

Together

 **we** 

make  **it**

difference



SECC General Information

What is the SECC?

The State Employees' Combined Campaign was chartered through an executive order from Gov. Jim Hunt in 1984, as a way to facilitate charitable giving by state employees at their workplaces. The SECC is the only organization authorized to solicit state employees at their place of work, and is the best way for state employees to be recognized as a whole for their contributions to the community.

Simply put, the SECC is you! Aside from the four employees of the SECC office, all fundraising for the Combined Campaign is conducted by volunteers in state government and the university system, all across North Carolina.

Who Can Contribute?

Virtually all state employees and retirees are eligible to participate in the State Employees Combined Campaign. In addition to permanent full-time, part-time and time-limited employees, you may also ask temporary/contract employees and interns if they would like to participate. Just remember, they cannot contribute by payroll deduction, but they can make a gift by cash, check or credit card.

The only notable exceptions are those employees of community colleges and public school teachers who are paid by the county in which they are employed. However, once these individuals retire, they do become eligible to participate in the SECC.

How Are Charities Approved for the Resource Guide?

All charities listed in the SECC Resource Guide must apply for admission annually and meet the campaign's eligibility criteria established by regulations that govern the State Employees Combined Campaign (Title I, Chapter 35 of the North Carolina Administrative Code). A participating agency must adhere to multiple requirements, which include, but are not limited to the following:

- Must be licensed to solicit funds in North Carolina if the law requires a license..
- Must prepare and make available to the general public an audited financial statement.
- Must agree to the confidentiality of the contributor list.
- Must have a policy of nondiscrimination on the basis of race, color, religion, sex, age, national origin or disability for clients, employees, and members of the governing board.

Designated & Undesignated Contributions

- Designate funds to the charity of your CHOICE!

Donor designations are important to the SECC because the money goes exactly where the contributor would like it to go. The SECC does require that *designations to a single charity total at least ten dollars* to lessen the administrative costs of the campaign.

Undesignated Funds

Even though an employee may not designate his or her pledge to a specific charity, the SECC appreciates their gift and will assure that it is allocated appropriately and fairly. It is the policy of the State Employees Combined Campaign that all undesignated funds shall be allocated proportionately to those charities receiving designated funds. This distribution method is called “tracking.” If charity “A” receives 10% of the designated funds, charity “A” will also receive 10% of the undesignated funds.

Charity designations are to be made only by the contributor and not by volunteer coordinators or solicitors on behalf of an employee. Please encourage employees to contact the State Campaign Office at [919] 821-2886 if they believe anyone has completed a pledge form on their behalf without their consent or knowledge.

Administrative Costs

SECC regulations require that that administrative costs charged by Regional Campaign Organizations and the Statewide Campaign Organization each cannot exceed 10% of campaign pledges. The campaign overhead costs for 2010 were 10% (in comparison, the national non-profit overhead cost averages around 25%). These costs cover materials, an independent audit of SECC financial records, donor and volunteer recognition materials, office supplies, computer equipment, travel expenses, required training, conferences, and other operating costs.

Special Programs

Giving Levels

The SECC established Giving Levels to encourage donors to think about “leading the way” with their donation. As noted below, there are five giving levels, based on donation minimums. Giving Level donors may authorize the SECC to acknowledge their contribution publicly, and receive a special thank you from the SECC.

SECC Giving Levels

NC Cares Club	\$120-\$249
Dogwood Club	\$250-\$499
Cardinal Club	\$500-\$999
Emerald Circle	\$1000-\$2499
Governor’s Circle	\$2500+

New Hires

Employees new to state government receive campaign information during new employee orientation and have an opportunity to contribute when campaigns are not active.

Retiree Giving

The SECC annually solicits state retirees including public school teachers and community college employees. If you would like to contact retirees from your own division, please notify your Department Executive about your plans.

