



**SCCP**

**COORDINATOR**

**HANDBOOK**

**2014-15**

**Looking forward,  
GIVING BACK.**

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# Welcome to the SCCP Team

## What is SCCP?

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The State Charitable Contributions Program was established by the Georgia General Assembly in 1982. The SCCP is the only state-sanctioned charitable campaign for both State Agencies and the University System of Georgia. The campaign is managed out of Human Resources Administration (HRA) in the Department of Administrative Services (DOAS). Activities of the SCCP fall follow the Official Code of Georgia Annotated 45-20-5- and the administrative procedures established by the program. The State Personnel Board approves the charities reviewed by the SCCP Advisory Committee annually. The fiscal agent of the SCCP is EarthShare, a registered 501( c )( 3 ), which oversees the accounting duties of the program.

The SCCP is a benefit for the state of Georgia and University System employees to contribute to the charity of their choice through payroll deduction or a one-time donation. The program is to provide a convenient, safe method by which employees can contribute while reducing disruption in the workplace.

The Governor appoints the Honorary Chair of the SCCP. For the 2015 campaign, Gretchen Corbin of the Department of Community Affairs will be filling this role.

## What is the administrative cost?

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No state money is used to fund the campaign. Administrative expenses are covered through campaign pledges which were 12% for the 2014 campaign. Administrative staff for the campaign consists of a program manager within HRA at DOAS.

## What is the organizational structure of the campaign?

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Each Agency and University designates a campaign coordinator and that person leads the campaign efforts for that particular organization. They recruit and manage employees to assist them in the campaign activities. The program manager for SCCP provides resources to the campaign coordinators to assist in marketing the program and training their SCCP staff.

## What is the responsibility of the campaign coordinator?

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The success of the campaign depends primarily upon the coordinators across the state. Their passion drives others to become engaged and invested in the SCCP. They are also the voice of the campaign on the local level.

- Fulfill role of main point of contact within the organization
- Recruit local coordinators to assist on creating and implementing a plan to make the SCCP campaign an enriching, community-building experience
- Work with executive leadership (commissioner, president) to plan an effective campaign with their visible support
- Be the voice of the campaign. Teach employees about the program and educate them about the SCCP and its charities
- Reinforce the benefit of payroll deduction as an option for giving
- Plan and hold charityfests, guest speakers or other activities to encourage participation
- Provide guidance for local coordinators on fundraisers and inquiries
- Ask every employee to consider making a pledge
- Thank the employees who contribute to the campaign
- Send fundraising money and paper pledges using forms provided
- Monitor campaign progress and update the executive leadership and employees
- Contact the SCCP program manager with any questions

## How is the role important?

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**YOU MAKE  
A REAL  
DIFFERENCE!**

The campaign coordinator sets the tone for the campaign. Their engagement and positive attitudes filter throughout the organization and encourage others to participate or give. The team recruited to run the campaign is crucial! The coordinators are the most important role in the whole campaign. Also, the role is an important opportunity for career development. Campaign coordinators have the opportunity to develop and showcase their leadership abilities and project management acuity. Reach across divisional borders and make the most of the opportunity to work closely with colleagues across the organization.

## SCCP Campaign Calendar

MILESTONE	DATE	INFO
Coordinators Finalized	August 1, 2014	Complete sign up form
Campaign Website Up	August 1, 2014	All documents available
Poster/Brochures Delivered	August 15, 2014	Extras will be available upon request
Coordinator Kick-Off	August 20, 2014	Coordinators invited to attend
Trainings (Webinars)	August 1-27	Held several times
Online pledge site open	August 25, 2014	Early access for coordinators to familiarize themselves and prep site due to holiday Sept. 1
Campaign Starts	September 1, 2014 (Labor Day Sept 1)	Public open to the campaign
Charityfests Held	September 1-30, 2014	Held in various locations; Some coordinated with open enrollment fairs
Campaign Ends	October 31, 2014	Online pledging stops
Paper Pledges Due	November 30, 2014	Mailed according to instructions
Fundraising Money Due	December 31, 2014	Mailed and deposited according to instructions
Payroll Files Sent	December 15-31, 2014	Sent to payroll contacts
Campaign Closes	January 15, 2015	No more funds accepted for 2014/15 campaign

## Policies and Guidelines

- Employees may not be coerced to give. You may ask, but not pressure.
- Quota goals may not be set by a per person dollar amount. Instead, set goals to increase participation percentage or total.
- Only charitable organizations that have been approved as part of the application process may receive donations.
  - Funds designated to a charity not on the official charity list will be defaulted to undesignated funds which are proportionally distributed to charities with designations.
  - Charities must apply annually to be part of the campaign. The OCGA establishes the criteria by which charities are evaluated.
- Charities may be asked by a campaign coordinator to participate in an activity on site but charities may not solicit directly to employees outside the workplace.
- All charities are equal participants in the campaign and one must not be given preference or marketed exclusively.

## QUICK TIPS FOR SUCCESS!

### BE AN SCCP CHAMPION

Stay positive and share the benefits of giving. Stress the importance of choice and the impact each dollar has on the community at large, especially when combined with a dollar from over 114,000 other employees!

