SECC

State Employees

Combined Campaign

STANDARD OPERATING PROCEDURES

ncsecc.org

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Introduction

For over 35 years, the SECC has been a tradition for state employees.
In 1984, Governor James B. Hunt, Jr. created the State Employees Combined Campaign (SECC) through Executive Order. The SECC is the only authorized fundraising campaign permitted to solicit charitable contributions in the state employee workplace. As the official workplace giving campaign for state employees, the SECC operates under regulations codified in Title 1, Chapter 35 of the NC Administrative Code. NC General Statutes authorize the SECC to offer payroll deduction as an option for state employees contributing to one or more of the charitable organizations approved to participate in the annual campaign. The SECC provides state employees and retirees an opportunity and choice in directing their contributions to charitable organizations through a uniform and systematic process. Over $125 million has been raised since 1984.

The SECC transitioned to a new partnership in 2021 with EarthShare North Carolina.
Together, we are working to deepen the campaign's connection to environmentalism, and we are also eager to provide state employees a more engaging campaign experience. As the campaign looks to enhance the changing environment and move to a more digital platform, we are excited to introduce a new campaign website, and online giving upgrades that we think will allow a more personal user experience and an easier connection to charities the donors care about. Since our transition, we've been using high quality digital platforms, reducing quantity of paper giving guides, and ensuring 30% recycled content and Forest Service Certified sourcing of paper for all materials. This means using less energy and water, producing lower carbon emissions, and ensuring that products come from responsibly managed forests that provide environmental, social, and economic benefits.

Mission/Purpose
The principal aim of the State Employees Combined Campaign is to strengthen and sustain North Carolina communities and their citizens. The campaign assures state employees and retirees continuous opportunity to support charitable organizations that are accountable, fiscally sound, and committed to improving the quality of life in our state, nation, and the world.

What is a Combined Campaign? How are charities admitted?

"Combined Campaign" means that the campaign includes federations and independent charities. Federations and independent charities must apply each year and meet rigorous standards including, but not limited to, reasonable overhead costs, audited financial statements, all licenses as required by law, policies of non-discrimination, and proof of services to the residents of North Carolina through a North Carolina Solicitation License granted by the Secretary of State's Charitable Licensing Division.

Campaign Leadership

State Chair

The Governor appoints a State Chair, Co-Chairs and/or Vice Chair from the Cabinet, the Council of State, the NC Community College System, or the consolidated university system. The State Chair leads and directs the annual campaign through oversight of the SECC Advisory Committee and with direction from the State Campaign Organization.

State Advisory Committee (SAC)

Members of the SECC Advisory Committee are volunteers who set the campaign's strategic direction; authorize campaign policy; and approve campaign rules, programs, and services. Volunteers serve a minimum of a four-year terms and are appointed by the State Chair, University Chancellor, or a previous representative to assure diversity and cross-representation among the three branches of government including the consolidated university system. The SECC Advisory Committee meets at least quarterly.

Statewide Campaign Organization (SCO)

The State of North Carolina contracts with a non-profit organization to administer and staff the State Employees Combined Campaign as a third-party administrator. Currently, EarthShare NC has been contracted as the Statewide Campaign Organization. Under the direction of the EarthShare NC Executive Director, SECC Director and Team, the SCO works collaboratively with the campaign's volunteer leaders to plan, organize and direct the state's official workplace giving campaign for state employees. The SCO has primary responsibility for assuring the campaign's fiscal accountability and integrity; processing campaign pledges; maintaining all campaign records; generating statistical reports; supporting the State Chair, SECC Advisory Committee, Department Executives and all campaign volunteers throughout the state; disbursing campaign receipts to participating federations and charities; and reviewing charity applications for admission each year to determine their eligibility for participation.

State Officials and University Chancellors

Elected and appointed state agency heads, judicial and legislative administrators, and Chancellors are vital to the success of the State Employees Combined Campaign. These state government officials convey support for the campaign by participating in campaign activities within their agencies or universities and by recognizing their volunteers who serve as campaign coordinators and solicitors. They appoint Department Executives or University Chairs; they approve agency or university goals for their annual campaigns; they assure that their campaigns are in compliance with campaign regulations; and they work closely with their volunteer leadership to plan and conduct their annual campaigns.