2010 SECC Results – University System

UNIVERSITY SYSTEM	2009 Total	2010 Total	Increase/Decrease	Donors 2009	Donors 2010	Participation 2010	Per Capita Gift 2010
Appalachian State University	\$ 106,432	\$ 100,544	-5.5%	508	431	15.7%	\$ 36.71
East Carolina University	\$ 196,704	\$ 193,087	-1.8%	1162	1,036	19.5%	\$ 36.38
Elizabeth City State University	\$ 3,773	\$ 22,786	503.9%	49	233	37.8%	\$ 36.99
Fayetteville State University	\$ 26,471	\$ 24,873	-6.0%	243	214	25.1%	\$ 29.16
North Carolina A&T State University	\$ 161,265	\$ 168,156	4.3%	838	868	41.8%	\$ 80.88
North Carolina Central University	\$ 240	\$ 32,585	13477.1%	5	398	31.6%	\$ 25.90
North Carolina School of Science & Math	\$ 2,665	\$ 3,967	48.9%	8	9	4.3%	\$ 19.07
North Carolina School of the Arts	\$ 540	\$ 650	20.4%	2	2	0.5%	\$ 1.48
North Carolina State University	\$ 554,196	\$ 579,448	4.6%	2508	2,764	36.1%	\$ 75.63
University of North Carolina at Asheville	\$ 38,010	\$ 29,283	-23.0%	137	106	14.8%	\$ 40.90
University of North Carolina at Chapel Hill	\$ 817,014	\$ 773,566	-5.3%	2444	2,396	19.2%	\$ 62.11
University of North Carolina at Charlotte	\$ 84,205	\$ 74,400	-11.6%	528	469	13.1%	\$ 20.74
University of North Carolina at Greensboro	\$ 262,999	\$ 249,145	-5.3%	1262	1,192	45.8%	\$ 95.71
University of North Carolina at Pembroke	\$ 22,699	\$ 12,057	-46.9%	124	53	6.5%	\$ 14.81
University of North Carolina at Wilmington	\$ 30,330	\$ 42,529	40.2%	164	230	12.3%	\$ 22.68
University of North Carolina General Admin.	\$ 22,548	\$ 25,280	12.1%	91	74	18.5%	\$ 63.04
University of North Carolina Health Care	\$ 263,693	\$ 262,279	-0.5%	910	884	11.1%	\$ 32.90
Western Carolina University	\$ 41,545	\$ 36,416	-12.3%	230	199	22.1%	\$ 25.17
Winston Salem State University	\$ 32,130	\$ 27,933	-13.1%	259	193	21.4%	\$ 31.00
UNIVERSITY SYSTEM TOTAL	\$ 2,667,459	\$2,658,984	-0.3%	11,472	11,751	21.8%	\$ 49.30

The SECC Coordinator's 10 Steps to Success

1. UNDERSTAND YOUR ROLE

- ✓ Read and understand all roles and responsibilities.
- ✓ Review SECC materials.
- ✓ Meet with your Department Executive to discuss your campaign.

2. STUDY YOUR SECC HISTORY

- ✓ Talk to last year's Coordinators and your Department Executive. Find out what worked, what didn't work, and work with your DE to establish goals and a plan for your campaign.

3. ENLIST OTHERS TO HELP YOU

- ✓ *Involve your Director* – Keep him or her informed of your plans and enlist his/her personal letter of support that you can use at the beginning of your campaign. Sample letters can be obtained from the SECC office.
- ✓ *Recruit more employees* from different levels in your organization to help with planning events and with the “asking” and “thanking” process.

4. DECIDE ON HOW TO MAKE THE ASK

- ✓ *Decide on the best timeframe for your campaign.* Remember that this need not be timed with a “payday” because payroll deduction gifts are the emphasis.
- ✓ *Enlist Management Support First.* Hold a separate group meeting for all management and professional employees prior to the employee campaign to set the pace. If this is your first campaign, ask your SECC campaign manager for some extra assistance with this group meeting.
- ✓ *Determine method of approaching fellow employees:*

HOW TO MAKE THE ASK, CONTINUED...

Group “Ask”: Consider planning your SECC “ask” during an existing staff meeting. This allows you to ensure a consistent message and encourage prompt response, requiring less follow-up by you and your volunteers.

Individual “Ask”: This one-on-one approach requires more volunteers, but personalizes the ask, and affords you a greater opportunity to answer individual questions.

Both: Hold one group meeting or a series of meetings AND use the individual ask afterward.

Emphasize payroll deduction giving. This is the most efficient method of giving, and these donors are more likely to give each year, and more generously than non-payroll deduction donors.

5. PROMOTE YOUR CAMPAIGN

Promote and publicize your campaign in employee newsletters, e-mail and other in-house communication tools.

Increase employee awareness by creating competition between departments. Prizes and incentives can also create interest.

6. EDUCATE

Your plan to educate & inform employees about the SECC and its charities will help to set the stage for a successful “ask.”

Speakers: The SECC can provide agency representatives to speak at your group meeting or event. A five-minute presentation by a speaker will personalize your employee meeting.

Charity Fair: Invite local charities to educate your employees on the services they provide in the community.

7. IMPLEMENT YOUR PLAN

- ✓ **Schedule a short, intensive campaign.** A two to four-week campaign has proven to be the most effective. Short campaigns keep the momentum and enthusiasm high.
- ✓ **Give.** It's easier to ask others to give when you are already giving.
- ✓ **Use personalized pledge cards** to make sure everyone has an opportunity to contribute. Get help from data processing.
- ✓ **Conduct a kick-off celebration.**
- ✓ **100% Ask!** Make sure every employee is asked to give. Don't forget employees who work off-site, travel or are on alternate shifts.

