

KENTUCKY EMPLOYEES CHARITABLE CAMPAIGN

BECAUSE YOU CARE...

Volunteers are the source of compassion and strength that defines the Kentucky Employees Charitable Campaign. The generosity of state employees giving through KECC has been fostered over 17 years by people just like you. This year, as you volunteer for your cabinet, department or agency, you are joining hundreds of other state employees committed to building a stronger Kentucky.

The role of a KECC volunteer is both challenging and rewarding. Over the course of the coming months, you will:

- Provide leadership and direction for your campaign, inspiring and motivating others.
- Ensure that ***all*** employees are provided with campaign information, a pledge form, and the opportunity to contribute.
- Help your fellow employees understand that their contributions actually make a difference right where they live, affecting their family, friends, neighbors, and co-workers through more than 1,000 programs and agencies supported by the six partner charities.

...WE THANK YOU!



We know that being a KECC volunteer takes hard work, dedication and commitment, and you do it because you care. On behalf of the thousands of lives you touch each year, **our heartfelt thanks...we couldn't do it without you!**

In the coming pages, you will find ideas on how to run a successful campaign, along with links to the website, www.kecc.org, pointing you to indispensable resources. It's your easy-to-use guidebook and toolbox...everything you need to bring it all together.

STEPS FOR SUCCESS

1) Get to know KECC

- Learn about the charities. We're nice.
- Check out your campaign's past results. Knowing where you've been can help you see where you are going...and beyond! (kecc.org/pastresults.html)
- Set a good example...make your gift first.

2) Involve your Cabinet Secretary and/or Agency Head

- Get support for holding group meetings, and ask them to attend.
- Have your Secretary or agency head sign an endorsement letter, showing their commitment to KECC. Strong leadership can make a big difference! (kecc.org/files/letter.pdf)

3) Develop a strong team

- Include a variety of willing and dedicated individuals from your cabinet and/or agency. Great ideas can come from anywhere! (kecc.org/team.html)
- Assign specific tasks to each campaign team member. An organized team is a successful team!
- Recruit a volunteer in each region and office to make sure all your co-workers have the chance to make a difference.

4) Set objectives, for example:

- Increase your cabinet/agency participation by _____% (or more!).
- Increase the average gift by \$_____ (or more!).
- Increase the number of payroll gifts by _____ (you get the idea...).

5) Develop a leadership giving strategy

- State employees who donate at least 1% of their annual salary through KECC are called "leadership givers".
- Leadership giving isn't as difficult as one might believe--for some, it is as little as the cost of a fast-food lunch every two weeks. (see below, or visit kecc.org/files/leadership.pdf)
- Identify current and possible leadership givers. It could be anyone!
- Relate how leadership giving is the most powerful way to help.
- Give them special recognition!

6) Educate others

- Organize group meetings in your office, and invite a charity rep!
- Follow best practices for meetings. (kecc.org/groupmeetings.html)
- Schedule group meetings with Deby Davis (deby.davis@uwky.org), using the group meeting planning form (kecc.org/files/meetingform.doc).
- There will be questions...know the answers, or know where to find them! (kecc.org/faq.html)

7) Ask for the gift!

- We can't say it enough! Be sure every employee is given the opportunity to give...and the only way to do it is to ask!
- Get people together! Use the KECC video in your group meeting, or invite a charity representative to speak! (kecc.org/video.html)
- If someone can't make it to a meeting, visit them in person!

8) Make it fun!

- After you've held your group meetings and every employee has had the chance to make a pledge through payroll deduction, spice it up! Have a bake sale, run a golf tournament, or hold a chili cook-off!
- Competition is a great way to get people excited! Challenge your neighboring state office to a "giving war", then knock their socks off!
- Smile. It helps. (kecc.org/fun.html)

9) Provide regular progress reports

- People like to see that they are making a difference. Throughout the campaign, share the latest KECC Chronicle with your office.
- Write up a regular story in your interoffice newsletter showing exactly how far you've come toward your goal.
- Make sure you get all your collected forms and special event money to your KECC coordinator as soon as possible. Report often and accurately! (Check the website for forms and other resources!)

10) Say "Thank You"

- Celebrate your accomplishments and thank everyone involved.
- Invite your fellow volunteers to the Victory Celebration later this year.
- Send an email or note to every employee, letting them know how much they are appreciated!

Example Leadership Gifts

Salary	Amount Per Paycheck	Total Gift
\$15,000.00	\$6.25	\$150.00
\$30,000.00	\$12.50	\$300.00
\$45,000.00	\$18.75	\$450.00

THERE IS AN OLD SAYING:

"The more planning you put into the beginning, the less work and better result you'll have at the end."

It's true!

REPORTING RESULTS

Promptly turning in pledges to your KECC coordinator helps keep your campaign on track, reduces the chance for reporting error, and ensures that checks are processed quickly. Most importantly, it keeps your donations safe. Follow the guidelines below to report your pledges to KECC.

Tips for processing:

Payroll Donations

- Forward yellow payroll deduction pledge forms to your payroll department.
- Add total yearly gifts for payroll deductions (gift per paycheck times 24) and mark the total in the “Payroll Deductions” square on report envelope.
- Put all white payroll pledge forms in one report envelope, then count cash/special event donations.
- Donors should keep the pink form for their records.

Cash Donations & Special Events

- Keep money or checks with each pledge form. (TIP: Paperclips work better than staples for attaching cash and checks!)
- Put all special event donations in a special event envelope, to be included in your report envelope.
- Be sure to include the 7– digit payroll code of the office to whom the money belongs, including for special events.
- Add cash donations and special events and mark the total in “Cash & Checks” square.
- Put all cash contributions with their white pledge forms attached into the report envelope with the payroll pledges, seal it and return it to your Cabinet Coordinator.
- Remember— there must be a pledge form or special events envelope for any cash or check donations.

Best Practices

- Always verify the contents of the report envelope before sealing it.
- Remit cash and check pledges often to ensure timely processing.
- Separate your pledge forms (the pink copy goes to the donor, the yellow copy goes to your payroll department, and the white copy goes to KECC through your Coordinator).
- Coordinators will turn in all sealed envelopes **with a summary form** at the report meetings.
- Electronic versions of all campaign forms are available at kecc.org.
- If Coordinators are unable to attend a report meeting, report envelopes and summary forms should be taken to:

Sandra Huddleston
Department of Aviation/Capital City Airport
90 Airport Road
Frankfort, KY 40601
502-564-4480

**Thanks for all you do! BECAUSE WE CARE...
we're working together to make a difference!**