



**Georgia State Charitable Contributions
Program Campaign**

Coordinator Handbook

2018 - 2019

“Shaping Our Future Through Giving”

Chairman – Judy Fitzgerald, Commissioner of DBHDD Campaign

Dates – October 1 – October 31, 2018

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What is the Georgia State Charitable Contributions Program?

The Georgia State Charitable Contributions Program (GASCCP) was enabled by Georgia General Assembly legislative action in 1982. The GASCCP campaign is the only state-sanctioned charitable campaign for both State Agencies and the University System of Georgia. The GASCCP campaign is managed by the Human Resources Administration (HRA) Division of the Department of Administrative Services (DOAS). In accordance with state law, the State Personnel Board is the policy-setting body for the State Charitable Contributions Program.

The program is a benefit for State of Georgia and University System employees in that the GASCCP campaign offers an opportunity to learn about different charities and then to contribute to the charities of their choices through payroll deduction and/or a one-time donation. The program was designed to provide a convenient, safe method by which employees can contribute with minimal disruption of work time.

How are administrative costs covered?

No state money is used to fund the GASCCP campaign. All administrative expenses are covered by Campaign pledges. Administrative staff for the GASCCP campaign consists of one GASCCP campaign coordinator and several GASCCP team members within the HRA Division of DOAS.

What is the organizational structure of the GASCCP Campaign?

Each agency and university designate a campaign coordinator to lead the GASCCP campaign efforts for their organization. These individual recruits and manages employees to assist in campaign activities. The statewide GASCCP coordinator provides resources, marketing and training materials to campaign coordinators.

What is the responsibility of the GASCCP Campaign Coordinator?

Local GASCCP Campaign Coordinators:

- 🍊 Serve as the main point of contact within the organization for questions and guidance;
- 🍊 Recruit local coordinators (if needed) to assist with creating and implementing a plan to make the campaign an enriching, community-building experience;
- 🍊 Work with executive leadership (i.e., Commissioner, President, or other designee) to plan an effective campaign with visible support);
- 🍊 Inform and communicate with employees about the program and charitable opportunities;
- 🍊 Encourage payroll deductions or one-time online donations as options for giving;
- 🍊 Plan and hold charity fests, invite guest speakers, or coordinate other activities to encourage participation;
- 🍊 Manage fundraising money and paper pledges as necessary;
- 🍊 Monitor campaign progress and update executive leadership and employees regularly throughout the campaign;
- 🍊 Thank each employee who contributes to the campaign.

Why is the Coordinator important?

**YOU MAKE
A REAL
DIFFERENCE!**

The success of the GASCCP campaign depends primarily upon the GASCCP coordinators across the state. Passion drives others to become engaged and invested in the GASCCP campaign. The GASCCP campaign coordinators are also the voice of the GASCCP campaign on the local level and set the tone for the success. Engagement and positive attitudes filter throughout the organization and encourage others to participate or give. The GASCCP coordinators are the most important role in the GASCCP campaign.

Campaign Management

Below are some campaign fundamentals to aid in running a successful campaign.

Pre-planning: Things to do before the GASCCP campaign begins.

As Coordinator, the first order of business is to meet with agency leaders to establish agency goals, expectations, and guidelines regarding the GASCCP campaign. Details such as cash management, event guidelines, etc. should all be discussed in preparation for a clear understanding of how to manage the agency campaign as Coordinator. Be especially sure that expectations related to money management are clear.

- 🍊 While DOAS' goal is to increase online giving, each individual agency should discuss a specific agency goal that should be consistent with the statewide goal. The GASCCP campaign coordinators and agency leaders should set a goal based on the agency culture. Quota goals may not be set by a per person dollar amount. Instead, set goals to increase participation percentage or total pledges and contributions.
- 🍊 When the pledge portal opens, it is important to be familiarized with the pledge portal so that you can encourage others to make online pledges at <https://gasccp.causecast.com/>.
Employees' logins will be "GA" followed by the Employees' ID numbers (example: GA00112233).

