

OFFICE OF THE GOVERNOR  
**2011 CASE FOR GIVING**

# 2011 KENTUCKY EMPLOYEES CHARITABLE CAMPAIGN

## ***What is the KECC?***

The Kentucky Employees Charitable Campaign (KECC) is a partnership of Kentucky state employees and six accredited state-wide charities, who together work to make a significant difference in the lives of our families, friends and neighbors throughout the Commonwealth.

Since 1993, the KECC has provided the opportunity for state employees to contribute to eligible charitable organizations through the state's payroll deduction process. This is YOUR campaign, created and run by state employees, and in 2009, you raised more than \$1.4 million to help build a better Kentucky!

## ***Why the six charities?***

The six charities undergo rigorous scrutiny by the Personnel Cabinet and have met stringent guidelines. They are organizations with a statewide presence, helping people in every community across the Commonwealth.

The KECC charities represent over a thousand charitable programs, addressing a broad range of health and human service issues across the Commonwealth. The charities directly address child abuse, basic needs and services, senior assistance, health care, research, and so much more.

## ***Who benefits?***

KECC charities provide services to help meet the educational, health and basic needs of persons of all ages, in communities all across Kentucky. Over the years, many state employees have stepped forward to share their own KECC story--how the KECC charities have directly affected their lives. These charities service such a broad range of individuals and families, that almost everyone knows someone who has been helped by through our support. That is why it is critical that we continue to support the efforts of these agencies through the campaign.

Through a modest payroll deduction, a commitment to helping others will ensure that our friends and neighbors - and all Kentucky families - will continue to have the opportunity to live stable, healthy lives, even during tough times.



