



2019-2020 GASCCP
GEORGIA STATE CHARITABLE CONTRIBUTIONS PROGRAM
Coordinator Handbook



Giving is Easy and Impactful



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GASCCP

The Georgia State Charitable Contributions Program (GASCCP), was enabled by Georgia General Assembly legislative action in 1982. The Campaign is the only state-sanctioned charitable campaign for both State Agencies and the University System of Georgia.

The 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 GASCCP. America's Charities is the third party the collaborate with DOAS on the fiduciary management of campaigns donations.

The program is a benefit for State of Georgia and University System employees in that it offers an opportunity to learn about different charities and then to contribute to the charity of choice 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 work time.

ADMINISTRATIVE COSTS

No state money is used to fund the GASCCP. All administrative expenses are covered by pledges. Administrative staff for the GASCCP consists of one program manager within the HRA Division of DOAS.

ORGANIZATIONAL STRUCTURE

Each Agency and University designates a campaign coordinator to lead GASCCP efforts for their organization. This individual recruits and manages employees to assist in campaign activities. The statewide program manager provides resources, marketing and training materials to campaign coordinators.



COORDINATOR RESPONSIBILITIES

Coordinators are the most important role of the annual GASCCP campaign. Campaign success largely depends upon coordinators across the state. Passion drives others to become engaged and invested in the program. Coordinators are the voice at their local level and set the tone for its success. Engagement and positive attitudes filter throughout the organization and encourage others to participate and/or give.

- Serve as the main point of contact with 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 (Commissioner, President, or other designees) to plan an effective campaign with visible support
- Encourage payroll deductions and one-time online donations as options for giving
- Plan and hold charity fests (events), invite guest speakers, or coordinate other activities to encourage participation
- Manage fundraising money and paper pledges, as necessary
- Monitor campaign progress and regularly update executive leadership and employees throughout the campaign
- Thank each employee who contributes to the campaign



2019-2020 COORDINATOR TRAINING SCHEDULE



SESSION	DATE	TOPIC	DELIVERY
#1	THUR 08.29.19 @ 2:00PM	<input type="checkbox"/> Welcome/Thank You <input type="checkbox"/> 2018/2019 Results & Winners Review <input type="checkbox"/> 2019-2020 OVERVIEW <ul style="list-style-type: none"> • New Slogan/Theme • New Chair GASCCP Caylee Noggle • New Giving Platform • Website Updates • 2019-2020 Coordinator Handbook • Coordinator Training Dates • Coordinator List <input type="checkbox"/> Request for Mentors <input type="checkbox"/> Review of Pledge Forms <input type="checkbox"/> New Giving Platform Walkthrough	GoToMeeting (America's Charities will initiate)
#2	THUR 09.05.19	Check-in Survey	Weblink Distributed
#3	THUR 09.12.19 @ 2:00PM	<input type="checkbox"/> 2019-2020 Winner Criteria <input type="checkbox"/> Reports Review <input type="checkbox"/> Coordinator Agency Reporting Portal Walkthrough <input type="checkbox"/> Lock Box Usage - Sunset	GoToMeeting (America's Charities will initiate)
#4	THUR 09.19.19 @ 2:00PM	<input type="checkbox"/> Meet Our New Chair Caylee Noggle <input type="checkbox"/> Sample Special Events: <ul style="list-style-type: none"> • Atlanta Hawks • Surplus for Charities 	GoToMeeting
#5	THUR 09.26.19 @ 2:00PM NEW DATE & NEW TIME	REVIEW SESSION <ul style="list-style-type: none"> • Cash Management Handling • Donor Portal • Reports Review • Reporting Portal Review 	GoToMeeting
#6 & ALL FUTURE SESSIONS TBD	WED 10.09.19 @ 10:00AM NEW DATE & NEW TIME	REVIEW SESSION <ul style="list-style-type: none"> • Accounts Receivable Process • Cash Management • Mentor-Mentee Matching • Donor Online Donations • Awards Criteria Review • Reports and Reporting Portal Review 	GoToMeeting

CAMPAIGN MANAGEMENT

Things to do
before the
campaign
begins...