### KNOW THE CAMPAIGN 411

Attend trainings, review materials and become familiar with both the general website and giving portal.

### MAKE A PERSONAL ASK

People give when asked. The #1 reason people don't give is because no one asked them to or they didn't know about the campaign. Don't let that happen.

### PLEDGE FIRST

Lead by example. The SCCP Manager is the first person that gives to the campaign each year and encourages coordinators to do the same. Share your giving story and teach others the power of giving through shared contribution.

### FIND THEIR PASSION

Ask others what causes motivate them and connect their interests with your campaign activities. Everyone has a cause that speaks to them on a personal level.

### SAY THANK YOU!

Regardless of whether they give, thank them for considering SCCP.

## Coordinator Checklist

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### BEFORE THE CAMPAIGN

- Meet with Agency Head or University Executive to review prior campaign, establish new goals, and enlist support
- Recruit a team who will support the campaign with enthusiasm
- Attend training webinars hosted by SCCP and then train local SCCP teams
- Plan a strategy and timeline for this year's campaign
- Coordinate with appropriate people on a communication plan
- Ask charities to speak at events or work with the SCCP program manager to coordinate a charityfest
- Publicize SCCP campaign dates and build enthusiasm

### DURING THE CAMPAIGN

- Pledge – be an example and encourage your team to do the same
- Kick-off the campaign with an event and communicate to employees
- Send out an endorsement email from executive leadership or the SCCP local team
- Display SCCP posters and put printed material strategically throughout the building
- Make sure the SCCP local team has pledge forms and is ready to answer questions
- Build excitement by sharing progress with the organization
- Schedule charity speakers to make presentations
- Collect and mail in pledge forms with the Coordinator Report Form
- Make sure every employee is asked to give – handing out candy is surprisingly effective

### AFTER THE CAMPAIGN

- Mail in the last paper pledges and fundraising money by the due date
- Share campaign results at a staff meeting, by email, or on the intranet
- Thank employees who donated
- Make a lessons learned list of what to keep or change about the campaign
- Give feedback to the SCCP Manager

## Campaign Resources

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### SCCP WEBSITE

[www.gasccp.org](http://www.gasccp.org)

Under Campaign Resources all the materials for the current campaign will be listed under the current year's documents. The website also contains links to the giving portal and charity search. Campaign results and application information for charities is also available.

### SCCP ONLINE GIVING

[www.giveattheoffice.org/\\_sccp/](http://www.giveattheoffice.org/_sccp/)

Online giving portal run by the fiscal administrators, EarthShare. Employees will sign up for an account or login using the username/password from the prior year's campaign. Employees can see all their prior years' pledges and get information for tax purposes.

### PROGRAM MANAGER FOR SCCP

Laynea Allen, Human Resources Administration: [laynea.allen@doas.ga.gov](mailto:laynea.allen@doas.ga.gov) or 404-657-5815

Will Greer, Human Resources Administration: [will.greer@doas.ga.gov](mailto:will.greer@doas.ga.gov) or 404-463-1194

### SCCP EMAILS

General SCCP Email: [sccp@doas.ga.gov](mailto:sccp@doas.ga.gov)

Give at the Office Email: [sccp.admin@earthshare.org](mailto:sccp.admin@earthshare.org)

# Running a Successful Campaign

*There are always suggestions and lessons learned from long-time campaign coordinators. Here are some ideas for developing your own successful campaign. For community building events, consider no cost or low cost and provide displays and pledge forms. Invite everyone to give.*

## Campaign Tips

- Enlist senior leadership support early
- Ask everyone to give
- Track your giving and share your progress
- Plan an event halfway through the campaign to remind everyone of the campaign
- Share stories of how charities have made a difference to employees
- Make information about campaign readily available
- Start planning early!

## Plan a Fundraising Event

- Talent Show
- Board Game Contest
- Golf Competition
- Car Wash
- Bake Sale
- Sell Casual Day Tickets
- Silent Auction
- Employee Cookout and Sell Food
- Pancake Breakfast
- Costume Contest for Halloween

### *Plan a Kick-off Event*

#### *Sample agenda:*

- ✓ *Welcome by the coordinator (3 min)*
- ✓ *Senior Leadership Remarks (3-5 min)*
- ✓ *Introduction of Guest Speaker (1 min)*
- ✓ *Guest Speaker Presentation (5-15 min)*
- ✓ *Share Campaign Information on upcoming events, goals, etc. (5 min)*
- ✓ *Say "THANK YOU!"*

- Softball Tournament
- Parking Space Giveaway
- Chili Cook-off
- Cookie-Grams

### Hold Community Building Events

- Host a Volunteer Project
- Sundaes Served by Executive Team
- Team Spirit Day
- Invite Agency Speaker to Share Giving Story
- Invite Charity Speaker
- Office Olympics
- Movie and Popcorn During Lunch Hours
- Theme Party
- Participate and Promote the SCCP Gives Back events

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