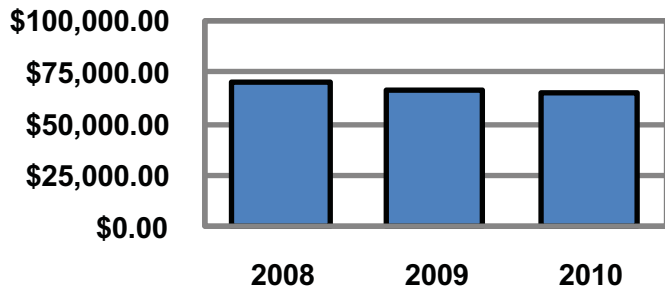
## 2009-2010 Comparison by Cabinet

Cabinet	2009					2010					One Year Change				
	# Emps	# Givers	\$ Raised	% Part.	Per Capita	# Emps	# Givers	\$ Raised	% Part.	Per Capita	# Givers	% Part.	Per Capita	\$ Raised	% Increase
<b>Governor</b>	1,518	407	\$66,574	26.8%	\$43.86	1,511	301	\$64,730	19.9%	\$42.84	(106)	-6.9%	(\$1.02)	(\$1,844)	-2.8%
Energy & Environment	1,724	494	\$70,675	28.7%	\$40.99	1,781	395	\$63,052	22.2%	\$35.40	(99)	-6.5%	(\$5.59)	(\$7,623)	-10.8%
Transportation	4,648	1,879	\$206,858	40.4%	\$44.50	4,933	1,460	\$154,132	29.6%	\$31.25	(419)	-10.8%	(\$13.26)	(\$52,725)	-25.5%
Tourism, Arts & Heritage	2,138	670	\$101,774	31.3%	\$47.60	2,150	357	\$64,483	16.6%	\$29.99	(313)	-14.7%	(\$17.61)	(\$37,291)	-36.6%
Education & Workforce Dev.	3,157	788	\$113,611	25.0%	\$35.99	3,268	625	\$93,018	19.1%	\$28.46	(163)	-5.9%	(\$7.52)	(\$20,592)	-18.1%
Finance & Administration	4,228	768	\$131,215	18.2%	\$31.03	4,407	663	\$107,207	15.0%	\$24.33	(105)	-3.2%	(\$6.71)	(\$24,008)	-18.3%
Health & Family Services	7,271	1,530	\$204,618	21.0%	\$28.14	7,549	1,088	\$149,642	14.4%	\$19.82	(442)	-6.6%	(\$8.32)	(\$54,976)	-26.9%
Justice & Public Safety	7,943	1,639	\$197,717	20.6%	\$24.89	7,977	1,072	\$137,698	13.4%	\$17.26	(567)	-7.2%	(\$7.63)	(\$60,019)	-30.4%
Judicial Branch	3,613	150	\$26,950	4.2%	\$7.46	3,629	121	\$26,917	3.3%	\$7.42	(29)	-0.9%	(\$0.04)	(\$33)	-0.1%
Unified Prosecutorial	663	41	\$8,543	6.2%	\$12.89	1,137	48	\$7,668	4.2%	\$6.74	7	-2.0%	(\$6.14)	(\$875)	-10.2%
<b>Total Large</b>	<b>36,903</b>	<b>8,366</b>	<b>\$1,128,535</b>	<b>22.7%</b>	<b>\$30.58</b>	<b>38,342</b>	<b>6,130</b>	<b>\$868,547</b>	<b>16.0%</b>	<b>\$22.65</b>	<b>(2,236)</b>	<b>-6.7%</b>	<b>(\$7.93)</b>	<b>-\$259,988</b>	<b>-23.0%</b>
Secretary of State	76	49	\$12,230	64.5%	\$160.92	73	72	\$10,956	98.6%	\$150.09	23	34.1%	(\$10.83)	(\$1,274)	-10.4%
Auditor of Public Accounts	132	64	\$17,454	48.5%	\$132.23	130	76	\$18,699	58.5%	\$143.84	12	10.0%	\$11.61	\$1,244	7.1%
Economic Development	113	65	\$12,118	57.5%	\$107.24	105	67	\$11,295	63.8%	\$107.57	2	6.3%	\$0.33	(\$823)	-6.8%
Personnel	229	140	\$28,716	61.1%	\$125.40	230	129	\$23,752	56.1%	\$103.27	(11)	-5.0%	(\$22.13)	(\$4,964)	-17.3%
Treasury	32	8	\$1,392	25.0%	\$43.50	26	15	\$2,506	57.7%	\$96.38	7	32.7%	\$52.88	\$1,114	80.0%
Public Protection	720	334	\$53,610	46.4%	\$74.46	731	291	\$68,990	39.8%	\$94.38	(43)	-6.6%	\$19.92	\$15,380	28.7%
Military Affairs	648	339	\$35,429	52.3%	\$54.67	526	380	\$41,684	72.2%	\$79.25	41	19.9%	\$24.57	\$6,255	17.7%
KY Housing Corporation	301	249	\$25,795	82.7%	\$85.70	320	251	\$22,383	78.4%	\$69.95	2	-4.3%	(\$15.75)	(\$3,412)	-13.2%
Attorney General	215	74	\$17,839	34.4%	\$82.97	224	65	\$14,717	29.0%	\$65.70	(9)	-5.4%	(\$17.27)	(\$3,122)	-17.5%
Labor	452	153	\$28,379	33.8%	\$62.78	466	162	\$29,902	34.8%	\$64.17	9	1.0%	\$1.38	\$1,523	5.4%
KY Retirement System	251	64	\$13,594	25.5%	\$54.16	250	82	\$15,743	32.8%	\$62.97	18	7.3%	\$8.81	\$2,149	15.8%
Agriculture	299	79	\$17,686	26.4%	\$59.15	296	64	\$13,057	21.6%	\$44.11	(15)	-4.8%	(\$15.04)	(\$4,629)	-26.2%
Human Rights Commission	38	16	\$3,609	42.1%	\$94.97	38	4	\$1,330	10.5%	\$35.00	(12)	-31.6%	(\$59.97)	(\$2,279)	-63.1%
Legislative Branch	391	44	\$19,551	11.3%	\$50.00	753	37	\$17,353	4.9%	\$23.05	(7)	-6.4%	(\$26.96)	(\$2,198)	-11.2%
<b>Total Small</b>	<b>3,897</b>	<b>1,678</b>	<b>\$287,402</b>	<b>43.1%</b>	<b>\$73.75</b>	<b>4,168</b>	<b>1,695</b>	<b>\$292,367</b>	<b>40.7%</b>	<b>\$70.15</b>	<b>17</b>	<b>-2.4%</b>	<b>(\$3.60)</b>	<b>\$4,965</b>	<b>1.7%</b>
	<b>40,800</b>	<b>10,044</b>	<b>\$1,415,937</b>	<b>24.6%</b>	<b>\$34.70</b>	<b>42,510</b>	<b>7,825</b>	<b>\$1,160,914</b>	<b>18.4%</b>	<b>\$27.31</b>	<b>(2,219)</b>	<b>-6.2%</b>	<b>(\$7.40)</b>	<b>-\$255,023</b>	<b>-18.0%</b>