PRE-PLANNING

TO INCREASE ONLINE GIVING:

TO INCREASE ONLINE GIVING:

- Campaign Coordinator and Agency Leader sets an agency goal based on agency culture. Set goals to increase participation percentages. NOTE: Do not set individual/per personal dollar amount goals.
- To bring awareness to the GASCCP campaign, consider hosting a charity fest event by inviting local charities to come to your agency/entity to speak to employees. IMPORTANT: Only charitable organizational approved through the GASCCP application process may participate. Charities may not directly solicit employees at the workplace.
- To increase aware of the online pledge process, familiarize yourself with the online giving portal.

CAMPAIGN MANAGEMENT

The
campaign is
underway...

DURING THE
CAMPAIGN

TO INCREASE ONLINE GIVING:

TO INCREASE ONLINE GIVING:

- Display posters at doorways and in common areas to ensure employees are aware of the campaign. Build excitement by sharing agency progress with regular campaign status updates.
- Regularly send communications and include the link to the pledge portal.
- To reduce the amount of paper pledges that would need to be reconciled each week, encourage employees to make online pledges.



CAMPAIGN MANAGEMENT

The
campaign is
underway...

DURING THE CAMPAIGN AGENCIES/ENTITIES CHOOSING TO HOST FUNDRAISING EVENTS:

AGENCIES/ENTITIES CHOOSING TO HOST FUNDRAISING EVENTS:

- Collaborate with leaders to identify appropriate events. Ask specific questions regarding the types of events that are acceptable for the agency.
- Make safety the priority! Contact building administrator or facility coordinator before planning an event to ensure the event meets building guidelines.
- When possible, coordinator with IT to have one or more computers available for online pledges. Also, have paper pledge forms readily available for one-time donations as well.
- Advise donors to complete the “Designating Your Gift” section when completing the paper pledge form.
- RECONCILE! Paper pledge forms must be reconciled and submitted each week. Paper pledge forms must be scanned and submitted to GASCCPpledgeforms@charities.org

or via fax at 703.222.3867. Once received and entered, your submitted pledge forms will appear under your respective Coordinator tab when signed in.



CAMPAIGN MANAGEMENT

The
campaign is
underway...

DURING THE CAMPAIGN AGENCIES/ENTITIES CHOOSING TO HOST FUNDRAISING EVENTS:

AGENCIES/ENTITIES CHOOSING TO HOST FUNDRAISING EVENTS:

- **CASH MANAGEMENT!**
Adherence to the State Accounting Office (SAO) policy number **CM-100009** relating to cash management is **REQUIRED**. This is the only approved method for reconciling fundraising monies for final submission to the GASCCP campaign.
 1. Meet with your respective agency leader 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.
 2. 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 appropriately recorded.



CAMPAIGN MANAGEMENT

The
campaign is
underway...

DURING THE CAMPAIGN AGENCIES/ENTITIES CHOOSING TO HOST FUNDRAISING EVENTS:

AGENCIES/ENTITIES CHOOSING TO HOST FUNDRAISING EVENTS:

3. 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 campaign, reconcile the copies of the cash receivables forms to the Finance records and request a final payment to the campaign. It will also be necessary to complete a “Campaign Coordinator Report” for final submission to include the final payment amount.



CASH MANAGEMENT EXAMPLE

1

Susan meets with her agency leader; agreement is established that she will take all cash and checks collected during the campaign season to her Finance department representative, Denise, for reconciling.



2

Susan holds her first event and collects \$380 in cash and \$120 in checks.



5

- 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 that Finance department sends to the campaign.



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.

4

3

Susan sits down with Emily, a co-worker, to record the monies they have received during the event.



CAMPAIGN MANAGEMENT

Whew! You
made it
through –
GREAT JOB!

AFTER THE
CAMPAIGN

- Scan the final pledge forms and submit them 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.





CAMPAIGN DOS & DON'TS



- ✓ 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 on-line 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 program manager when necessary
- ✗ 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 exclusively give preference or market any one charity
- ✗ DO NOT mail cash
- ✗ DO NOT deposit fundraised money into personal accounts; instead, use approved policies and methods, or ask agency leaders to help/guidance



