

VOLUNTEER HANDBOOK

TRADITION

MICHIGAN



www.misecc.org

STATE EMPLOYEES CHARITABLE CAMPAIGN

solutions

of GIVING

partners leader
goal care

educational

education

development
advice housing

members

advocacy
people living

school

children
mentoring

arts

affordable
work

information

services

environment
providing

Youth

programs

shelter

quality

neighborhoods
low-income

seniors
veterans
classes

support

domestic
home professional
needs

shelter

books
animals

provide

volunteer

residents

families
improve

nonprofit

2013 Campaign
September 9
to October 11



Visit us on Facebook, Twitter and
www.misecc.org

3 Ways to Give:

Use payroll deduction online at:
www.michigan.gov/selfserv

Call the MI HR Service Center at:
517-335-0529 or 877-766-6447
711 for Michigan Relay

Use Contribution Form

Table of Contents

SECC Campaign Dates	1
Campaign Glossary	2
2013-2014 SECC Talking Points	3
What is the Michigan SECC?	4
What You Should Know	4-5
Department Coordinator Tasks	6
Volunteer Tasks	7
Other Key Volunteer Jobs	7-8
Administrative Rules	8-9
Tools for a Successful Campaign	9-11
Pledging and Pledge Form	12
Local Campaign Operating Agencies	13-14

SECC Tradition of Giving Retiree Campaign Begins August 1, 2013

SECC Tradition of Giving Campaign Dates September 9, 2013 – October 11, 2013 *(official solicitation period)*

Find more campaign information at www.misecc.org and follow us on Facebook and Twitter.



SECC Administrative Contacts

Campaign Chair

Dan Wyant, Director
Department of Environmental
Quality

Steering Committee Chair

Tim McCormick, Department of
Technology, Management & Budget
(517) 322-6235
mccormickt@michigan.gov

State Coordinator

Jeff Haarer, Department of
Agriculture & Rural Development
(517) 373-1087
haarerj@michigan.gov

Fiscal Agent

Michigan Association of United
Ways
330 Marshall Street, Suite 211
Lansing, MI 48912
(517) 371-4360

Campaign Director

Nicole Literacki
nliteracki@uwmich.org

Campaign Associate

Heather Travis
htravis@uwmich.org

MI HR Service Center

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

Toll-free: (877) 766-6447

Local: (517) 335-0529

Fax: (517) 241-5892

Dial 711 for Hearing Impaired

Campaign Glossary

Department Coordinator

A state employee that coordinates the SECC activities within their agency or department. This position can be assigned or voluntary.

Fiscal Agent

The Campaign Manager/Fiscal Agent is a contractual service provider selected by the SECC Steering Committee through a competitive proposal process. Under the terms of the contract, which extends from July 1 through June 30 of each year, this Agent performs a number of administrative duties. For more information, see www.misecc.org.

LCOA

Local Campaign Operating Agency. United Ways located in key regions throughout the state.

Steering Committee

5-member committee of state employees which governs the campaign through policy and procedure.

Toolkit

Online and paper information that will help a SECC volunteer design a campaign for their work environment. Toolkit can be found at www.misecc.org.

Umbrella Organization

An organization chartered to serve and campaign on behalf of a minimum of 10 autonomous charitable agencies (as defined in policy 1220.05 Michigan Admin Guide).

SECC Talking Points

- Participation in the annual SECC means assurance that the most efficient and consistent pathway is being used for state employees to support our annual tradition of charitable giving.
- For donor CHOICE in giving, TRUST in charitable partners and CONVENIENCE of payroll deduction, the SECC is the preferred option for most state employees.

Campaign Goals

- To increase awareness, engagement and understanding of the Michigan State Charitable Campaign for state employees.
- To engage new donors in both active state employment and by partnership with SOM Retirees.
- To establish and/or maintain relationships with State Employees that will foster engagement on an annual basis.