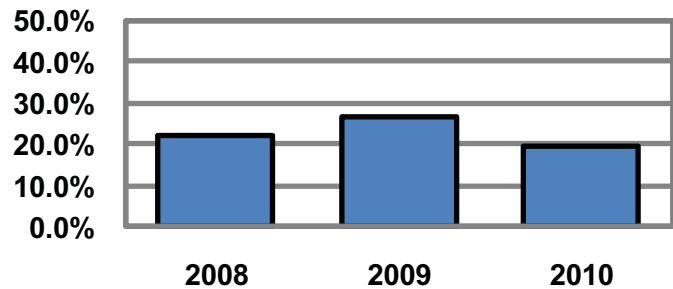
## Three Year Comparative Results

<b>GOVERNOR</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Total Gift	\$69,901.11	\$66,574.03	\$64,729.78
# of Employees	1,517	1,518	1,511
# of Givers	339	407	301
% Participation	22.3%	26.8%	19.9%
Per Capita Gift	\$46.08	\$43.86	\$42.84
# Leadership Givers	18	19	11

**Amount Raised**



**% Participation**



## Summary by Department

### EXECUTIVE OFFICES

	2009	2010
Total Gift	\$10,930.46	\$12,771.25
# of Employees	56	57
# of Givers	51	58
% Participation	91.1%	101.8%
Per Capita Gift	\$195.19	\$224.06
# of Leadership Givers	6	5

### OFFICE OF HOMELAND SECURITY

	2009	2010
Total Gift	\$2,820.00	\$2,012.00
# of Employees	22	22
# of Givers	17	10
% Participation	77.3%	45.5%
Per Capita Gift	\$128.18	\$91.45
# of Leadership Givers	1	0

### GOVERNOR'S OFFICE FOR LOCAL DEVELOPMENT

	2009	2010
Total Gift	\$10,959.30	\$7,051.16
# of Employees	68	70
# of Givers	38	31
% Participation	55.9%	44.3%
Per Capita Gift	\$161.17	\$100.73
# of Leadership Givers	4	2

### OFFICE OF STATE BUDGET DIRECTOR

	2009	2010
Total Gift	\$2,856.00	\$2,928.00
# of Employees	27	30
# of Givers	9	10
% Participation	33.3%	33.3%
Per Capita Gift	\$105.78	\$97.60
# of Leadership Givers	1	1

### DEPARTMENT OF VETERANS AFFAIRS

	2009	2010
Total Gift	\$18,421.80	\$16,360.83
# of Employees	758	754
# of Givers	202	102
% Participation	26.6%	13.5%
Per Capita Gift	\$24.30	\$21.70
# of Leadership Givers	0	0

### MISCELLANEOUS

	2009	2010
Total Gift	\$20,586.47	\$23,606.54
# of Employees	587	578
# of Givers	90	90
% Participation	15.3%	15.6%
Per Capita Gift	\$35.07	\$40.84
# of Leadership Givers	7	3