COORDINATOR CHECKLIST

BEFORE	DURING	AFTER
<ul style="list-style-type: none"> <input type="checkbox"/> Meet with agency head, university executive, or designee to review prior campaign, establish new goals and enlist support <input type="checkbox"/> Establish a committee that will enthusiastically support the campaign <input type="checkbox"/> Attend training sessions hosted by the GASCCP program manager and training your local team <input type="checkbox"/> Plan a strategy and timeline for your campaign <input type="checkbox"/> Ask charities to speak at events and/or coordinate a charity fest event <input type="checkbox"/> Publicize campaign dates and build enthusiasm 	<ul style="list-style-type: none"> <input type="checkbox"/> Pledge on-line! Be an example and encourage your team to do the same <input type="checkbox"/> Kick-off the campaign with an event and communicate to employees <input type="checkbox"/> Send out an endorsement email from executive leadership or local team <input type="checkbox"/> Strategically display campaign posted and collateral throughout your building/workplace <input type="checkbox"/> Ensure your local team has pledge forms and is ready to answer questions <input type="checkbox"/> Build excitement by sharing progress with the organization <input type="checkbox"/> Schedule charity speakers to make presentations <input type="checkbox"/> Collect and scan pledge forms weekly with the campaign manager report form <input type="checkbox"/> Ensure that every employees is asked to give – providing candy as a thank you is a marketing tactic which can be surprisingly effective 	<ul style="list-style-type: none"> <input type="checkbox"/> Scan and submit the last paper pledges and fundraising money by the due date <input type="checkbox"/> Share campaign results at a staff meeting, by email, and/or the intranet <input type="checkbox"/> Thank employees who donated and participated <input type="checkbox"/> Make a campaign "lessons learned" list of when to keep, change and discontinue



RUNNING A SUCCESSFUL CAMPAIGN

CAMPAIGN TIPS	COMMUNITY-BUILDING EVENTS
<ul style="list-style-type: none"> <input type="checkbox"/> Enlist senior leadership...early <input type="checkbox"/> Ask everyone to give <input type="checkbox"/> Track your giving and share your progress <input type="checkbox"/> Plan a communication halfway through the campaign to remind everyone about the campaign <input type="checkbox"/> Share stories of how charities have made a difference to employees <input type="checkbox"/> Make information about GASCCP readily available <input type="checkbox"/> Start planning early! 	<ul style="list-style-type: none"> <input type="checkbox"/> Volunteer projects <input type="checkbox"/> Executive team members serve sundaes <input type="checkbox"/> Team Spirit Day <input type="checkbox"/> Guest speakers share stories (e.g., agency speakers) <input type="checkbox"/> Charity organization speakers/presentations <input type="checkbox"/> Lunch time movie and popcorn <input type="checkbox"/> Theme parties <input type="checkbox"/> Be creative!

CAMPAIGN RESOURCES



GASCCP WEBSITE	www.gasccp.org
ON-LINE GIVING PORTAL	https://gasccp.americascharities.stratuslive.com
AMERICA'S CHARITIES ONLINE GIVING PORTAL AND DONOR SERVICES TEAM EMAIL ADDRESS & PHONE #	help@charities.org 800.458.9505
AMERICA'S CHARITIES PLEDGE FORMS EMAIL ADDRESS & FAX #	gasccppledgeforms@charities.org 703.222.3867
AMERICA'S CHARITIES COORDINATOR SUPPORT EMAIL & PHONE #	gasccp@charities.org 703.957.7888 [IMPORTANT: THIS IS SEASONALLY MANNED]
AMERICA'S CHARITIES MAILING ADDRESS	GASCCP/America's Charities 14150 Newbrook Drive, Suite 110 Chantilly, VA 20151
GASCCP EMAIL ADDRESS	gasccp.support@doas.ga.gov

2019-2020 GASCCP



GEORGIA STATE CHARITABLE CONTRIBUTIONS PROGRAM

Giving is Easy and Impactful

Thank You

Through the Georgia State Charitable Contributions Program (GASCCP), year after year employees have given to various charitable organizations that help enrich the lives of others. With nearly 1,000 charities representing causes that effect our communities across the state of Georgia, this year there are even more opportunities to help.

The unity continually shown by employees demonstrates a strong statement of compassion, willingness to share, love for others, and a desire to make change in our communities and impact the lives of our fellow citizens in need. As the 2019-2020 campaign season begins, your help is needed once again. Whether via a one-time donation or through payroll deduction, your caring will positively impact those in need.

Today, with as little as \$1.00, please join fellow State employees by making your pledge! THANK YOU for making a difference in the lives of others through our campaign!

