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Welcome!

The 2015 State and University Employees Combined Appeal (SECA) Campaign is close at hand. We want to welcome all of the new Ambassadors/Liaisons and thank all of our returning ones. This year, you will see lots of changes and we hope that this will instill an excitement to see what we can accomplish. We will need all of your support to make our goals a reality.

You are about to begin a wonderful experience. You will use your skills and talents to help make a *Change for a Better Future* in the lives of the citizens of Illinois and the World. The SECA Advisory Board and Charity Federations would like to thank all of you for volunteering to be part of this campaign. I know with your commitment, we can achieve our goal.

This year the SECA Campaign will begin on September 23, 2015 and run through November 18, 2015.



WHAT IS SECA?

SECA is...the State and University Employees Combined Appeal. The Voluntary Payroll Deductions Act of 1983 created the employees' charitable giving campaign. The Joint Committee on Administrative Rules (JCAR) outlines how the program is implemented.

The documents can be found online at the website www.secaillinois.org. Hyperlinks are also listed below.

[Voluntary Payroll Deductions Act of 1983](#)

[Administrative Code - Joint Committee on Administrative Rules \(JCAR\)](#)

SECA is... the only approved charity payroll deduction solicitation of state employees. This campaign is a once-a-year volunteer workplace giving campaign that allows employees to conveniently give to the charity or charities of your choice. SECA combines the efforts of Charitable Federations with hundreds of member charities into one campaign. This combined effort saves time and money for your state government and the charities receiving contributions.

SECA is... approved and needed. The Charitable Federations have submitted both audited financial statements and statements of their activities in order to obtain the approval from the Office of the Comptroller and the Office of the Attorney General.

SECA is... successful. Since the beginning of the SECA Campaign, state and university employees have raised over \$73 million for charitable causes.

Did you know that 100% of the SECA donation go directly to the charities?

SECA is... frugal. The efforts of SECA volunteers make this campaign one of the most fiscally responsible in the country. The Charitable Federations pay for all of the costs associated with SECA. Last year the administrative cost was 2.8%. These funds provide for the creation and printing of the resource guide, leadership recognition items, donor recognition items, Ambassador training and awards, campaign audit, IT support, postage and supplies. All of the charitable federations share in the administrative cost proportionate to their designations in the campaign. **NO STATE FUNDS ARE USED!**

SECA is... ambitious. The SECA 2015 Campaign runs from September 23 through November 18.

SECA is... yours!



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Ambassadors Matter

Thank you!

Thank you for serving as a volunteer for the SECA Campaign. You are the most important part of this annual fundraising effort. Being an Ambassador is crucial to the success of SECA. Without you, we could not fund the programs that provide needed services in our communities around the state, the country, and the world. Your support and enthusiasm will be essential to inspiring others to participate so we can make life a little brighter for many of those less fortunate.

Through your eyes, your fellow employees will see the value of the member charities supported, as well as the people who receive help. This training will help you accomplish this very important mission of serving your community.

Remember, every person and every dollar makes a difference. Together we can make a *Change for a Better Future!*

Being an Ambassador requires spending time distributing materials, organizing events, and spreading the SECA message. As you utilize the many resources provided to conduct your campaign, we hope you will also experience some direct benefits:

- Become more connected to the people in your agency or university.
- Strengthen relationships with your coworkers.
- Demonstrate your leadership skills.
- Network with others in the community through SECA training and events.
- Have some fun!

Whether this is your first time as an Ambassador or you have coordinated your campaign multiple times, this handbook will help you get the most out of your campaign. Just follow the steps for conducting a successful campaign and you are guaranteed to have great success.

Ambassador Role

Thank you for serving as the Ambassador for your agency! You play a paramount role in managing the campaign within your agency – your leadership, direction, and enthusiasm will drive the success of your agency's campaign and help thousands of people. As an Ambassador, your role is to be the face of the SECA Campaign in your agency or university. The volunteers you recruit and the coworkers who wish to donate will have questions about why they should give their time and money to this effort. Instill confidence in them and yourself by learning the benefits of SECA and charitable giving.

