

Campaign Help Lines:
Hartford (860) 402-8430
Norwich (860) 887-5288

Campaign Fax :
Norwich (860) 859-4156



Returning Coordinator's Guide

website: WWW.CSEC.CT.GOV

INTRODUCTION

*W*elcome back! Thank you for your willingness to serve as an agency coordinator again. We look forward to once more working with you.

This year, we are pleased to announce a new innovation. We have created this refresher guide for you in recognition of your practical familiarity with running the Campaign. With it, we endeavor to save you time by streamlining the material, providing it to you online and forgoing the necessity of scheduling an offsite meeting. The booklet is designed to serve as a reminder of the finer points of the Campaign and to bring you up to date on any changes. Of course, the Campaign staff is at your service to answer any of your questions by simply emailing or calling us. We are happy to assist you in any way.

Without you, the CSEC would not be possible. After all, the CT State Employees' Campaign for Charitable Giving is all about YOU! Thousands of your fellow State Employees donated more than \$1,785,000 last year. Those funds supported more than 700 charities working to alleviate hunger, promote good health, improve the environment, protect children and families, and so much more.

As an agency coordinator, the contributions YOU have made of both your money and your time are vital to the success of this Campaign. As a *seasoned* agency coordinator, you bring invaluable experience to the success of the Campaign...your competence, enthusiasm and confidence will resonate with donors, and bring increased participation and awareness of the vital work that together we perform to help those in need.

Thank you!

Contents

Introduction	3
Role & Responsibility	6
Resources	6 & 7
Sharing Contribution Options	8
Drawings & Raffles	9
Goodies & Giveaways	9
Fact Sheets	10 & 11
2010 Committee Members	12
Charter Oak Leaders Club	13
Sample Endorsement Letter	14
PowerPoint® Presentation	15
50%+ Participation Results	16
Acknowledgment v. Recognition	17
FAQs	18
Leave a Legacy	19

Pledge card also available online at:
www.dir.ct.gov/ccg/
Directory available online at:
www.csec.ct.gov



Campaign Coordinator Role & Responsibility



As COORDINATOR...

...you drive the campaign. You are the primary organizer, coordinating everyone's efforts—helping to get the campaign up to speed and in gear.

As such, you will:

1. Give direction to the campaign team which develops a plan to ensure that all employees are contacted and given the opportunity to participate in the campaign.
2. Have the opportunity to educate your co-workers about a wide variety of charitable needs that can be met with your help.
3. Collect all pledge forms and money and tallies the information on the appropriate campaign reporting envelope, which is then given to the loaned employee.

BASED ON YOUR EXPERIENCE...

- 1:** Review the results from last year's campaign. There is no need to "reinvent the wheel." Use what worked; adjust what didn't.
- 2:** Involve your agency or department head by bringing him or her up to date on your plans for this time around.
- 3:** Re-form and refresh your campaign team. Build up their enthusiasm for this year's campaign by eliciting comments about previous successes.
- 4:** Review the solicitation method that worked well for your office. Revamp if necessary.
- 5:** Host a kick-off rally; use what worked last time; modify, adjust and update. Be innovative and use variations on previous successful themes.



Resources

If you were to consider CSEC website, www.CSEC.CT.GOV, as a toolbox, you as a skilled coordinator, are empowered to perform many useful jobs. Let's review a few of the many tools to which you have access:

1. You have access to the online pledge form. This special form can be filled out on the computer and then printed. **IT IS NOT AN ELECTRONIC FORM.**

It is not connected to Payroll in any way.

It is just a convenient way to deliver the form, thus saving the Campaign the cost of preprinting forms that may not get used.



2. By clicking on Publications, you will have downloadable .pdf documents such as the Directory, NewsLetter, Pledge form, the full Coordinator's Guide, Final Report and more.

3. To get in touch with the Campaign staff, Jan and Joyce, click on Contact Us. You will have access to our phone and email information. We are here for you. Can we help? Can we answer a question for you, or help you to hammer out an idea?

4. In addition to general information, such as the beginning and ending dates of the upcoming campaign, facts about Retiree Giving, letters and testimonials are posted as well as a chart detailing the latest information on the Committee members. By reviewing this material you have at your fingertips an arsenal of motivational materials. Not only will these stories encourage you, they will provide you with facts and reasons to participate in the Campaign to share with your coworkers.

Not all tools fit inside a toolbox because they are specialized equipment. So too is the special annual CSEC PowerPoint show that can be customized to your agency or location. Have you seen it yet? In less than 5 minutes, this handy and specialized tool can motivate your coworkers, educating and encouraging them about the Campaign. It can be shown at an upcoming staff meeting or it can be sent directly to each colleagues own desktop via email. It can feature an introduction from either you or your Commissioner or Agency head, complete with a photo. Included will be the impressive



statistics from your last campaign as well as other demographically specific facts about your Agency. It has proved to be a very effective tool, one that really gets the job done.