Historical Information

- In 1987, the State Administrative Board adopted a combined campaign to provide State of Michigan employees with an opportunity to continue their generous commitment to charitable health and human service organizations.
- Since its inception the SECC has helped state employees raise over \$46 million.
- The State Administrative Board governs SECC through the policies and procedures outlined in the Administrative Guide to State Government, specifically procedure 1220.05.
- In 2001, with occurrence of 9/11, the SECC realized its largest amount of contributions of approximately \$2.4 million.
- Administrative cost for the SECC efforts are consistently under 10%. (National average is 10% to 50%.) The costs of conducting the SECC are absorbed by the charities in the campaign. NO STATE FUNDS ARE USED!

SECC Tradition of Giving Retiree Campaign Begins August 1, 2013

SECC Tradition of Giving Campaign Dates September 9, 2013 – October 11, 2013 *(official solicitation period)*

What is the Michigan SECC?

The State Employees Charitable Campaign was created to COMBINE all charitable appeals and giving drives into one annual event. The solicitation period asks Michigan employees to give through payroll deduction or one-time gifts to the charities of their choice.

Benefits to State Employees and Agencies:

- Reduced confusion and workplace disruption
- Giving is easy
- Participating in the SECC equals giving with integrity
- Information and education about charitable giving is available for donors
- Relationships with charitable organizations throughout our state, nation, and world
- Build agency pride and morale when the benefits of giving are realized as a group
- Continued opportunities for State of Michigan Retirees

Benefits to Volunteers:

- Increases knowledge of health, human service, community and environmental need, and how charitable organizations work to address these needs
- Increases knowledge of Michigan SECC history and structure
- Interaction with fellow active state employees and those who have retired
- Being part of the annual Tradition of Giving builds relationships and a sense of shared goals throughout the state. This shows that MICHIGAN IS GIVING!

Benefits to Umbrella Organizations:

- Help from community members to solve critical problems
- Long-lasting relationships and interactions with State of Michigan Employees and Retirees
- Raise awareness, donor dollars, volunteer hours, advocacy and interaction for community needs related to children, hunger, health care, environment, those with disabilities, families, animals, homelessness, seniors, income, arts and culture and more.

What You Should Know

Why SECC?

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. But too many

“asks” can make donors feel frustrated and confused. Historically, that’s the very reason the SECC was created: to reduce confusion.

In partnership with over 1200 charitable partners, the SECC limits the amount of times annually that charitable organizations are invited to ask state employees for help. For about five weeks, typically in the fall, employees throughout the state are given the opportunity to participate in our state charitable campaign. This is a charitable campaign and money donations are critical for charities to do their daily work. Whether a person gives time, money or some other necessary resource through the SECC is completely up to them.

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 is a great way to campaign because it keeps costs low, informs the process by sharing of best practices and ensures that there is equal opportunity to participate regardless of an organization’s size or where they are located. SECC recognizes that employees are a diverse donor base committed to choice and integrity. Because of this, participating SECC charities will always be a mix of health and human services organizations including environmental, social justice and local community agencies from all parts of the state, nation and world.

Keep in mind, “partnership” does not mean “ownership”. 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 Employee Charitable Campaign belongs to YOU, the state employee!

SECC Oversight

The Michigan SECC is administered by the State Administrative Board. The Administrative Board policy on charitable giving has established a five-member Steering Committee comprised of state employees from five specific areas: DTMB, Civil Service Commission, State Employer, a Labor organization and a most recent past state campaign coordinator. This Steering Committee administers the campaign through subcommittees of state employees and United Way and Federation partners throughout the state. These committees have been charged with maintenance of policy, procedure and programming specifically designed by state employees.

SECC Department Coordinator Tasks

Thanking Volunteers and Donors is the number one job for Campaign Coordinators. 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, may likely need a different Volunteer configuration than smaller Departments housed in a central location.
3. Inform management of the competition award and your Department's role in it and gain their support for group solicitation meetings, incentives and special events.
4. Publicize the campaign – use employee publications, posters, and email.
5. Kick off the campaign with special department events and activities that will motivate employees to give.
6. Distribute materials to employees, pointing out the advantages of payroll deduction versus check, credit card, and direct bill donations. Emphasize that no gift is too small. Inform employees who do not have computer access that they can call the MI HR Service Center.
7. Assure that every employee is personally contacted and offered the opportunity to contribute. Don't just put brochures in mailboxes, in-baskets or place them on employee chairs.
8. Educate your co-workers about the campaign – your Department's goal, types of agencies funded, etc. Schedule and promote agency fairs to educate your Department.
9. 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**
10. Send check and direct bill forms to the Campaign Manager/ Fiscal Agent for processing. Employees contributing by credit card should mail their form directly to: **Campaign Manager/ Fiscal Agent, Michigan Association of United Ways, 330 Marshall Street, Suite 211, Lansing, MI 48912**