8. ADDRESS QUESTIONS & CONCERNS

Questions and objections from employees are a part of the campaign and offer you an opportunity to present more information. Here are some insights into the psychology of objections and suggestion for handling them:

Objections are not personal. They are not directed at you.

Objections are often based on incorrect information. You must try to identify the real issue.

Show that you care. Listen carefully to help identify the employee's concern.

Don't argue. Instead, offer information about how the SECC helps people or offer to discuss the issue further after the group meeting.

Don't be afraid to say you don't know. Let those with questions know you'll get back to them with answers or they can all the SECC office.

9. SUBMIT PLEDGES TO SECC

It is very important to turn in your pledges as soon as possible following the completion of your campaign, or every two weeks for larger organizations.

- ✓ Make sure all pledge forms are returned and completed correctly, and contact the donor if anything needs to be fixed.
- ✓ Make sure each batch of pledge forms is submitted to the SECC office along with a Summary Report Form. **CONVERT** any CASH into a money order at SECU before mailing!
- ✓ Communicate weekly with your Department Executive during the campaign timeframe.
- ✓ Monitor with your DE to ensure all submitted packets are received by the SECC office.

10. SAY THANK YOU

A very important step in the SECC Campaign is thanking donors and volunteers. By making the givers aware of the importance of their contributions, you not only show appreciation, but encourage future giving as well. Here are some thank you ideas:

- ✓ Report final campaign results to employees.
- ✓ Post thank-you messages **BOLDLY** in highly visible areas.
- ✓ Host a campaign-ending event with free refreshments, entertainment and any awards.
- ✓ Recognize significant achievements by volunteers, groups or departments within the organization.



GIVE through the SECC

Follow your passion Choose to care Participate!

Funding for this form provided by

**DOUG SUTTON
INSURANCE SERVICES**

<input type="checkbox"/> Miss <input type="checkbox"/> Ms. <input type="checkbox"/> Mrs. <input type="checkbox"/> Mr. <input type="checkbox"/> Dr.		2011 CAMPAIGN		Together we make the difference.	
First Name		MI	Last Name		
Department/University			Division/Academic Unit		
Home Address (Optional) Required for acknowledgments if you do not have email				City, ST	Zip Code
Daytime Phone		Email		Employee ID (Payroll Deduction/BEACON # if applicable)	

MY SECC PLEDGE This is your opportunity to make a difference for causes YOU care about!

- | | |
|--|--|
| <input type="checkbox"/> Payroll Deduction (Deductions begin Jan. 2012)
Deduct \$ _____ per pay period. (\$5 per month minimum)
I am paid <input type="checkbox"/> 12 <input type="checkbox"/> 24 <input type="checkbox"/> 26 times a year. | <input type="checkbox"/> Check (Made payable to NC SECC) |
| <input type="checkbox"/> Credit Card Pay online at ncsecc.org/donate
and write transaction # below. Or, call the SECC office at 919-821-2886. | <input type="checkbox"/> Cash |
| Transaction #: _____ | <input type="checkbox"/> Stock Transfer / Matching Gift
Please contact the SECC office to provide details at 919-821-2886. |

MY TOTAL PLEDGE

\$

SIGNATURE: _____

Thank You!

NOTE: Your signature and Employee ID/Beacon # (top of form) are required for payroll deduction pledges only.

Please check here if you do NOT wish to be listed in SECC donor recognition publications.

GIFT DESIGNATION(S) Please designate your gift! Choose the charities you wish to support.

Approved SECC charities are listed in the 2011 SECC Giving Guide or can be found using the charity search form on the ncsecc.org website. Any pledge left undesignated, or designated to a charity NOT listed, will automatically be deemed UNDESIGNATED funds. A minimum of \$10 per year, per charity is required for designations.

CHECK HERE IF YOU WISH TO KEEP YOUR GIFT ANONYMOUS TO THESE CHARITIES. If you check this box, the SECC will NOT include your name on the list of donors given to the charities you designate.

2011 SECC Code	Charity Name	TOTAL Amount Designated
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$

Search charities online!

www.ncsecc.org

SECC Giving Levels

Governor's Circle	\$2,500 and more
Emerald Circle	\$1,000 - \$2,499
Cardinal Club	\$500 - \$999
Dogwood Club	\$250 - \$499
NC Cares Club	\$120 - \$249

Your SECC contribution is tax deductible to the extent allowed by law. For tax purposes, nothing of substantial value was given in return for this contribution. Retain a copy of your pledge form and either your cancelled check, credit card statement or year-end payroll deposit slip as proof of your contribution.