When performing a special job we may need someone to give us a hand. Who are these skilled project assistants? They are the Campaign's Loaned Employees. They are State Employees on loan from their various agencies who travel



from agency to agency in a designated area to pick up pledges and money and deliver more supplies as needed . More

than delivery people, these able workers are adept at solving your logistics problems. Do you have too many gift checks stacking up and are going away on vacation? Or have you suddenly run out of pledge cards or Directories? Call your Loaned Employee who may have just what you need.



If your agency holds special events and is interested in inviting an outside vendor that sells items such as jewelry, clothing, candy, etc., the campaign has a list of reputable vendors that

have been used by several state agency coordinators over the last few years. Please contact Jan at jan.gwudz@po.state.ct.us for a copy of the list.

Lastly, we'd like to suggest that you make time work for you. Keep your Campaign to a reasonable length. Don't stress yourself and tire your workmates. Keep the Campaign from 4-6 weeks long. If you give people too long to make their decisions, they may well feel that the Campaign is just not that important. Keeping the Campaign message short and to the point is usually the most effective method.

We hope that this review of the many tools available to you has stimulated your creativity and enthusiasm for the work you've taken on. Together, we form a highly efficient workforce that is





Speaking to colleagues about contribution options

The Campaign exists to provide convenient opportunities and easy options to those who wish to participate in charitable giving.

PAYROLL DEDUCTION OPTION—All state employees are eligible to make their contribution to the Connecticut State Employees’ Campaign through payroll deduction. Since payroll deduction has been made available, many employees have taken advantage of this easy way of giving resulting in increased contributions. Therefore, it is important to mention the payroll deduction option to every employee. It is an easy and painless way to make a contribution. Remember, this is an opportunity, not an obligation. You are passing on useful information to your valued and respected colleagues.

Remind each employee that you aren’t asking for anything now except the signed pledge form with the deduction for each pay period indicated. Pledge cards are also available online at:

www.dir.ct.gov/ccg/

ONE-TIME GIFTS—Another avenue to consider is a one-time gift. Checks should be made payable to the CSEC, not to the designated charity to which the donor is contributing.

UNFORTUNATE TURN OF EVENTS—Sometimes employees experience a financial downturn or other unpleasant experience. If an employee who has signed up for a payroll deduction approaches you with the need to either stop or make a change to the deduction, we understand and can assist. Discreetly direct the employee send an email to Jan at jan.gwudz@po.state.ct.us. Please instruct him/her to include the donor’s six-digit employee number, the state agency for which he/she is employed and their work phone.

THE CSEC IS THE ONLY APPROVED CHARITABLE PAYROLL DEDUCTION SOLICITATION OF STATE EMPLOYEES.

Contributors are encouraged to designate their pledges to any of the approved agencies listed in the campaign directory. There are strict guidelines and application procedures, which must be met in order for a Federation and its member agencies to participate in the CSEC. For more information about any of the Federations and their member agencies, please visit the CSEC web site at:



www.csec.ct.gov

THE #1 REASON MOST PEOPLE DO NOT PARTICIPATE IS BECAUSE THEY WERE NEVER ASKED!



Reminders about Drawings & Raffles

RAFFLES are **NOT PERMITTED** in any state agency. A “drawing” where money is exchanged, directly or indirectly, for a ticket or coupon for entry to win a prize is considered a raffle and regulated by the Division of Special Revenue. **THIS IS NOT PERMITTED.** State employees are **NOT ALLOWED** to hold games of chance, such as:



- Money-wheel games
- “Fifty-fifty” coupon games
- Cow-chip raffles
- Teacup raffles
- Duck-race raffles

DRAWING GUIDELINES....

Did you receive donations of gift certificates, CD's, food, etc? Will you be using the donations as incentives for employees to turn in their pledge forms? Anyone who returns a pledge form, **whether it is a contribution or not**, is eligible to have their name entered into the drawing for any one of the donations that you have received.

Are you having a campaign kick off event, or a scheduled speaker from one of the participating charitable organizations? Do you have a donated item(s) that you can give away at the meeting? **Anyone who attends the meeting** can enter their name to win one of the donated gifts. The drawing for the winner(s) should be held just before the conclusion of the meeting or event.

CSEC letterhead is required when soliciting donations for campaign use. Please contact the campaign office for additional information.