- Develop a plan to reach and exceed your agency goal.
- Meet with the head of your agency or university to gain their support.
- Build your team - recruit Liaisons and meet with them to develop your campaign strategy. Plan to include the entire agency in all activities.
- Plan special events to keep SECA on the minds of employees and to make SECA more than just filling out a pledge form. Take advantage of early enthusiasm when the campaign is at its peak.
- Plan for the distribution of materials.
- Work with your payroll division to decide when they need the original copy of the pledge forms, and in what order they would like to receive them (e.g. alpha, by pay code, by division, etc.)
- Keep track of contributions for distribution of Leadership Giving recognition items.
- Provide support for your agency Liaisons.
- Recognize and thank your donors and volunteers.
- Have fun!

Points to ponder as you begin preparations for the 2015 SECA Campaign:

- How will you, prior to the end of the campaign, ensure that all individuals who want to pledge have had the opportunity to do so?
- How will you distribute campaign materials to each employee and identify yourself as the contact person for questions, collection of pledge forms, etc.?
- What will be your system for completing weekly reports on contributions?
- What will be your timetable?
- How will you encourage employees to return their pledge forms in a timely fashion?
- How will you follow up on pledge form collection?

The resources found throughout this handbook should help you to answer these thought-provoking questions. If you need more information, the SECA Executive Coordinator or the SECA Advisory Board members are available for questions.

Steps to a Successful Campaign

Step 1 – Prepare

- Learn as much as you can about the SECA Campaign. The theme for the 2015 campaign is *Change for a Better Future* and runs from September 23, 2015 - November 18, 2015.
- Check out the website at: www.secaillinois.org
- Get management support – The best kind of support for an Ambassador comes from supervisors, managers, and executive leadership. You may know a lot of people in your agency or university, but chances are your agency's leadership can reach a lot more people in your agency with a lot less work. Utilize these sources and ask them to become involved in making your campaign successful.

Here are some great ways to involve your leadership team in making your campaign a success:

- Ask them to engage by signing letters and sending emails.
- Send an invitation to management for all of your campaign events.
- Post any communications from management in your breakroom or in other employee common areas.
- Make the SECA Campaign an agenda item at management meetings
- Keep your leadership team informed by reporting campaign progress. Especially comparisons of this year versus those of previous years.
- Let your management team know about the goals you want to achieve and ask for ideas in achieving them.
- Approve time and resources for the campaign.
- Have management send letters to staff announcing the campaign and encouraging staff to participate. (Sample letter on page 26)
- Ask management to judge cook-offs, approve fundraisers, or volunteer parking spaces.
- Publish a letter in your agency newsletter or on an intranet message to employees about supporting the SECA Campaign.

Step 2 – Recruit Liaisons

Teamwork divides the task and multiplies the success. - Unknown

Liaisons are the volunteers in your agency or university that you choose to help you with and support your campaign. The most effective campaigns are run by volunteers who each have their own strengths to balance out each other's weaknesses. Take a look at your coworkers. Do you know someone who is a people-person and great at engaging conversations? Do you have a coworker who is brilliant at design? Who plans the birthday parties and staff events? Who is the person pointing out the in your meetings? Recruit these coworkers to be a part of your team.

Consider these tips when selecting your Liaisons:

- Recruit employees who represent all divisions in your workplace.
- Give everyone a specific role such as marketing, event planning, solicitations, etc.
- Select one Liaison for each office location or one for every 50 employees.
- SECA is a part of state business - make sure your Liaisons understand this and know how to integrate SECA into their workplaces.
- Promote the benefits of being a Liaison:
 - It looks great on a resume.
 - Helping your community benefits everyone.
 - You will learn new skills in planning, organization, oral presentations and written communications.
 - An opportunity to know and work with others in their agency, as well as other agencies and higher education institutions.

Liaison Role

- Help organize special events.
- Help audit cash received from special events.
- A different Liaison each week should help audit pledge forms.
- Recruit Liaisons to work at special events and come up with ideas for the events.
- Assist in creating posters, publicity, and any other promotional needs.
- Assist the Ambassador with campaign legwork.

Step 3 – Develop a Campaign Plan

Before you hold an event or start the campaign, you need to develop a plan. When designing your campaign plan, think about what methods of communication and the types of events that are common at your agency or university. Do your coworkers enthusiastically attend office parties and all-staff events? Or do your coworkers prefer small engagements or web-based events? Determine what type of campaign would best fit your office culture.