Department Executives & University Chairs

Primary responsibility for planning agency and university campaigns is vested with Department Executives, who are appointed yearly by their agency head, and with University Chairs, appointed by the Chancellors at each of the state's 17 campuses that comprise the consolidated university system. These volunteer leaders are typically senior and executive staff in their respective settings, and they assure the smooth operation of their agency and university campaigns. These campaign leaders recruit volunteers who serve as campaign coordinators, solicitors, team captains, or division leaders; attend statewide volunteer training; conduct training for additional volunteers, host events designed in promoting and marketing the campaign; plan charity fairs; engagement activities and develop volunteer recognition programs to convey appreciation for volunteers' time and effort.

The purpose of this document is to provide an overview of the campaign and guidance for all volunteers. This document covers the roles, volunteer selection process, campaign processes, event planning, campaign forms, cash/check handling and additional information and forms required for campaign administration. **Additional campaign information can be found at ncsecc.org.**

Volunteer Overview

The Department Executive (DE) program is a vital link in the administration and coordination of the statewide campaign. The success that North Carolina's campaign has enjoyed since its inception is directly related to strong leadership, management, and volunteer support. The Department Executive Program brings together talented, motivated, and energetic leaders from among senior and executive staff. They apprise the agency head of the campaign's progress. They ensure that communication about the campaign to employees is timely and informative. They also advise on strategies for conducting an annual campaign in their agency or in the university system.

Department Executives are the key resource in making sure that every State employee eligible to participate in the campaign receives materials and a pledge form so he/she has the opportunity to contribute. Increasing employee participation coupled with promoting the campaign are essential ingredients in the Department Executives' collective responsibility to build the campaign's capacity.

Statewide Presence

For agencies with statewide operations, the Department Executive has a critical role in working with field-based operations to ensure the delivery of campaign materials, coordination with a regional campaign organization, and communication to field-based employees about the State Employees Combined Campaign.

Time Commitment

The SECC is purposely designed to minimize the time required for meeting expectations as a Department Executive. The time required is estimated at the equivalent of one or two days each month, or two to four hours each week. Virtually all state agencies and universities rely upon a network of volunteers who serve as Team Captains, Division Leaders or local coordinators. They are the volunteers who speak with employees one-on-one during the campaign to solicit pledges. They plan and host events, charity fairs and other engagement opportunities. That way, the Department Executive has support from other volunteers to help with the campaign once it is underway.

Participation

Willingness to support a charitable organization is a personal choice for people. The information that is distributed to employees and retirees of the state of North Carolina is provided by the SECC office to be disseminated during our campaign efforts and can be found at ncsecc.org. We support the green initiative by providing all information to employees digitally which can also be found at the SECC website.

Department Executive Campaign Role & Responsibilities

Plan

- Meet with the SECC to review prior year campaign and share ideas for the upcoming campaign
- Develop a plan to implement and conduct the SECC in their statewide agency/university.
- Meet with and garner support from agency head/chancellor by discussing campaign plans and strategy.

Organize

- Recruit volunteers who are outgoing and supportive of the SECC
- Establish a network of divisions/offices/institution throughout their statewide agency/university, as determined by the size and complexity of their entity and confirm volunteer employees to serve as Team Captains/Division Leaders/Coordinators.
- Set up a weekly communications plan to employees and volunteers, sharing engagement messages located on the SECC website.
- Provide a list of their agency/university's Local Agency Coordinators to the SECC State Office and ensure that the statewide database of all physical office locations and phone numbers is current and accurate.

Promote

- Communicate the department/agency/university's support for the SECC to facility directors and managers!
- Draft a memo from Secretary/Director/Chancellor to all employees announcing the start of the campaign.
- Participate in planning activities that increase SECC awareness and familiarize employees with their workplace charitable giving program.
- Ensure visibility of the SECC by promoting the campaign internally through management meetings, instructions to field administrators and supervisors, newsletters, memos, e-mail, and website updates.

Training and Special Events

- Ensure that all volunteers & Team Captains are trained! Share volunteer coordinator workshop dates and locations and ensure DE attendance at one workshop.
- Attend SECC special events at the local level and those planned by the agency throughout the state with the agency head/chancellor (to the greatest extent possible).
- Schedule the agency head/chancellor to pitch the SECC and thank local facility volunteers during their travel.

Campaign

- Ensure that coordinators have sufficient supplies to guarantee a 100% ask!
- Conduct an advance management solicitation before the general employee kickoff to show management's commitment to the campaign.
- Track their agency/university's campaign progress and results, and provide periodic and final updates to top management, Local Agency Coordinators, and employees.
- Respond to inquiries and requests from the SECC Director, State Advisory Committee, agency volunteers and employees.
- Share campaign progress & results https://portal.ncsecc.org/servlet/eAndar.article/19/Campaign-Stats

Say "Thanks" to Employees

- Develop a post campaign agency/university recognition program.
- Recognize Local Agency Coordinators and contributors in a special way.
- Feature results/successes of the campaign in agency/university publications. (Encourage public information office to print "year-round" communications. Let employees know where their money goes!)