Goodies and Give-Aways

The campaign office has the following materials available for your use

- Campaign letterhead
- Balloons
- Campaign logo stickers
- Campaign pins
- Pencils
- Computer Sticky Calendars
- Posters
- ...and other great give-a-ways

*Just call Jan or
Joyce with your
request!*



2010 Fact Sheet

- The Connecticut State Employees' Campaign for Charitable Giving (CSEC) is an annual fall event allowed by Public Act 93-182. It is the once a year opportunity for Connecticut State Employees to contribute to non-profit charities at the workplace.
- Governor M. Jodi Rell has appointed a former CT State Employees' Campaign Committee member as Chair of the 2010 Campaign. We are pleased to welcome Department of Administrative Services Dr. Martin Anderson as Chair. He succeeds Insurance Department Commissioner Thomas Sullivan.
- Over the past fourteen years, State Employees have contributed millions of dollars to the campaign. In 1996 and 1997, the campaign made history when more than \$1 million was received from over 10,000 state employees. Thank you state employees and retirees for donating:

\$1,064,000 in 1996 - \$1,037,044 in 1997
\$1,205,969 in 1998 - \$1,331,833 in 1999
\$1,444,183 in 2000 - \$1,613,855 in 2001
\$1,734,149 in 2002 - \$1,581,832 in 2003
\$1,725,561 in 2004 - \$1,873,849 in 2005
\$1,860,050 in 2006 - \$2,006,555 in 2007
\$2,070,251 in 2008 - \$1,785,504 in 2009

- Some highlights from the 2009 campaign:*

Conducted the campaign under the leadership of Statewide Chair Insurance Commissioner, Thomas R. Sullivan, and Union Campaign Co-chair, AFT 1st Vice President, Melodie Peters.

Received more than \$54,575 in contributions from hundreds of generous state retirees.

Held a well attended "Thank You Luncheon" at CT Valley Hospital's Robert Spector Solarium.

Worked with hundreds of enthusiastic and committed agency coordinators.

Secured 19 state loaned employees to assist with the statewide campaign.

- Through the campaign, which runs from the beginning of September through the early part of December, state employees can make a single gift to help people locally, throughout the nation, and around the world.
- The contributions made by state employees make possible a wide range of vital services—food for the hungry; protection of the environment; research for cures of diseases; care for both children and seniors, to name just a fraction of the services the more than 700 charities provide to thousands of people each year.



2010 Fact Sheet *(continued)*

Connecticut State Employees own the campaign. State Employees set the policy for the campaign, review the charities that apply and oversee the distribution of funds.

A group of state employees, representing various agencies, departments and organized labor, have been appointed by the Governor, Comptroller, legislature and Department of Administrative Services Commissioner to oversee the administration of the campaign.

- The Chair of the Campaign Committee is Capt. Timothy Newton, Department of Correction.
- The Vice Chair is Peggy Gray from the Office of the State Comptroller.

The campaign committee selects a participating organization to act as the Principal Combined Fundraising Organization (PCFO) to manage the CSEC.

- The PCFO for 2010 is Community Health Charities of New England.

Nine federations, representing over 700 charities, will benefit from the campaign in 2010. They are:

- **America's Charities**
- **Community Health Charities of New England**
- **Connecticut United Ways**
- **Greater Hartford Arts Council**
- **Earth Share of New England**
- **Global Impact**
- **Independent Charities of America**
- **Neighbor To Nation**
- **Partners for a Better World**



There are people available to assist you throughout the campaign. Please use the Help line numbers listed on all campaign materials if you have any questions, comments or concerns.

CAMPAIGN HELP LINES: (860) 402-8430 - Hartford -or- (860) 887-5288 - Norwich

CAMPAIGN E-MAIL ADDRESS: jan.gwudz@po.state.ct.us

CAMPAIGN FAX #: (860) 951-5961 – Hartford and (860) 859-4156 - Norwich

CAMPAIGN WEB SITE: www.csec.ct.gov

2010 Campaign Goal:

\$1,800,000



2010 Committee Members

Joe Duberek

Office of Emergency Management
& Homeland Security
25 Sigourney Street, 6th floor
Hartford, CT 06106
email: JOSEPH.DUBEREK@CT.GOV

Richard Emonds

Commission on Culture & Tourism
505 Hudson Street
Hartford, CT 06106
email: RICHARD.EMONDS@CT.GOV

Kathleen Gensheimer

Judicial Branch Administrative
Services Division
99 East River Drive 7th floor
East Hartford, CT 06108
email: KATHLEEN.GENSHEIMER@JUD.CT.GOV

Burt Gold

State Retiree

Peggy Gray, *Vice Chair*

Office of the State Comptroller
55 Elm Street
Hartford, CT 06106
email: PEGGY.GRAY@PO.STATE.CT.US