During the campaign: *The GASCCP campaign is underway!*

- 🍊 Display posters at doorways and in common areas to ensure employees are aware of the GASCCP campaign. Build excitement by sharing agency progress with regular campaign status updates.
- 🍊 Send communications regularly and include the link to the pledge portal at <https://gasccp.causecast.com/>
- 🍊 Encourage employees to make online pledges. This will reduce the amount of paper pledges reconciled each week. Less paper means:
 - Lower administrative costs due to minimizing fees charged by vendors to process paper forms
 - Less risk for mishandled paperwork and/or administrative errors
 - Reduced agency administrative time
 - More time to promote the GASCCP campaign and engage employees

- 🍊 While online giving is encouraged, some entities may choose to host fundraising events. Communicate with agency leaders to identify appropriate campaign events for each entity. Each agency is different and agency leaders are the best resource for determining what is appropriate for the agency. Be sure to ask specific questions regarding the types of events that are acceptable for the agency.
- 🍊 When hosting a fundraising event to supplement online giving, always make safety your priority! Contact the building administrator or facilities coordinator before planning an event to ensure the event meets building guidelines. Be sure to share with them any desire to use any electrical appliances (crockpots, popcorn machines, etc.) to ensure the device(s) meets safety specifications. For questions regarding Georgia Building Authority (GBA), contact representative Tracie Murray, Events Coordinator, at Tracie.Murray@gba.ga.gov or 404-657-7407. [Click here](#) to review the GBA policy for events.
- 🍊 When hosting events, if IT resources are available, have one or more computers available for online pledges. As an alternative, have paper pledge forms readily available at each event, as the form serve as proof of the employees' contributions and are counted as one-time donor pledges. Paper pledges also designate how the donations should be distributed. As each employee participates, be sure to get a completed a pledge form for their one-time donation.
- 🍊 If the event is highlighted by a charity and the employee chooses to donate to another charity, ask the employee to list their selection under "Designating Your Donation" on the paper pledge form.

Reconcile, reconcile, reconcile! When using paper pledge forms, it is important that forms are scanned and submitted each week of the GASCCP campaign. While online pledging requires no reconciliation, paper pledge forms should be scanned and submitted weekly by emailing to GASCCPpledgeforms@charities.org or faxing to (703) 222-3867.

- 🍊 **Cash Management is very important!** There is only one approved method for reconciling fundraising monies for final submission to the GASCCP campaign fiscal administrator. You should always adhere to the State Accounting Office (SAO) policy number CM-100009 related to cash management. You may read this policy by [clicking here](#).

First, meet with agency leaders to establish a Finance Department point of contact to accept fundraising money. Once identified, each time any amount of cash or a check is received, you will take these collected funds to the finance representative. No cash may be stored overnight by anyone other than a member of Finance.

Second, reconcile the cash and checks received, along with another employee, to an internal cash receivables form provided by your finance department. This is necessary to ensure the amount received is recorded appropriately. Next, take the funds, along with the internal cash receivables form to the finance representative. Complete this process each time you receive cash or checks. At the end of the GASCCP campaign, reconcile the copies of the cash receivables forms to the finance records and request a final payment to the GASCCP campaign. It will also be necessary to complete a campaign manager report for final submission to include the final payment amount. Below is an example:

Susan meets with her agency leaders and it is agreed that she will take all cash and checks collected during the GASCCP campaign period to her finance department representative, Denise, for reconciling. Susan holds her first event and collects \$380 in cash and \$120 in checks. After the event, Susan sits down with Emily, a coworker, to record the monies they have received during the event.

Susan visits her finance department where she and Denise count the cash and checks together. Denise verifies Susan's contributions and

gives her a verified balance sheet for her records. Each time Susan collects cash or checks she visits the finance department to repeat this process. At the end of the campaign Susan and Denise reconcile the balance sheets and confirm the amount the finance department will send to the GASCCP campaign.

After the campaign: *When you made it through – GREAT JOB!*

- 🍊 Scan the final pledge forms and submit the forms prior to the due date.
- 🍊 Share results with employees and thank everyone for their efforts.
- 🍊 Share lessons learned with the agency leaders and make note of the things that may be repeated or may need to be changed for next year's campaign.

Do's & Don'ts: Quick reminders

- ✓ Do meet with agency leaders to gain full understanding of agency expectations as a coordinator.
 - ✓ Do solicit others to help during the campaign.
 - ✓ Do encourage employees to make online pledges.
 - ✓ Do reconcile weekly to minimize stress at the end of the campaign.
 - ✓ Do share enthusiasm for helping others; it can be contagious!
 - ✓ Do contact the GASCCP team for help when needed.
-
- ✗ Do not pressure employees. Ask, but do not coerce, others to give. Do not complete pledge forms for employees and give on their behalf.
 - ✗ Do not give preference or market any one charity exclusively.
 - ✗ Do not mail cash.
 - ✗ Do not deposit fundraising money into personal accounts. Instead use approved policies and methods or ask agency leaders for help.