Here are some other tips to keep in mind when designing your campaign plan:

- Review your agency's past campaigns to identify strengths and weaknesses.
- Talk with former and veteran Ambassadors and Liaisons in your agency.
- Establish a timeline and delegate specific responsibilities to your Liaisons with due dates.
- Include a communication strategy. Schedule meetings and events ahead of time in order to identify when to send emails.
- Pick dates and plan events such as bake sales, charity fairs (do not forget to contact charity speakers or representatives to come!), costume contests, casual day, baby or pet photo contest, agency challenges, etc. The ideas are endless!!!
- Set a participation goal for your agency. Aim for 100% personal contact. Pass out donation forms to each employee individually and let them know you are there to help. Remember to thank all employees!!!
- Place SECA posters in highly visible areas.
- Handle all questions or concerns. Do not assume that people already know about SECA. Be prepared to share information about our mission and our member charities. If you do not have answers, contact the SECA Executive Coordinator.

Events

Special SECA fundraising events, such as auction, bake sales, carnivals, athletic events, or other activities are permitted during the campaign period if approved by the appropriate agency head or government official and are consistent with the agency's ethics regulations. Talk to your fellow Ambassadors and Liaisons for ideas if you are not sure – you would be surprised how many good ideas are really out there!!! You will be amazed at the difference planning SECA special events can make for your campaign. Not only will you raise more money, but you will also keep employee interest high. Events can also be a lot of fun but do not forget that the main purpose of the campaign is to offer employees the benefit of donating by payroll deduction– a quick, easy way to give. Even just a few dollars from each paycheck can make a real difference.

You will find an extensive list of fundraising ideas in the reference section of this manual.

Tips for making your special event a success:

- Prepare in advance. Do not wait until the last minute to plan a special event or fundraiser. Give yourself plenty of time to organize. Organizing will make the event less stressful and will give your co-workers plenty of advance notice for their schedule.
- Ask employees in the office to help you with the event by donating the food or auction items for the event.
- Whatever the approach, PUBLICIZE the event. Send emails, put up flyers – let everyone know that the event you are organizing will benefit something important and it is fun!

Please note that the CMS Ethics Officer has approved requesting and obtaining donations from businesses for SECA. A donation request letter can be obtained from the SECA Executive Coordinator. These prizes are not sought after for any exchange of any State favor. This activity is in compliance with the Ethics Act and Gift Ban section. The sole purpose of acquiring the items is to help promote the SECA campaign by the use of door prizes or drawings. **If you are in doubt about your agency's approval, ask your agency's ethics officer.**

Please note: CMS Legal has stated that SECA has not been given the authority by statute to hold a raffle.

Step 4 – Promote your Campaign

- Use SECA Campaign posters and brochures to build awareness of the ongoing campaign. If you need additional materials, please let the SECA Executive Coordinator know!
- EDUCATE! - Use agency video, speakers and agency tours to show SECA Campaign dollars at work. Visit www.secaillinois.org for additional tools and information.
- Be enthusiastic, knowledgeable, and excited about your campaign.
- Schedule charity speakers during your campaign or office events. Most of the member charities can provide speakers to share their personal stories and educate employees about what their organization does for the community.
- Work with your fellow volunteers to coordinate and promote activities.
- One-on-one Communication: Deliver SECA information to employees in person, particularly to new employees who may not be familiar with the SECA Campaign. Give a brief explanation of what SECA is and let them know you are available if they have any questions. Attach a personalized message to personalize the campaign.
- Do not be afraid to ask others to consider participating-include everyone in your building or division by creating calendar invites for all of your SECA fundraisers. Send physical invites or ask them to participate one-on-one.
- Send all employees a brief message to let them know the campaign is beginning and to encourage participation. Do not forget employees who work offsite, travel extensively, or are on alternate shifts.
- Send reminders periodically during the campaign to let people know when the campaign ends. Ask them to consider giving if they have not already done so.
- If your agency has intranet access, use it to spread information. Post messages regarding critical dates and advertise events. Provide a link to the SECA website on your agency's intranet: www.secaillinois.org.
- Find employees in your agency who benefited from the hard work of member charities in the SECA Campaign, or those who volunteer for those organizations. Ask them if they would share their story in an employee newsletter or on your agency's intranet home page.
- Have a "Charity Fair." Invite participating charities to a "fair" at your agency or university to answer employee questions about their work in the community. SECA staff can help you plan these events.
- Use staff and team meetings to promote SECA whenever possible.
- Ask! The #1 reason people do not give is that they were never asked. Our goal is always a 100% ASK! It is imperative that all employees are given the opportunity to contribute and are given adequate information to make an informed choice. To assist you with this we have included in the reference section a *How to Make the Ask* cheat sheet.
- At the end of the campaign, send emails or post messages with the campaign results. Thank employees for their generosity and the role they played in making the SECA Campaign a success.

