiscal Agent for processing. Employees contributing by credit card should mail their form directly to: **ATTN: SECC Fiscal Agent, Michigan Association of United Ways, 330 Marshall Street, Suite 211, Lansing, MI 48912**