

ONE-ON-ONE SOLICITATION

WHAT DO YOU SAY?

STEP ONE

Know the facts about the FSECC.

- Attend Coordinator or Key Worker training. The agenda will include information on how to ask for a gift and how to report the contributions you'll be receiving.
- Read the introductory pages of the FSECC Contributor's Guide and become familiar with the way charities are listed. You'll be distributing them to employees, so know what it contains before they do!

STEP TWO

Make your own gift before asking others to give.

- Why? Because you'll discover that making your contribution first (hopefully through payroll deduction) says you believe in what you're doing. Making your own commitment first makes it easier to ask others to follow your lead.

STEP THREE

Ask others to give

- Make the ask in person because it gives you the chance to personalize the campaign for every contributor and to answer specific questions and concerns of each employee. Do not leave the Pledge Form on anyone's desk, or in the person's mailbox. When people are personally asked to support the FSECC, they are more likely to contribute.

The FSECC is a good thing. It literally helps thousands of people locally, across the nation, and around the world. Here are the Top Four Reasons for state employees to give to the FSECC. Ask your donors these four questions and give them the answers.

Reason # 4. Who is in charge of the FSECC? You are, State Employees. The FSECC is managed by State Employees - State and Local Steering Committee.

Reason # 3. Who decides where the money goes? You do, State Employees. 71% of all FSECC dollars are designated. The Local Steering Committee decides where the undesignated funds go.

Reason # 2. What is the best way to give to the FSECC? Payroll deduction! Why? It is easy and you can give three to five times more.

Reason # 1. What is the number one reason to give to the FSECC? Community Impact! You as a donor are literally helping thousands of people locally, across the nation, and around the world.

Creative Campaign Ideas

- Send employee testimonies via mass e-mails
- Serve an assortment of gourmet desserts at your FSECC meetings
- Candy Jar Guess - Gum balls, jelly beans, or use paper clips, straight pins, rubber bands, etc.
- Game shows (Who wants to be a Millionaire?, Jeopardy, Wheel of Fortune, Lingo)
- Aluminum foil sculpture contest
- Pie throwing contest
- Campaigners get to wear themed T-shirts
- Casual Day stickers
- Services donated by employees (pet sitting, car-wash, etc.)
- Free lunch in company cafeteria
- An extra day off for a 10% pledge increase
- Free parking or use of executive parking space
- Drawing for first time givers
- Prizes for turning in forms early
- Drawing for free tank (gas card) of gas
- Bake sale with cook book
- Car wash
- Employee craft show
- Drawings (prizes donated by employees)
- Garage sale (office clutter, surplus supplies, old computers, etc.)
- Sand castle building contest
- Plant and flower sales
- Potluck lunch
- In-house telethon to call for employee pledges
- Bowl-a-thon, Walk-a-thon, Dance-a-thon
- Carnival Games (putt putt, pool, ring toss)
- Mardi Gras
- Build your own sundae party
- Pizza party
- Early dismissal for increasing pledge
- Executive team walks the floor to say a personal thank you to employees
- Campaign committee walks the floor to say thank you and pass out treats
- Hot chocolate party on a cold day
- Lemonade/popsicles on a hot day
- Executives serve lunch to employees
- Committee serves breakfast to employees
- Ice cream truck



Serving Alachua, Bradford, Dixie, Gilchrist, Levy and Union Counties

2009 Florida State Employees' Charitable Campaign Coordinator Guide

So ... you've been selected to be a FSECC Coordinator or Key Worker... thank you! You should consider this not only a responsibility but also an honor. The Florida State Employees' Charitable Campaign is our way of saying we care for others who need a helping hand. It was designed and is administered by State of Florida workers and it belongs to all of us.

You are important because you are the FSECC lifeline between people who need help and people who can help. That's why a lot of people are counting on you this year. This guide will show you how to do your job better - asking fellow state employees to make contributions.

WHAT IS THE FLORIDA STATE EMPLOYEES' CHARITABLE CAMPAIGN?