Notes:



Potential Campaign Pitfalls:

To ensure the success of your campaign, keep a watchful eye on these potential challenges:

Pressure. Employees should be encouraged to give through education and motivation. At the same time, reassure them that it is okay to choose not to give. But be sure they are aware even the smallest donation – just \$2 per paycheck – is appreciated and can make a difference. But the campaign is ultimately about the choice not to give. Remember, employees who do not give this year are potential donors for the next!

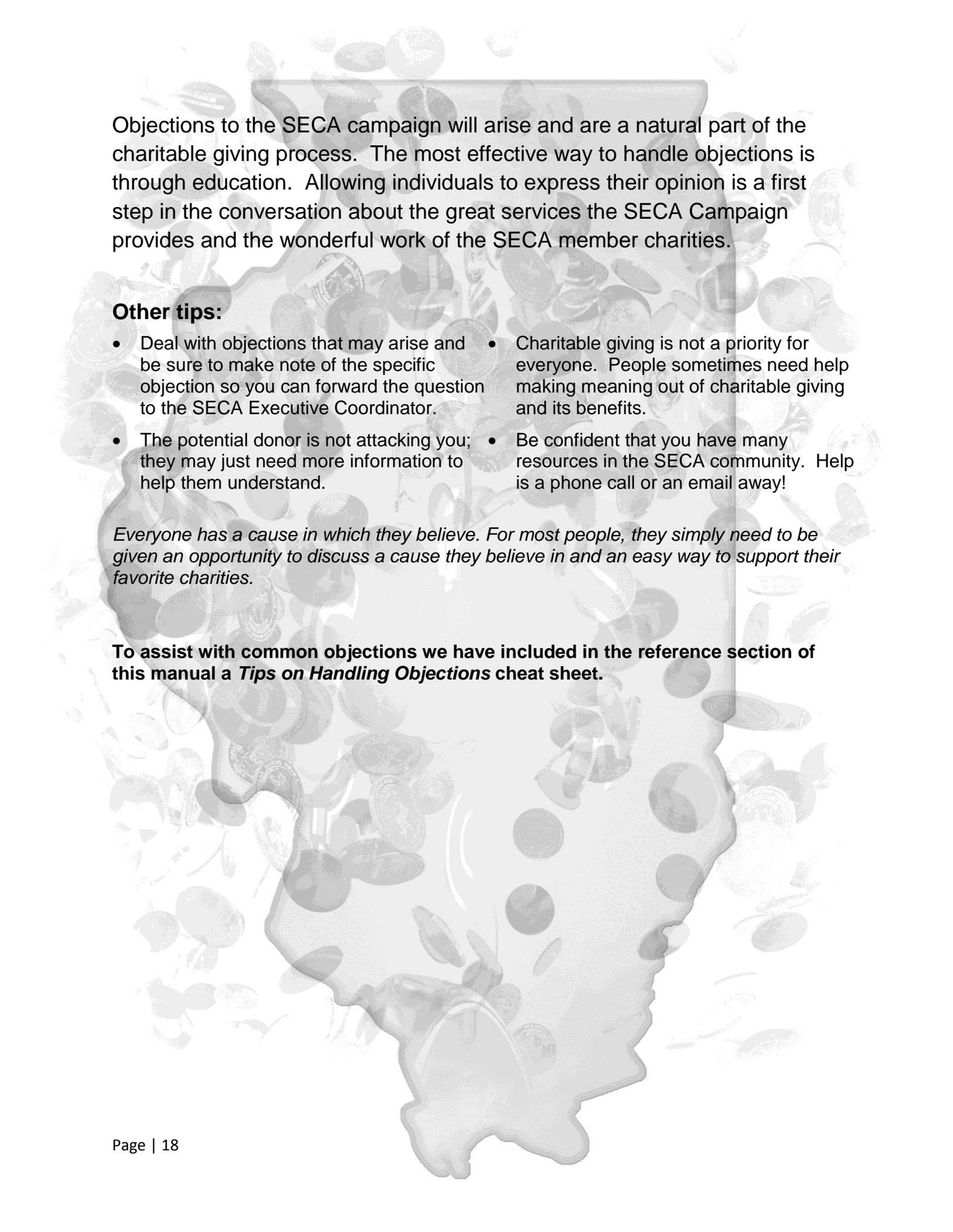
Confidentiality. Every effort should be made to keep all pledge information confidential and seen by as few eyes as possible. Reassure your employees that the information on pledge forms will be kept confidential and do what you can to keep that promise. Their names and addresses should be forwarded to participating charities only if they request acknowledgement.