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 materials.
2. Read and familiarize yourself with campaign materials.
3. Obtain campaign materials – one for each employee.
4. Distribute campaign materials (either electronically or hard copy).
5. Interact with each employee to encourage their giving and participation. Initiate the conversation and explain the campaign history and its benefits.
 - a) Secure renewal and (ideally) increased gift from existing donors.
 - b) Secure gifts from first-time donors.
6. Become familiar with the online pledging process so that you can be a resource for donors who need help.
7. Collect paper pledge forms other than credit card and online pledge.
8. Submit pledge forms indicating payroll deduction to Department Coordinator on a weekly basis.
9. Send checks and credit card pledges to: **Campaign Manager/
Fiscal Agent, Michigan Association of United Ways, 330
Marshall Street, Suite 211, Lansing, MI 48912**

Other Key Volunteer Jobs

Campaign Chair

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

State Campaign Coordinator

The State Campaign Coordinator is appointed by the Campaign Chair

to assist with day-to-day activities related to the campaign. The duties include:

- Serving as liaison between Campaign Steering Committee and Chair
- Serving as liaison to Department Coordinators on all aspects of campaign management
- The organization of meetings of Department Coordinators on a periodic basis
- Serving as Steering Committee representative on the Marketing/ Training Subcommittee
- Serving as contact/clearinghouse for issues and problems
- Serving as the member of the Steering Committee for a one-year appointment
- Serving as State point person on training

Steering Committee

The State Administrative Board governs the SECC through a set of administrative policies. These policies establish a five-member Steering Committee, which meets monthly, to oversee campaign administration. The Committee uses criteria established by the State Administrative Board to determine which charitable organizations may participate and is also responsible for policy development and oversight of training, budget, marketing, development and campaign promotion. A campaign manager/fiscal agent is employed from outside state government to assist the Steering Committee.

Marketing and Training Subcommittee

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.

Development Subcommittee

The SECC Development Subcommittee works on an annual basis to ensure that the SECC operates using transparent, cost-effective and current campaign methods.

Administrative Rules and Procedures

Participating Charities

The Michigan SECC is open to qualifying charitable United Ways and federations that represent at least ten member agencies. To protect the integrity of the campaign, each umbrella organization must possess the following documentation for itself and each member agency it represents when applying for campaign participation:

- Charitable solicitation license (or exemption letter) from the Michigan Attorney General

- Information on the organization’s fiscal status (audit report or copy of IRS Form 990)
- 501(c)(3) determination letter from the IRS
- Non-discrimination policy
- Annual percentage of administrative costs

Participating organizations must carry out a bona fide program of charitable services for health and/or welfare. The majority of participating agencies provide voluntary, charitable, health and welfare services to individuals or their families that have a direct and substantial benefit to residents or charities in the State of Michigan.

Several national and international charitable organizations also participate in the campaign. Such services must directly benefit human beings, whether children, youth, adults, the aged, the ill and infirm, or the mentally or physically handicapped. Services must consist of care, research or education in the fields of human health or social adjustment and rehabilitation; relief to victims of natural disasters and other emergencies; or assistance to those who are impoverished and therefore in need of food, shelter, clothing, education and basic human welfare services.

For questions about application process or policies contact the Fiscal Agent at (517) 371-4360.

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.