The Florida State Employees' Charitable Campaign, known as the FSECC, is the only state-sanctioned charity drive among state employees in the workplace. Each year, state employees generously contribute over \$4 million to their favorite charities through the FSECC. The campaign formerly was authorized by a Cabinet Resolution. The 1993 Florida Legislature, however, authorized the campaign in Florida Law (section 110.181, Florida Statutes) in order to address concerns that the Cabinet Resolution provided insufficient authority to promulgate legally binding rules relating to the campaign. The FSECC is housed, for administrative purposes, in the Department of Management Services, is overseen by the FSECC Steering Committee comprised of nine state employee representatives, and is conducted by state employees with the assistance of local fiscal agent United Ways throughout the state.

Over the years, the campaign has become a meaningful way to voluntarily reach out, to touch the lives of people who need our help, to help our community, and to help create a better world.

WHAT DOES THE COORDINATOR DO?

- Assumes the leadership responsibility for a group of Key Workers
- Recruits and supervises Key Workers
- Distributes supplies to each Key Worker including a kit for the training session, a pledge form for each employee and FSECC Contributor's Guides for a group of employees. The Key Worker will be asking for a contribution
- Schedules and attends training sessions for Key Workers with his or her group of Key Workers
- Attends mini rallies
- Collects pledge forms from Key Workers
- Prepares FSECC Report Envelope and Leadership Giving Report
- Gives recognition to Key Workers

(Not all Coordinators will have Key Workers; in that case you will do some of the items listed below)

WHAT DOES THE KEY WORKER DO?

- Personalize pledge forms for contributors*
- Assumes responsibility of contacting co-workers to collect their pledge forms
- Attends training session for Key Workers
- Works with Coordinator to arrange mini rally
- Invites co-workers to mini rally
- Following rally, contacts co-workers who attended session to ask for pledge
- Follows up on every employee who was unable to attend the rally to personally explain the FSECC and ask for pledge
- Collects pledge forms from contributors and thanks them

*Most pledge cards will be personalized by the Department of Management Services. Personalization may be needed for new employees.

Be ready to answer questions your co-workers may have about how to make a gift.

Does giving by payroll deduction make sense?

It sure does. It's the easy way to give. A reasonable, affordable amount withheld from your paycheck each pay period does not disrupt your budget and over a year's time, amounts to a meaningful gift. It's a gift that you can feel good about because you have made a difference in someone's life. Donors can give three to five times more by payroll deduction.

How much should I give?

That's entirely up to you. It is not the intent of the FSECC that anyone give beyond their means. How much an individual can afford to give depends on many personal factors. There are very deserving charities in this campaign providing services needed by many of our fellow human beings. Whatever you give will help and will be appreciated.

How do I designate my donation?

Indicate your selection(s) for the distribution of your donation by recording the appropriate 3-digit code in the boxes on the pledge form. The 3-digit codes can be found in the FSECC Contributor's Guide, a listing of all the charities in the campaign. There is a brief description of each charity followed by a telephone number you can use to obtain more information about the charity. If you designate, only the charity or charities you select will receive your donation.

NOTE: WRITE-INS ARE PROHIBITED.

What if I do not designate?

Undesignated contributions will be distributed proportionately to charities providing direct services in your local area that receive designations from other state employees in your area. The remaining amount will be distributed by your Local State Employees' Steering Committee.

Can I make a confidential gift?

Yes. Just place the pledge form in a plain, sealed envelope and give it to your Coordinator.

ARRANGING A FSECC MINI RALLY

The Coordinator is responsible for coordinating the schedule for mini rallies with his or her team of Key Workers. Key Workers are responsible for inviting the co-workers they have been asked to solicit.

A Sample Agenda For A Motivational Meeting:

Call to Order by Coordinator 1 minute

- Welcome (Introduce team)
- Introduction of speakers

Remarks by Director, Division Chief and, if appropriate, Labor liaison 2 minutes

Presentation By Staff Rep. 3 minutes

- Reasons for Giving
- Payroll deduction
- Leadership Giving Program
- Instructions for filling out the pledge form

FSECC Testimonial By Employee 5 minutes

- What happened on charity tour
- How employee was helped by a charity
- How employee serves as a charity volunteer

Closing By Coordinator 1 minute

- Ask for pledge
- Thank employees
- Introduce Key Workers
- Say, "We hope you will review the FSECC Contributor's Guide, and consider making a contribution to a charity that touches your heart. Be ready to turn in your pledge form to your Key Worker by (an established time)."
- Invite employees to stay for refreshments and for informal discussion