Technology and Passive Campaigns. Technology is wonderful and it can help your campaign run more smoothly, simply and efficiently. Email is a great way to send information to employees about the participating charities, dates and times of campaign events and campaign progress reports. Technology also gives us new ways to collect pledges – like online giving. But there is no substitute for the

personal touch – do not let technology take the place of personal solicitation. Passive campaigns are doomed to fail. Keep your campaign active and fun by using technology as a tool, but do not rely on it for every aspect of the campaign.

Lack of Information. Employees who are informed and educated about the member charities are more likely to give and give generously. At the very least, every employee should be given information on how to find out more about SECA member charities. Holding charity fairs and/or inviting guest speakers from member charities is an easy and often inspiring way to highlight how employee donations will be used.

Tough Economic Times. If economic concerns arise during the campaign, explain that many charities find themselves inundated with new requests for help and have trouble meeting those demands. In fact, during tough economic times, more people turn to our member charities for assistance than ever before. Your coworkers do not need to donate a large amount of their paycheck, but every little bit helps. One day they may be in need of services provided by the charities in your campaign.



Objections to the SECA campaign 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 services the SECA Campaign provides and the wonderful work of the SECA member charities.

Other tips:

- Deal with objections that may arise and be sure to make note of the specific objection so you can forward the question to the SECA Executive Coordinator.
- Charitable giving is not a priority for everyone. People sometimes need help making meaning out of charitable giving and its benefits.
- The potential donor is not attacking you; they may just need more information to help them understand.
- Be confident that you have many resources in the SECA community. Help is a phone call or an email away!

Everyone has a cause in which they believe. For most people, they simply need to be given an opportunity to discuss a cause they believe in and an easy way to support their favorite charities.

To assist with common objections we have included in the reference section of this manual a *Tips on Handling Objections* cheat sheet.

Step 5 – Receiving/Processing Donation

It is very important to report results to SECA as soon as possible. For large agencies or universities weekly reports are recommended, with a final report at the completion of your campaign. Call the SECA Executive Coordinator if you have questions. Pledge forms that are properly completed will be processed in a timely manner. Incorrect forms have to be returned to the Ambassador, who then must return them to the donor, creating a delay in the processing procedure.

- **One-Time Donation** – a donation made via check or money order (we cannot accept cash or credit cards). Make sure all checks are made out to a Charity Federation or a member charity and not to SECA. All checks made out to SECA will be returned to the Ambassador. All checks must include the 7 digit charity code number on the check. Checks without this information will also be returned.
- **Payroll Deduction** – begins on the first pay period in January 2016. Make sure all pledge forms are properly signed if required by their agency's payroll office.