Tools for Building a Successful Campaign

1. ***Inspire.*** With the help of your Department Coordinator and your leadership, recruit a SECC planning team to help you organize and prepare a campaign that is right for your work environment. A genuinely engaged volunteer can accomplish more than 100 people who do not want to participate. No more “voluntolds”.
2. ***Contact a Local Campaign Operating Agency.*** LCOAs are United Ways located in key regions throughout the state. There are 24 LCOAs and they are compensated by the campaign to assist volunteers in building regional campaigns throughout Michigan. They can help State Departments in these ways:
 - Coordinating with all participating SECC Federations and United Ways to assist in providing speakers, information and representatives at special events

- Training volunteers on building charitable campaigns in specific work environments
 - Market the campaign
3. **Develop a Plan.** Meet with your volunteers to develop a plan for what you will do, how you will do it and by when.
 4. **Follow a Campaign Timeline.** Set a campaign timeline and be committed to reach your department goals based on the culture of your work environment. A main goal is to strengthen relationships with fellow State Employees through charitable giving.
 5. **Plan Education, Information and Knowledge Components.** Arrange for multiple Agency Fairs, Speakers, Tours and volunteer days for employees at SECC partner organizations! Each of these activities will strengthen understanding of the importance of charity work and the daily commitment of our partner Federations and United Ways. Inspiration can happen in a split second and to be inspired is a key step to giving.
 6. **Check Reporting for 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.** Use the SECC's existing LCOA network to continue to educate, engage and involve your department employees in local communities. Ongoing relationships between charities and donors "close the loop" and allows them to see the impact of their time, money and volunteer resources.

Encourage Giving

Group Solicitation

A group meeting 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. Department and campaign leadership as well as Campaign LCOAs and charities are available to assist you in organizing these meetings. Use these resources to make your job easier and perhaps more fun!

Before Your Campaign Presentation:

- Be prepared and know the needs of your community.
- Know what donor dollars can be used for.
- Most importantly, know why you are participating and why your co-workers should.

- Ask with pride for the State Employees Charitable Campaign. Be honored to be the potential bridge for that donor from need to impact, donation to solution.

20-Minute Tradition of Giving:

- 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.
- United Way or Federation Speaker.
- Make the ask – ask employees to give through payroll deduction, by check, or credit card.
- Choice – over 1200 organizations.
- Express your gratitude for your co-worker participation.
- Have an agency fair, informational tables or Agency representatives on hand to answer questions.

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.
- Choice. Over 1200 organizations to learn about and choose from.
- THANK YOU!
- 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 make sure to make note of the specific objection so you can forward the question to the Campaign Manager 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 a phone call or email away!

Pledging

Encourage employees to give online using payroll deduction at **www.michigan.gov/selfserv** or call the **MI HR Service Center at (877) 766-6447 or (517) 335-0529** or dial **711 for Michigan Relay**.

Volunteers are responsible for collecting paper pledge forms other than credit card and online pledges.

- Paper pledge forms from employees donating through payroll deduction should be forwarded weekly to the Department Coordinator who is responsible for sending these forms through ID Mail to:

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

- Pledge forms and donations from employees electing to contribute via check or credit card should be mailed by all Volunteers to:

**Campaign Manager/Fiscal Agent
Michigan Association of United Ways
330 Marshall Street, Suite 211
Lansing, MI 48912**

- Employees electing to contribute via credit or debit card have the option to do so at www.misecc.org. Click "Donate Now".

Tracking and Reporting Campaign Results

Reports will be posted bi-weekly at www.misecc.org. You may also contact your Department Coordinator or Campaign Manager for specific giving reports.

Local Campaign Operating Agencies (LCOAs)

LCOAs are a valuable resource to assist in organizing your work department campaign or training volunteers. Please contact them for assistance.

Battle Creek and Kalamazoo Region, United Way of the

Alicia Barry
709 S. Westnedge Avenue
Kalamazoo, MI 49007
abarry@uwbckr.org
Phone: (269) 441-1717

Bay County, United Way of

Cindy Miller
909 Washington Avenue
Bay City, MI 48708
cindy@unitedwaybaycounty.org
Phone: (989) 893-7508 x17

Branch County United Way

Judy Krzeminski
87 Marshall Street
Coldwater, MI 49036
bcunitedway@cbpu.com
Phone: (517) 279-7129