Coordinator Checklist

BEFORE THE GASCCP CAMPAIGN (September 15 – September 30)

- Meet with agency head, University Executive, or designee, to review prior campaign, establish new goals, and enlist support
- Establish a committee who will support the GASCCP campaign with enthusiasm
- Plan a strategy and timeline for this year's campaign
- Coordinate with appropriate resources on a communication plan
- Publicize campaign dates and build enthusiasm

DURING THE GASCCP CAMPAIGN (October 1 – October 31)

- Pledge online – be an example and encourage your team to do the same
- Kick-off the GASCCP campaign with an event and communicate to employees
- Send out an endorsement email from executive leadership or the local team
- Display the GASCCP campaign posters and place printed material strategically throughout the building
- Make sure the local team has pledge forms and is ready to answer questions
- Build excitement by sharing progress with the organization
- Schedule charity speakers to make presentations

- ❑ Collect and scan pledge forms weekly with the campaign manager report form
- ❑ Make sure every employee is asked to give (providing candy as a thank you or as a marketing tactic is surprisingly effective)

AFTER THE GASCCP CAMPAIGN (November 1 – November 9)

- ❑ Scan and submit the last paper pledges and fundraising money by the due date
- ❑ Share campaign results at a staff meeting, by email, or on the intranet
- ❑ Thank employees who donated
- ❑ Make a “Lessons Learned” list of what to keep or change about the GASCCP campaign ❑
Give feedback to the GASCCP campaign Lead

Campaign Resources

THE GASCCP CAMPAIGN WEBSITE

www.gasccp.org

Under Coordinator Toolkit all the materials for the current campaign will be listed under the current year’s documents. The website also contains links to the giving portal and charity search. Campaign results and application information for charities is also available.

THE GASCCP CAMPAIGN ONLINE GIVING

<https://gasccp.causecast.com/>

Online giving portal operated by the fiscal administrator, America’s Charities. Employees will create an account, search for charities and make pledges.

THE GASCCP CAMPAIGN COORDINATOR

Eina Hogan, Human Resources Administration: Eina.Hogan@doas.ga.gov or 404-463-1194

THE GASCCP CAMPAIGN EMAILS

The GASCCP campaign email: ga.sccp@doas.ga.gov

Pledge portal Email: sccp.admin@america'scharities.org

Running a Successful Campaign

There are always suggestions and lessons learned from long-time campaign coordinators. Here are some ideas for developing your own successful campaign. Invite everyone to give!

Campaign Tips

- 🍊 Enlist senior leadership support early
- 🍊 Invite everyone to give
- 🍊 Track your giving and share your progress
- 🍊 Plan a communication halfway through the GASCCP campaign to remind everyone of the campaign
- 🍊 Share stories of how charities have made a difference to employees
- 🍊 Make information about the GASCCP campaign readily available
- 🍊 Start planning early!

Hold Community Building Events

- 🍊 Host a Volunteer project
- 🍊 Sundaes served by executive team
- 🍊 Team Spirit Day
- 🍊 Invite agency speaker to share giving story
- 🍊 Movie and popcorn during lunch hours
- 🍊 Theme party

THANK YOU!

Year after year, state employees have given to various charitable organizations that have helped to enrich the lives of others through the Georgia State Charitable Contributions Program. With more than 100 charities representing causes that effect communities throughout the State of Georgia, this year there are even more opportunities to help. The unity shown by state employees over past years has been a strong statement of compassion, willingness to share, love for others, and a desire to make change in our neighborhoods by creating hope in the lives of our fellow citizens in need.

This year, as the 2018-19 GASCCP campaign begins, your help is needed once again. May it be a one-time donation, or via payroll deduction, your caring will be impacting to those in need. With as little as \$1, please join fellow state employees who are stating change by pledging today! **THANK YOU** for making a difference in the lives of others through the GASCCP campaign!

Plan a Kick-off Event

Sample agenda:

- Welcome by the coordinator (3 min)*
- Senior Leadership Remarks (3-5 min)*
- Introduction of Guest Speaker (1 min)*
- Guest Speaker Presentation (5-15 min)*
- Share Campaign Information on, plans, goals, etc. (5 min)*
- Say "THANK YOU!"*