THE FEDERAL TAX ID (EIN) FOR THE NC SECC IS 56-0564547

TOP & MIDDLE COPY – SECC OFFICE

BOTTOM COPY - DONOR



(For SCO Office Use Only)

Envelope # _____ ANDAR Acct. # _____



2011 SECC Report Form

CURRENT INFORMATION

Please make the necessary changes at the right.

State Department/University
Inst/Div/Academic Unit
Phone
Mailing Address
City, State, Zip

Note Corrections Here

State Department/University	
Inst/Div/Academic Unit	
Phone	
Mailing Address	
City, State, Zip	

MAKE A COPY OF THIS REPORT FORM BEFORE SUBMITTING YOUR CAMPAIGN PACKET TO THE SECC OFFICE.

If an individual contributed through payroll deduction and cash, check or credit card, please count the employee only **ONCE** as a contributor in the payroll column. Record the payroll, cash, check or credit card dollar amounts as given.

DO NOT INCLUDE PREVIOUSLY REPORTED CONTRIBUTIONS IN THESE TOTALS

DO NOT SEND CASH - EXCHANGE FOR A FREE MONEY ORDER AT YOUR LOCAL STATE EMPLOYEES CREDIT UNION

TYPE OF PLEDGE	NUMBER OF CONTRIBUTORS	COLUMN A Credit Card, Cash & Check Pledges	COLUMN B Payroll Pledges	COLUMN C Total Pledges
Payroll Deductions			Total Payroll \$	Total Payroll \$
Credit Card		Total Credit Card \$		Total Credit Card \$
Cash <i>(Exchange for a money order at your local State Employees Credit Union)</i>		Total Cash \$		Total Cash \$
Checks		Total Check \$		Total Check \$
GRAND TOTAL	Total Contributors	Total Credit Card, Cash & Check Pledges \$	Total Payroll Pledges \$	GRAND TOTAL \$

Report prepared by: _____ / _____ / _____
(Signature) (Date) (Phone)

Report audited by: _____ / _____ / _____
(State Campaign Organization Staff) (Date)



(For SCO Office Use Only)

Envelope #	ANDAR Acct. #
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SPECIAL EVENT FORM

Date: _____

Event Coordinator Name _____ Type of Event (bake sale, walk-a-thon, silent auction, etc.) _____

State Department/University _____ Division/Institution/Academic Unit _____

Work Email _____ Work/Daytime Phone _____

EVENT INFORMATION

\$ _____ Cash Obtain free money order from any State Employees Credit Union or call the SECC to schedule a pick-up. Personal checks, in exchange for cash received, are not permitted.

\$ _____ Check Made payable to NC SECC

\$ _____ TOTAL RAISED

EVENT DESIGNATIONS

If you choose to designate your special event proceeds, please list the charity code found in the 2011 SECC Giving Guide. Please make sure all employees know which SECC charity will receive the proceeds before the event occurs.

A minimum of \$10 per year, per charity is required for designations. NO WRITE IN CHARITIES ALLOWED.

2011 SECC Code	Charity Name	Total Amount Designated
		\$
		\$
		\$
		\$

Report prepared by: _____ / _____ / _____
(Coordinator Signature) (Date) (Phone)

Report audited by: _____ / _____ / _____
(Event Supervisor) (Date)

+

. For tax purposes, nothing of substantial value was given in return for this contribution.

DO NOT USE THIS AS AN INDIVIDUAL PLEDGE FORM

20 REASONS STATE EMPLOYEES GIVE

WHY PEOPLE SAY THEY CHOSE TO GIVE THROUGH THE SECC...

1. My gift will make a difference.
2. I believe it is a blessing to give and help others.
3. I can express personal gratitude for something that helped me or my family.
4. I can focus attention on a charitable organization with which I can identify.
5. I have a philanthropic or giving approach to life. Giving is a habit that is fulfilling.
6. I want to show that I support the State Employees Combined Campaign.
7. Others I respect have given and have invited me to make a gift.
8. I can help achieve the agency's/university's goal.
9. I can change people's lives with my gifts.
10. I'm convinced now that there is *no* reason *not* to give.
11. My questions were answered and I'm confident that my gift makes sense.
12. The person who asked me to give is trustworthy.
13. I was asked nicely to participate.
14. I was not pressured to give.
15. The volunteers helping with the campaign obviously care about their fundraising work and I'm happy to help.
16. The campaign volunteer made sure I had not forgotten to turn in my pledge form.
17. I had an objection to the campaign that it turns out was based on misinformation – My campaign volunteer addressed my concern.
18. The campaign was organized well and when I had my opportunity to give, I took it.
19. The integrity of the State Employees Combined Campaign strengthens my commitment to supporting the charities I care about.
20. I was asked.