



## STATE EMPLOYEES' CHARITABLE GIVING CAMPAIGN Your Role as an Agency Campaign Coordinator

Thank You for helping with the State Employees' Charitable Giving Campaign as your agency's Campaign Coordinator. The time and energy you put into your campaign are a wonderful way to give. As a Campaign Coordinator, you may provide assistance by:

- Attending Coordinator Orientation and Campaign Kick-off.
- Reviewing campaign materials and web site. Note the campaign timeline.
- Coordinating and carrying out your agency's campaign. This will include getting top management's support and endorsement before you start your campaign.
- Recruiting co-workers to help you administer and advertise your campaign.
- Communicating with employees about the campaign activities and along with the benefits of donating by means of weekly emails and posters.
- Conducting your campaign.
- Being sensitive to employee donor recognition and confidentiality issues.
- Helping employees complete pledge forms.
- Gathering completed pledge forms.
- Coordinating timeline and duties information with your payroll staff.
- Gathering employee's names who have pledged to donate ½% and 1% and provide the names to the Campaign's Chairman's office. Be sure names are spelled correctly as certificates will be sent to them.
- Acknowledging that the State Employees' Charitable Campaign is a voluntary activity. At no time should employees be pushed into donating. Remember to thank employees for their consideration and time regardless if they participate or not.
- Feeling great about yourself for helping out many people in your community!!