Instructions for completing the pledge form are included in the reference section of this manual. (Appendix)

- Review pledge forms and ensure they are filled out correctly and in their entirety.
- Keep track of your leadership givers. Make sure the *Release of Information/Leadership Giving* box has been checked for donations of \$250 or more. Distribute these Leadership Giving items at the conclusion of the campaign.
- Make 3 copies – Give 1 back to the donor as a receipt, if you are mailing the forms instead of scanning them (Appendix) then 1 should go to Central Management Services (CMS), and keep 1 copy for your records. The original copy should go to your agency's payroll office.
- Remember to BLOCK OUT Social Security Numbers before sending to CMS, whether you are mailing or scanning the forms.
- Separate into two categories - One-Time Donation and Payroll Deduction forms. Batch up to 40 forms (or send weekly). Please make sure each batch has a separate transmittal form. Be sure to include your name, agency, and telephone number on each transmittal form. Include the total dollar amount and the total number of forms in the batch. IF the employee contributed both ways, prepare a SEPARATE transmittal form and batch for this donor.
- Perform an audit of each batch. (Count the number of forms and calculate the total dollar amount of contribution in each batch).
- Send verified batches to CMS.
By mail to: Tina Scott, CMS
SECA Executive Coordinator
401 S Spring St, Room 711
Springfield, IL 62706

Electronically to: SECA@illinois.gov

Step 6 – Campaign Summary

The best managers use recognition to engage their employees, retain talent and increase production. Studies have shown that companies whose management team gives praise to their employees are more profitable. Their employees work harder and more enthusiastically for an appreciative boss. As the architect of your campaign, make sure you do not forget to build gratitude into your campaign plan.

- **Say Thank You!!!!**

There are a myriad of ways to thank donors and volunteers who participate in your campaign:

- Recognize your team for the little things as well as the big things
- Thank your volunteer team at a staff meeting
- Hand out personalized certificates to your volunteers
- Hand out personalized certificates to your donors
- Plan a post-campaign recognition meeting or event (i.e. a recognition breakfast/lunch for your top donors)
- Handwrite thank you cards to each of your volunteers
- Send thank you cards to your supporters, sponsors and charity participants
- Post total amount of employee contributions via banners, email announcements, newsletters, flyers, intranet, and internet – or any other available means.
- Complete the list of Leadership Givers and email to SECA@illinois.gov.
- We encourage all agencies and universities to offer a pledging opportunity in new hire packets throughout the year. The SECA Executive Coordinator and SECA Advisory Board members are available to help year-round for any reason. Please feel free to contact us if you have any donor questions or need any sort of follow-up information.
- Thank your local liaisons in your workplace newsletter
- Send an email the day of your SECA event thanking each volunteer and highlight the role they played in the campaign
- Work with your leadership team to send a letter of appreciation for everyone who participated in the SECA Campaign
- Give your donors mini “I GIVE” signs with a personalized thank you on the back

Leadership Giving

Maintain a list of names and amounts for donors that wish to be recognized by the Leadership Giving program.

The Leadership Giving Circle recognizes individuals who wish to be recognized and who have contributed \$250 or more to one or more member charities in the Illinois State and University Employees Combined Appeal (SECA). Individuals giving at the Leadership level serve as strong examples to others and share the desire to help meet critical needs in their community.

Commitment

Joining the Leadership Giving Circle is strictly voluntary. Contributions to SECA member charities at any level are greatly appreciated and help make a difference in the lives of people who really need help. Knowing we can rise above the problems facing our community, our state, and the world, we can accept the challenge to keep pace with ever-growing needs by accelerating growth in our Campaign.

Recognition

To become a member of the Leadership Giving Circle a donor must make their SECA pledge at the desired giving level. In addition you will need to be sure that the donor indicated their desire to be recognized at the Leadership Giving level or to have their gift remain anonymous, meaning that their name will not be reported to the charities they are supporting and they will not be recognized for giving. Individuals wishing to be recognized as members of the Leadership Giving Circle will have their names included in the following year's SECA website. These individuals will also receive a small token, a thank you gift from the charities, recognizing their involvement and support.

Leadership Giving Circles

Bronze: Membership is achieved by an annual gift of \$250 to \$499.

Silver: Membership is achieved by an annual gift of \$500 to \$999.

Gold: Membership is achieved by an annual gift over \$1000.