## Giving Analysis

### GOVERNOR

2010

#### LEADERSHIP GIVING (1% of Pay)

Total Leadership Pledges	\$10,008
Number of Leadership Givers	11
Average Leadership Gift	\$909.83
% of Total Givers	3.7%
% of Employee Campaign Total	15.5%

#### SPECIAL EVENTS

Total Special Event Dollars	\$5,136
Number of Events	19
% of Total Campaign	7.9%

#### NON-LEADERSHIP PAYROLL DEDUCTION GIVING

Total Dollars	\$42,148
Number of Givers	234
Average Payroll Deduction Gift	\$180.12
% of Total Campaign	65.1%

#### CASH OR CHECK

Total Dollars	\$7,438
Number of Givers	37
Average Cash/Check Gift	\$201.02
% of Total Campaign	11.5%

### Highlights:

- The Governor's Office showed a significant decrease in participation in 2010. This decrease is due to the results in the Department of Veterans' Affairs, which lost 100 givers.
- There was a 42% drop in the number of donors giving at a leadership level.
- Keys to success in 2011 will include re-working efforts in the Department of Veterans' Affairs and encouraging leadership giving at all levels.
- If the 8 leadership givers who are missing from 2010's totals were to reinvest in the campaign, it could result in as much as a \$7,300 increase in 2011.

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### Strategies to increase participation:

- Hold and promote group meetings
- Provide incentives linked to increased participation
- Conduct educational events

### Strategies to increase average gift:

- Emphasize Leadership Giving Program
- Provide incentives linked to increasing gift size
- Encourage payroll deduction as best way to give



# Results by Paycode

## EXECUTIVE OFFICES

### Governor's Office

	2009	2010
Total Gift	\$10,186.46	\$11,940.25
# of Employees	50	50
# of Givers	48	53
% Participation	96.0%	106.0%
Per Capita Gift	\$203.73	\$238.81
# of Leadership Givers	5	4

### Chief Assistant

	2009	2010
Total Gift	\$72.00	\$221.00
# of Employees	4	5
# of Givers	1	3
% Participation	25.0%	60.0%
Per Capita Gift	\$18.00	\$44.20
# of Leadership Givers	0	0

### Lt. Governor's Office

	2009	2010
Total Gift	\$72.00	\$10.00
# of Employees	1	1
# of Givers	1	1
% Participation	100.0%	100.0%
Per Capita Gift	\$72.00	\$10.00
# of Leadership Givers	0	0

### Secretary of the Cabinet

	2009	2010
Total Gift	\$600.00	\$600.00
# of Employees	1	1
# of Givers	1	1
% Participation	100.0%	100.0%
Per Capita Gift	\$600.00	\$600.00
# of Leadership Givers	1	1

## OFFICE OF THE STATE BUDGET DIRECTOR

### Office of State Budget Director

	2009	2010
Total Gift	\$2,328.00	\$1,560.00
# of Employees	3	3
# of Givers	5	1
% Participation	166.7%	33.3%
Per Capita Gift	\$776.00	\$520.00
# of Leadership Givers	1	1

### Governor's Office for Economic Analysis

	2009	2010
Total Gift	\$48.00	\$312.00
# of Employees	4	5
# of Givers	1	2
% Participation	25.0%	40.0%
Per Capita Gift	\$12.00	\$62.40
# of Leadership Givers	0	0

### Governor's Office for Policy & Management

	2009	2010
Total Gift	\$480.00	\$1,056.00
# of Employees	18	20
# of Givers	3	7
% Participation	16.7%	35.0%
Per Capita Gift	\$26.67	\$52.80
# of Leadership Givers	0	0

### Governor's Office for Policy Research

	2009	2010
Total Gift	\$0.00	\$0.00
# of Employees	2	2
# of Givers	0	0
% Participation	0.0%	0.0%
Per Capita Gift	\$0.00	\$0.00
# of Leadership Givers	0	0

## OFFICE OF HOMELAND SECURITY

### Office of Homeland Security

	2009	2010
Total Gift	\$2,676.00	\$2,012.00
# of Employees	20	19
# of Givers	16	10
% Participation	80.0%	52.6%
Per Capita Gift	\$133.80	\$105.89
# of Leadership Givers	1	0