Capital Area United Way

Nicole Waters
330 Marshall Street, Suite 203
n.waters@micauw.org
Phone: (517) 203-5018

Char-Em United Way

Lorraine Manary
P.O. Box 1701
Petoskey, MI 49770
lorraine@charemunitedway.org
Phone: (231) 487-1006

Eastern U.P., United Way of the

Barb Reed
P.O. Box 451
Sault Ste. Marie, MI 49783
barb@unitedwayeup.org
Phone: (906) 632-3700 x1

Genesee County, United Way of

Amy Meister
326 S. Saginaw Street
500 Citizens Bank Building
Flint, MI 48501
ameister@unitedwaygenesee.org
Phone: (810) 762-5823

Gratiot County, United Way of

Shelly Buschle
525 N. State Street, Suite 1
Alma, MI 48801
sbuschle@gratiotunitedway.com
Phone: (989) 463-6245

Heart of West MI United Way

Tom Hayes
118 Commerce, SW, #100
Grand Rapids, MI 49503
thayes@hwmuw.org
Phone: (616) 752-8636

Jackson County, United Way of

Mike McKenna
536 N. Jackson Street
Jackson, MI 49201
mmckenna@uwjackson.org
Phone: (517) 796-5124

Lakeshore, United Way of the

Nancy Robbins
31 E. Clay Avenue
P.O. Box 207
Muskegon, MI 49443
nancykay@unitedwaylakeshore.org
Phone: (231) 722-3134 x224

Lenawee United Way

Ashley Ward
1354 N. Main
Adrian, MI 49221
ashley@lenaweeunitedway.org
Phone: (517) 263-4696

Marquette County, United Way of

Susan Minckler
 401 E. Fair Avenue
 Marquette, MI 49855
 sminckler@uwmqt.org
 Phone: (906) 226-8171

Mason County, United Way of

Lynne Russell
 108 S. Rath Avenue, Suite 201
 Ludington, MI 49431
 lynner@uwmasoncounty.org
 Phone: (231) 843-8593

Mecosta-Osceola United Way

Betty Seelye
 315 Ives Avenue
 Big Rapids, MI 49307
 unitedway@tucker-usa.com
 Phone: (231) 592-4144

**Montcalm-Ionia Counties,
United Way of**

Roger Thelen
 594 Covered Village
 Belding, MI 48809
 roger.thelen@liveunitedm-i.org
 Phone: (616) 794-9840

Northeast MI, United Way of

Germaine Stoppa
 701 Woodward Avenue
 Alpena, MI 49707
 gpstoppa@unitedwaynemi.org
 Phone: (989) 354-2221

Northwest MI, United Way of

Michelle Krumm
 521 S. Union Street
 Traverse City, MI 49684
 michellek@unitedwaynwmi.org
 Phone: (231) 947-3200 x204

Saginaw County, United Way of

Steve Lamb
 100 S. Jefferson, 3rd Floor
 Saginaw, MI 48607
 slamb@unitedwaysaginaw.org
 Phone: (989) 776-0539

Southeastern MI, United Way for

Rebecca Barrios
 600 Woodward Avenue
 Detroit, MI 48226
 Rebeca.Barrios@LiveUnitedSEM.org
 Phone: (313) 226-9200

Southwest MI, United Way of

Retta Curneal
 2015 Lakeview Avenue
 St. Joseph, MI 49085
 Retta.curneal@uwsm.org
 Phone: (269) 982-1700 x18

St. Clair County, United Way of

Lonnie J. Stevens
 1723 Military Street
 Port Huron, MI 48060
 lonniestevens@sbcglobal.net
 Phone: (810) 985-8169

**Washtenaw County,
United Way of**

Rickey Banks
 2305 Platt Road
 Ann Arbor, MI 48104
 rbanks@uwwashtenaw.org
 Phone: (734) 677-7124

**Wexford-Missaukee Counties,
United Way of**

Pat Goggin
 421 S. Mitchell Street, Suite 1
 Cadillac, MI 49601
 ed@uwwexfordmissaukee.org
 Phone: (231) 775-3753

Visit www.misecc.org for a complete list of LCOAs by region/county.

Notes

Notes