Step 7 - After the SECA Campaign is Complete:

List the activities you did for the SECA Campaign and write a brief synopsis of each. Include your agency or university successes and your challenges. Debrief with your Liaisons and evaluate what worked and what did not work. Ask for feedback from top management. Here are some questions that will help you accomplish this task:

- What were your successes?
- What were your challenges?
- What would you do differently next year?
- Which Liaisons were most beneficial?
- How well did your distribution process work?
- What do your Liaisons say if anything could be done to make their job easier?
- What does payroll say if anything could be done to make their job easier?
- What could your agency head do to further support the SECA Campaign?
- If you held special events, please list them. Note which events were most popular.
- What did you receive from the SECA staff that was most beneficial?
- What did you receive from the SECA Campaign that could be improved for next year?
- What, if anything, did you need from the SECA Campaign that would have more fully supported your efforts?

*Please send a copy of this synopsis to the SECA Executive Coordinator so that these challenges, issues and successes can be shared with other Ambassadors to improve the SECA Campaign state-wide.

Included in the reference section of this manual are a *SECA Timeline* and a *SECA Checklist* that will help you, as an Ambassador, coordinate a successful SECA Campaign.

Awards

There are 3 categories of agency awards:

- Exceptional giving will be given to agencies and universities that exceed the amount the agency/university donated the previous year.
- Sustainable giving will be given to agencies and universities that donate 90-100% of what the agency/university donated the previous year.
- Division Award – (Individual divisions are based on the number of employees in your agency or university.) In each Division, an award will be given to the agency or university that had the highest percentage in number of donors.

We are also working on some other creative agency awards for this upcoming campaign. Stay tuned for more details.

Strategies to increase participation:

- Use incentives for first time donors.
- Everyone who contributes via payroll deduction is entered in a drawing. When the campaign is complete, have the drawing for incentives.
- If you make the agency goal, throw a party.
- Hold a drawing for all employees who go on a tour of a SECA Campaign member charity.

Strategies to increase the average gift:

- Use incentives for donors increasing their annual gift.
- Hold your own leadership giving campaign. Establish an agency leadership level and recognize accordingly.
- Use example of what your gift can achieve information.
- Ask employees to give \$1 more a week.

Notes:



Thanks to you...

...pioneering research, leading to life-saving discoveries, happens every day.

American Cancer Society

...we can fight against our nation's No 1 and No 4 killers – heart disease and stroke. We can fund such life-saving efforts as research, education, advocating for better health, improve patient care and reach populations at risk.

American Heart Association

...annually over 9,000 youth have experienced STEM (Science, Technology, Engineering, and Math) activities to get them excited about a career in their future.

America's Charities

...African American teenagers are taught concepts of economic development and trained as entrepreneurs.

Black United Fund of Illinois

...we are helping to fund vital research, information, and advocacy efforts needed by the more than 125 million Americans impacted by a chronic disease or disability.

Community Health Charities

...women are provided professional clothing, job readiness, and job retention training as they transition from welfare to work, helping them achieve economic self-sufficiency.

Community Shares of Illinois

...a native garden was built and planted to teach students about green infrastructure and storm water management.

Earth Share of Illinois

...more children are protected by insecticide-treated netting while they sleep, keeping malarial mosquitoes away. Malaria is a leading cause of death for children in Africa.

Global Impact

...Habitat for Humanity has built more than 250,000 houses around the world, providing more than 1 million people in more than 3,000 communities with safe, decent, and affordable shelter.

Independent Charities of America

...over 21,000 children and adults with intellectual disabilities can participate in our programs.

Special Olympics Illinois

...students can pursue undergraduate or graduate degrees or post-doctoral research in the field of science.

United Negro College Fund (UNCF)

...health care, including physicals and/or vision and dental care, is provided for children in the community.

United Way of Central Illinois

Notes:



Sample Letter from Agency Head to All Employees

To All (ENTER YOUR AGENCY/UNIVERSITY NAME HERE) Employees:

Since its inception in 1983, the State and University Employees Combined Appeal (SECA) has given state and university employees the opportunity to give generously and selflessly to hundreds of charities supporting our communities all over the world.

Knowing that (ENTER YOUR AGENCY/UNIVERSITY NAME HERE) employees recognize their responsibilities to their communities, both local and abroad; along with their continued involvement in SECA each year is deeply heartening.

Participating in the SECA Campaign each year empowers us to make the changes needed for the greater good of all, individually and as a whole. Each and every one of us has the privilege of choosing one or more charities and donating whatever we can afford to give. Even the smallest donations can make the difference in the lives of many.