### Commercial Mobile Radio Service & Emergency Telecommunications Board

	2009	2010
Total Gift	\$144.00	\$0.00
# of Employees	2	3
# of Givers	1	0
% Participation	50.0%	0.0%
Per Capita Gift	\$72.00	\$0.00
# of Leadership Givers	0	0

## Results by Paycode (continued)

### DEPARTMENT OF VETERANS AFFAIRS

#### Department of Veterans Affairs

	2009	2010
Total Gift	\$4,672.72	\$7,622.83
# of Employees	42	45
# of Givers	31	25
% Participation	73.8%	55.6%
Per Capita Gift	\$111.26	\$169.40
# of Leadership Givers	0	0

#### Office of KY Veterans' Centers

	2009	2010
Total Gift	\$13,029.08	\$8,162.00
# of Employees	705	697
# of Givers	163	70
% Participation	23.1%	10.0%
Per Capita Gift	\$18.48	\$11.71
# of Leadership Givers	0	0

### GOVERNOR'S OFFICE FOR LOCAL DEVELOPMENT

#### Governor's Office for Local Development

	2009	2010
Total Gift	\$1,224.00	\$812.00
# of Employees	9	7
# of Givers	4	7
% Participation	44.4%	100.0%
Per Capita Gift	\$136.00	\$116.00
# of Leadership Givers	0	0

#### Office of Field Services

	2009	2010
Total Gift	\$4,605.00	\$2,316.16
# of Employees	12	14
# of Givers	11	9
% Participation	91.7%	64.3%
Per Capita Gift	\$383.75	\$165.44
# of Leadership Givers	2	1

#### Office of Legal Services

	2009	2010
Total Gift	\$240.00	\$240.00
# of Employees	3	3
# of Givers	1	1
% Participation	33.3%	33.3%
Per Capita Gift	\$80.00	\$80.00
# of Leadership Givers	0	0

#### Office of the Commissioner

	2009	2010
Total Gift	\$720.00	\$576.00
# of Employees	11	12
# of Givers	8	7
% Participation	72.7%	58.3%
Per Capita Gift	\$65.45	\$48.00
# of Leadership Givers	0	0



#### Office of Federal Grants

	2009	2010
Total Gift	\$2,474.30	\$1,950.00
# of Employees	15	16
# of Givers	9	5
% Participation	60.0%	31.3%
Per Capita Gift	\$164.95	\$121.88
# of Leadership Givers	1	1

#### Office of Financial Management & Administration

	2009	2010
Total Gift	\$723.00	\$389.00
# of Employees	15	16
# of Givers	6	5
% Participation	40.0%	31.3%
Per Capita Gift	\$48.20	\$24.31
# of Leadership Givers	0	0

#### Office of State Grants

	2009	2010
Total Gift	\$1,693.00	\$1,344.00
# of Employees	14	14
# of Givers	7	4
% Participation	50.0%	28.6%
Per Capita Gift	\$120.93	\$96.00
# of Leadership Givers	1	0

## Results by Paycode (continued)

### MISCELLANEOUS

#### Agricultural Development Board

	2009	2010
Total Gift	\$4,299.47	\$3,554.73
# of Employees	19	20
# of Givers	16	13
% Participation	84.2%	65.0%
Per Capita Gift	\$226.29	\$177.74
# of Leadership Givers	3	1

#### Commission on Women

	2009	2010
Total Gift	\$360.00	\$288.00
# of Employees	3	3
# of Givers	3	3
% Participation	100.0%	100.0%
Per Capita Gift	\$120.00	\$96.00
# of Leadership Givers	0	0

#### Council for Postsecondary Education

	2009	2010
Total Gift	\$7,015.00	\$9,994.00
# of Employees	104	96
# of Givers	24	27
% Participation	23.1%	28.1%
Per Capita Gift	\$67.45	\$104.10
# of Leadership Givers	2	1