Follow-up

- Solicit feedback from district/region/institution and Local Agency Coordinators regarding the conduct of the campaign. Provide a mechanism for those individuals to relay their suggestions and recommendations to the SECC Executive Director and State Advisory Committee.
- Attend end-of-campaign conference to share Department Executive's evaluation of their experience. Their observations and recommendations will enhance the Department Executive program in future years.

Team Captain Responsibilities

Team Captain Important 1st Steps

- Think about the issues and organizations that are close to your heart.
- Attend a SECC training to learn best practices for engaging your colleagues.
- Review last year's campaign with your DE to discuss what worked well and what new engagement strategies can be implemented.
- Work with your Department Executive (DE) and Communications Team to plan a fun, positive and informative campaign. Ensure senior leadership support
- Obtain support from management and senior leadership. Ensure each employee is given the opportunity to make an informed decision regarding their individual pledge.
- Recruit a team of coworkers who care about the community and are excited about the campaign.
- Develop a fun and exciting plan that includes a kickoff, timeline, charity fairs, employee meetings, and other activities and events.
- Share the many ways to give! Work with your DE to come up with a plan to inform all employees about the convenience and impact of e-pledge and/or using the online pledge form, as well as payroll deduction.
- Work with your communications team to publicize the campaign - consider including marketing material from our website in your newsletter, share on social media platforms, and hang flyers around the office.

During Campaign

- Lead by example and consider a personal pledge!
- 100% ask! Be sure everyone in your employee group has the opportunity to participate.
- Host a fun and engaging kick-off event for your team.
- Distribute campaign materials or share online tools for giving (i.e. Giving Guides and pledge forms).
- Tell your story! Talk about the causes you support and why you support them.
- Send weekly engagement emails to all employees about the various campaign service areas.

- Follow the SECC on social media and share your campaign progress, events, videos, photos, and other information using **#seccpowerofgiving**.
- Have fun! Invite your team to be creative and share the fun with us on social media to spread the joy and impact of the campaign.
- Report campaign results by calculating and sending pledge and report forms at least twice a month to the SECC office.

Campaign Wrap-Up

- Collect final pledge forms, verify proper completion, and submit to SECC office with correct report form.
- Follow all cash/check protocols outlined
- Develop a plan to thank volunteers and donors.
- Share final results with all employees

Campaign Logistics

Pledging

Pledging is when an employee or retiree fills out an SECC pledge form and identifies one or more charitable organizations they would like to provide a donation to through either:

- One time donation cash, check or credit card (paid online or mailed in)
- Monthly donation payroll deducted (begins January of each year)

Giving is open to all employees, full time, retiree or temporary. Payroll donors must be eligible for a 12 month deduction within their payroll system.

ePledge – electronic giving portal - Information is provided through SECC:

- DE- provides SECC with a list of current employees and retirees.
- DE- provides schedule of emails to be sent by SECC with employee specific links.
- Interested supporters can sign-up digitally through the link to have a monthly donation payroll deducted.

Donate Now Webform

- Located on SECC website, mirrors paper pledge form with all giving options available
- Processing time 1 week from time of submission

Pledge Forms

- On SECC website & available for download and print for those who prefer a paper form.

Event Logistics

Why host an event? Everyone likes a break from day to day activities. Events are a great way to break up the routine and create excitement around the SECC. They can range from simple bake sales to silent auctions, talent shows and more. Please ask your SECC Staff person for further ideas. Participation in events is voluntary and offered to everyone as a fun engagement opportunity. The SECC website has a list of both virtual and in person event ideas. Attendance at campaign workshops (offered in person & virtual) allows for best practices to be shared from volunteers who have been with the campaign for a few years.

SECC events can be conducted year-round to promote the campaign and allow for a fun activity outside the normal workday responsibilities. Be creative and ask the SECC staff for help if needed.

- Schedule events during campaign planning
- Receive management approval for events
- Create a calendar of events to share with employees
- Make them fun!