All of us working together can make a *Change for a Better Future!*

Sincerely,

(AGENCY HEAD SIGNATURE HERE)

Sample Thank You Letter for Liaisons

Dear (NAME OF LIAISON):

On behalf of the SECA Advisory Board including all of our member charities, I would like to personally thank you for all of the time and work you were able to give to the SECA Campaign this year.

(ENTER YOUR BUREAU/SECTION NAME HERE) collected \$_____ which helped (ENTER YOUR AGENCY/UNIVERSIT NAME HERE) raise \$_____ in total donations for the (ENTER CAMPAIGN YEAR HERE) Campaign. This will help support the many SECA charities that are dependent on people like you whose involvement helped us achieve a successful campaign again this year.

Again, thank you for your cooperation and commitment to the SECA Campaign.

Sincerely,

(ENTER YOUR NAME HERE)
Agency SECA Ambassador

cc:(ENTER LIAISON'S SUPERVISOR HERE)

GLOSSARY

Advisory Board – The SECA Advisory Board is created by statute. The members of the SECA Advisory Board are state and university employees. The Board Members can serve up to two three-year terms in an unpaid capacity. The Board is responsible for creating and implementing all aspects of the SECA Campaign.

Agency Code – On the pledge form, this is the 4 digit number for the specific member charity to which the donor will donate.

Ambassador – A state or university employee who is the main contact in charge of organizing and running the SECA Campaign at their agency or university.

Charity Code Number – On the pledge form, this is the 7 digit number that is the combination of the AGENCY CODE (3 digits) and ORGANIZATION CODE (4 digits).

Charity Fair – A gathering of several SECA charities at one location (e.g. state agency break room, conference room, etc.) with informational tables set up so that state and university employees can visit to learn more about the charities. See the reference section in the back of this manual for *How to Have a SECA Charity Fair* cheat sheet (Appendix).

Leadership Givers – An employee who chooses to be RECOGNIZED by the charities and donates the following amounts: \$250-499; \$500- 999; \$1,000 or more.

Leadership Spreadsheet – This is the EXCEL spreadsheet that each Ambassador needs to complete to identify your agency's/university's Leadership Givers. This list needs to be sent via email to SECA@illinois.gov at the end of the campaign. This will be used to recognize those who have contributed at least \$250 annually and checked the "YES" box in the Release of Information section on the pledge form.

Liaison – A state or university employee who assists the agency's Ambassador with administering the SECA program at that location. An agency or university may have a Liaison in each section or building. There is no limit to the number of Liaisons at an agency/university.

Organization Code – On the pledge form, this is the 3 digit code for the main Charity Federation.

One-time Direct Gift – An employee may choose to write a check directly to a SECA charity with a one-time donation. This must be designated on the pledge form.

Payroll Deduction – An employee may choose to donate to the charity (ies) of his/her choice by completing the Pledge form and designating how much money should be deducted from each pay period.

Pay Periods – The number of times per calendar year that an employee gets paid.

Payroll Office – Each state agency and university has a payroll office that needs to receive originals of any pledge forms that ask for a payroll deduction.



Pledge Form – The form used by each contributor to designate to which charity (ies) he/she will donate. The form is used for payroll deductions and one-time contributions.

Release of Information – This is the section on the pledge form where the donor checks the box to be anonymous, which means their name will not be shared with the charity to which they donated. For donations of \$250 or more (Leadership Giving) the donor chooses to be RECOGNIZED or ANONYMOUS. **PLEASE NOTE: ONLY ONE BOX MAY BE CHECKED.**

SECA – The acronym used for the (S) State and University (E) Employees (C) Combined (A) Appeal.

Special Events – Any activity planned by an agency or university to promote the SECA campaign. (Bake sale, chili cook off, used books sales, charity fair, etc.)

Transmittal Form – The form used by Ambassadors to tally amount of pledge forms when sending batches of no more than 40 forms to SECA for processing. The batches should be separated into payroll deductions and one-time direct gifts. A transmittal form is used for each batch. One copy is kept by the agency and one copy is mailed with the pledge forms to CMS for processing. You can also send the batches electronically through email to SECA@illinois.gov. A copy will be returned to the Ambassador after the SECA Executive Coordinator has verified the amounts on the transmittal form.