#### Office for Faith Based & Community Nonprofit Social Services

	2009	2010
Total Gift	\$0.00	\$24.00
# of Employees	2	2
# of Givers	0	1
% Participation	0.0%	50.0%
Per Capita Gift	\$0.00	\$12.00
# of Leadership Givers	0	0

#### KY Infrastructure Authority

	2009	2010
Total Gift	\$3,342.00	\$3,637.81
# of Employees	16	15
# of Givers	8	10
% Participation	50.0%	66.7%
Per Capita Gift	\$208.88	\$242.52
# of Leadership Givers	1	1

#### Military Affairs Commission

	2009	2010
Total Gift	\$120.00	\$240.00
# of Employees	2	3
# of Givers	1	1
% Participation	50.0%	33.3%
Per Capita Gift	\$60.00	\$80.00
# of Leadership Givers	0	0

#### Governor's Office of Minority Empowerment

	2009	2010
Total Gift	\$360.00	\$420.00
# of Employees	2	2
# of Givers	1	1
% Participation	50.0%	50.0%
Per Capita Gift	\$180.00	\$210.00
# of Leadership Givers	0	0

#### Governor's Scholars

	2009	2010
Total Gift	\$0.00	\$0.00
# of Employees	2	2
# of Givers	0	0
% Participation	0.0%	0.0%
Per Capita Gift	\$0.00	\$0.00
# of Leadership Givers	0	0

#### Miscellaneous Boards

	2009	2010
Total Gift	\$5,090.00	\$5,448.00
# of Employees	437	435
# of Givers	37	34
% Participation	8.5%	7.8%
Per Capita Gift	\$11.65	\$12.52
# of Leadership Givers	1	0

## Results by Paycode (continued)

Miscellaneous Boards	Amount	Empl.	Donors	Ldrshp	% Part.	Per Cap
Board of Accountancy	\$0	10	0	0	0.0%	\$0.00
Board of Auctioneers	\$0	10	0	0	0.0%	\$0.00
<b>Board of Barbering</b>	<b>\$72</b>	<b>15</b>	<b>1</b>	<b>0</b>	<b>6.7%</b>	<b>\$4.80</b>
Board of Chiropractic Examiners	\$0	8	0	0	0.0%	\$0.00
Board of Professional Counselors	\$0	6	0	0	0.0%	\$0.00
<b>KY Board of Licensure for Massage Therapy</b>	<b>\$50</b>	<b>7</b>	<b>1</b>	<b>0</b>	<b>14.3%</b>	<b>\$7.14</b>
Board of Dentistry	\$0	18	0	0	0.0%	\$0.00
Board of Licensure & Cert. for Dietitians & Nutritionists	\$0	7	0	0	0.0%	\$0.00
Board of Embalmers and Funeral Home Directors	\$0	9	0	0	0.0%	\$0.00
Board of Examiners and Registration of Architects	\$0	16	0	0	0.0%	\$0.00
Board of Examiners/Registration of Landscape Architects	\$0	6	0	0	0.0%	\$0.00
Board of Examiners of Psychologists	\$0	9	0	0	0.0%	\$0.00
Board of Examiners of Social Work	\$0	9	0	0	0.0%	\$0.00
Board of Hairdressers and Cosmtologists	\$0	20	0	0	0.0%	\$0.00
Board of Licensing Hearing Aid Dealers and Fitters	\$0	8	0	0	0.0%	\$0.00
Board of Licensure for Nursing Home Administrators	\$0	9	0	0	0.0%	\$0.00
Board of Medical Licensure	\$0	32	0	0	0.0%	\$0.00
<b>Board of Nursing</b>	<b>\$3,410</b>	<b>63</b>	<b>22</b>	<b>0</b>	<b>34.9%</b>	<b>\$54.13</b>
Board of Ophthalmic Dispensers	\$0	5	0	0	0.0%	\$0.00
<b>Board of Optometric Examiners</b>	<b>\$50</b>	<b>7</b>	<b>1</b>	<b>0</b>	<b>14.3%</b>	<b>\$7.14</b>
Board of Occupational Therapy	\$0	7	0	0	0.0%	\$0.00
<b>Board for Respiratory Care Practioners</b>	<b>\$160</b>	<b>12</b>	<b>3</b>	<b>0</b>	<b>25.0%</b>	<b>\$13.33</b>
Board of Certification for Marriage and Family Therapists	\$0	7	0	0	0.0%	\$0.00
<b>Personnel Board</b>	<b>\$1,176</b>	<b>13</b>	<b>3</b>	<b>0</b>	<b>23.1%</b>	<b>\$90.46</b>
<b>Board of Pharmacy</b>	<b>\$240</b>	<b>16</b>	<b>1</b>	<b>0</b>	<b>6.3%</b>	<b>\$15.00</b>
<b>Board of Physical Therapists</b>	<b>\$50</b>	<b>9</b>	<b>1</b>	<b>0</b>	<b>11.1%</b>	<b>\$5.56</b>
Board of Podiatry	\$0	1	0	0	0.0%	\$0.00
Real Estate Appraisers Board	\$0	8	0	0	0.0%	\$0.00
Board of Reg. for Professional Engineers and Land Surveyors	\$0	19	0	0	0.0%	\$0.00
Board of Speech Pathology and Audiology	\$0	8	0	0	0.0%	\$0.00
Board of Veterinary Examiners	\$0	9	0	0	0.0%	\$0.00
State Board for Proprietary Education	\$0	12	0	0	0.0%	\$0.00
KY Board of Licensure for Private Investigators	\$0	5	0	0	0.0%	\$0.00
School Facilities Construction Commission	\$0	3	0	0	0.0%	\$0.00
<b>Executive Branch Ethics Commission</b>	<b>\$240</b>	<b>10</b>	<b>1</b>	<b>0</b>	<b>10.0%</b>	<b>\$24.00</b>
Board of Registration for Professional Geologists	\$0	4	0	0	0.0%	\$0.00
Real Estate Commission	\$0	18	0	0	0.0%	\$0.00
<b>TOTALS</b>	<b>\$5,448</b>	<b>435</b>	<b>34</b>	<b>0</b>	<b>7.8%</b>	<b>\$12.52</b>