Events

- Event form summarizes the event and the total raised from cash, check or credit card.
- Credit card payments for events are done using a unique webform located on the event form
- Share the chosen charity for each event with employees and include on form submitted
- At the end of each event, please ensure at least 2 volunteers are counting all cash received and signing off on the funds on the SECC event form.
- **All cash must be locked up in a safe or drawer until it can be mailed to the SECC. Please mail within 2 weeks of receipt of funds**
- Checks can be issued by the agency or by taking all of the funds to the State Employees Credit Union to obtain a cashier's check free of charge.
- Monetary acceptance at an event that does not include a pledge form would be submitted on the event form and does not count towards participation
- Use pledge form submission as a tool for participation. Example: Pancake Breakfast Event $5.00 or submit a pledge form $5 or more and eat free.
- **Promote the event.** Use email, social media, intranet, posters, and word of mouth. Involve your PIO to help stir up excitement.
- **Ensure employees know WHY you are holding an event.** Share if donations will be accepted and whether the funds will benefit the overall campaign (undesignated) or a specific charity. This helps employees understand that event participation is for fun and to build awareness of the campaign, not to substitute for a personal donation.
- **Recognize and thank contributors.** This might include exceptional volunteers, donors, or attending charities (if having a charity fair).
- **Make a fundraising pitch.** Use the event to boost awareness of your campaign with instructions about returning pledge cards or participating through ePledge.
- **Encourage pledging through payroll deduction,** as it allows donors to give more over time than they may be able to give at the event.

- **Offer giving opportunities for people who can't attend.** Don't limit yourself to ticket buyers. Include and promote opportunities, such as a drawing or a giving challenge, for those who can't attend to participate.
- **Reserve space accordingly**. Think about your participants and estimate attendance. Provide enough space for all participants (employees, charities, etc.). Reserve space that is accessible, if needed.
- **Have food**! People love food! It's a great way to bring people together and make the event social.
- **Put all event proceeds on one event form**. Use the "2023 SECC Event Form" to record **all** money received from the event. There should be **one form** per event.
- **Ensure event funds are counted & recorded by at least 2 volunteers at the end of each event**.
- **Focus only on the money.** Events are team-building opportunities for volunteers that raise awareness and build support for the campaign. Make it FUN!
- **Fail to recognize volunteers and thank participants.** Fundraising is about relationships and people who feel appreciated are more likely to volunteer and give again.
- **Make any deposit of funds to any bank account. Review the SECC protocols for receipt of funds.**
- **Use the event towards participation.** Events cannot be counted towards the Dept/Agency or University participation rate. However, pledge forms for participation can be turned in at all events.

Pledge Forms

Pledge submission forms are a summary of printed pledge forms received that provide a total of funds collected.

- Do not turn in a report form for electronic pledge given. Those have already been accounted for.
- Pledge forms can be collected at an event in which, if the pledge form is required for participation, you would submit the pledge submission summary in which the participant designates where they would like their pledge to go.

Donation Tips

- Encourage electronic giving when possible, to avoid handling and mailing of checks
- Forms must be submitted by the 31st of December, preferably prior to December 15th

Cash & Check Handling Procedures:

- Use either the report form or the event form provided
- Dual signature on any cash & checks received
- No personal checks allowed for cash received
- Transfer any cash into a free cashier's check from the SECU (State Employees Credit Union)
    - A memo is provided to share with the credit union
- When possible, use the SECC credit card webform link (found on the event form) to allow the option to pay via credit card instead of cash
- Lock up all cash & checks received until mailed to SECC
- Do not deposit cash into any personal account
- Do not open an SECC bank account
- Do not make any deposits into any bank account. One the SECC receives, a deposit is made into the SECC bank account. There is only one and the campaign office makes any and all deposits
- Receive written agreement, via email, from the SECC Director for any checks coming from a dept/university employee account

Campaign Forms

Required Forms https://ncsecc.org/volunteer-resources/

There are forms that must be submitted for events and printed pledge form acceptance.

- Report form for any paper pledge forms received
- Event Form for each event conducted

Pledge Options

Our pledge form (both online & print option) allows for 5 types of donation methods:

- Payroll Deduction
- Check (Payable to SECC)
- Cash (Cashier's check from SECU)
- Credit Card
- Donor Advised Fund/Stock Transfer (Reach out to SECC for guidance)

Our ePledge (online giving portal) allows for a 1 time credit card or payroll deduction pledge. Please discuss with SECC staff regarding your unique ePledge portal.

SECC Contact Information

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SECC Website
http://www.ncsecc.org/

- Volunteer Forms https://ncsecc.org/volunteer-resources/
- Progress https://portal.ncsecc.org/servlet/eAndar.article/19/Campaign-Stats
- Charity Search https://ncsecc.org/find-a-charity/