## Dates

### Lead Coordinator Training

May 2011

### Statewide Volunteer Training

Frankfort Convention Center

June 2011

### Kick-Off Event

July 2011

### Coordinator Rally Schedule

Department of Aviation

Bi-Weekly Throughout the Campaign

### Mid-Campaign Coordinator Rally

Wednesday, September 21

### Campaign Finale

Kentucky History Center

November 2011

## 2011 Campaign Chair

Marcheta Sparrow

Secretary, Tourism, Arts and Heritage Cabinet

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**ON THE WEB: [WWW.KECC.ORG](http://WWW.KECC.ORG)**



## Leadership Strategy Checklist

- Make a leadership gift.
- Get personally involved.
- Name an exceptional coordinator.
- Encourage leadership giving by your senior management team.
- Encourage all employees to attend group meetings.
- Ensure that every employee is personally asked to give.
- Set high expectations for your cabinet's goals.
- Recognize your employees - say thanks!

## What makes an exceptional Cabinet Coordinator?

### They...

- have a passion for the KECC charities
- support the campaign with their own contribution
- have the respect of Cabinet employees
- utilize great time-management skills
- show a strong willingness to participate in the campaign
- demonstrate a caring attitude
- are results-oriented and not afraid to ask for donations
- are visible in the organization
- have the support of the Secretary

## The Cabinet Coordinator will:

- select volunteers from various departments, agencies, and remote offices to assist them in the campaign
- attend the full day training & kickoff in Frankfort
- attend bi-weekly report meetings, less than one hour long
- schedule KECC group meetings for cabinet employees to learn more about their giving options
- along with this network of volunteers, promote KECC throughout your entire cabinet
- look to you for support of KECC and the volunteer group's efforts during the campaign