Bryan Gunning

Dept. of Environmental Protection
79 Elm Street
Hartford, CT 06106
email: BRYAN.GUNNING@CT.GOV

Claudia Helfgott

Dept. of Banking
260 Constitution Plaza
Hartford, CT 06103
email: CLAUDIA.HELFGOTT@CT.GOV

Marilyn Kaika

Dept. of Transportation
Construction Office, Room 4209SE
2800 Berlin Turnpike
Newington, CT 06111
email: MKAIKA@AR.NECOXMIL.COM

Charlie Kistler

State Retiree

Capt. Timothy Newton, *Chair*

Department of Correction, Willard-Cybulski C1
391 Shaker Road
Enfield, CT 06082-2376
email: TIMOTHY.NEWTON@PO.STATE.CT.US

Chris Taylor

Office of Legislative Management
Legislative Office Building, Room 5100
300 Capitol Avenue
Hartford CT 06106
email: CHRISTINA.TAYLOR@CGA.CT.GOV

Lt. Paul Vance

Dept. of Public Safety
1111 Country Club Road
Middletown, CT 06457
email: PAUL.VANCE@PO.STATE.CT.US

Ina Wilson

Dept. of Education
65 Capitol Avenue, G16
Hartford, CT 06106
email: INA.WILSON@CT.GOV

Denise Worster

Dept. of Labor
200 Folly Brook Boulevard
Wethersfield, CT 06109
email: DENISE.WORSTER@CT.GOV

Peggy Zabawar

Dept. of Administrative Services
165 Capitol Avenue
Hartford, CT 06106
email: PEGGY.ZABAWAR@CT.GOV

Charter Oak Leaders Club

**Acorn Club - \$1,000
Beech Club - \$500 - \$999**



What is Leadership Giving?

Leadership giving is a personal gift of \$500 or more to the Connecticut State Employees' Campaign for Charitable Giving.

Why Leadership Giving?

Leadership Givers respond to the ongoing needs in our community and provide a strong example for other contributors to follow.

Where does my Leadership Gift go?

You may designate your gift to any number of the more than 1000 charitable organizations that participate in the Connecticut State Employees' Campaign.

What do state employees receive for their pledge?

State employees receive knowledge that their gift will make a difference in the support of quality programs that strive to provide ways for people to help themselves, and recognition by their colleagues as a committed community leader.



When are state employees recognized for their gift?

At a spring luncheon in the Hartford area with other leadership givers from throughout Connecticut.

Sample Letter of Endorsement from Agency Executives



September 2010

Dear _____ :

You and I are part of this community. We make our living here and we want it to be a good place in which to live, work and raise a family.

As people, many of us have problems – some more serious than others. Help is needed when children or adults are disabled, ill, need food, clothing or housing, need words of sound advice and guidance.

In trying to cope, people look to themselves and others for help – which is why we support the Connecticut State Employees' Campaign (CSEC). It's the best way for people to help themselves and their neighbors.

This office believes in the CSEC. We want it to do well because it's ours. It helps our people. Local people – volunteers – like you and I run it.

It needs us as volunteers but it also needs our money to help meet the needs of this area's people.

I'm counting on you to join me in giving your pledge through payroll deduction or a one time gift.

Thanks for your whole-hearted support of the campaign.

Sincerely,

Head of Agency

(Agency Head's name and title)

PowerPoint Presentation for eMail Distribution

The CSEC staff is pleased to electronically provide you with a

PERSONALIZED POWERPOINT PRESENTATION

about the campaign that is suitable for emailing to everyone in your department or area.

Q & A:

1. WE CAN ONLY USE OUR EMAIL FOR WORK-RELATED ACTIVITIES.

This timed, 5 minute presentation is **allowed viewing** as the campaign is a State of CT sanctioned activity. The Committee has obtained a ruling that this material **is approved for employees to view during working hours** on State emails since it is about initiatives of interest to Connecticut. **It is not to be considered email from an outside source**, or as prohibited use of email. The only exception is if YOUR particular agency does not allow distribution. **Please obtain permission from your agency executive** before sending this department-wide. Or better yet, ask if it could be distributed in his/her name. It can be posted on your agency's Intranet.



2. OUR STAFF IS NOT GOING TO BE INTERESTED IN THIS PRESENTATION.

People often pay attention to specific, personalized information that pertains to their agency, geographical location, or interest. They enjoy seeing photos of themselves and workmates. The CSEC staff will personalize this presentation. This can be done by including you or your agency executive's photo and a short message on the opening and closing slides. We can insert your phone number and contact information, or include charity statistics of interest to your agency's mission or geographical area. We can include your Agency statistics from Campaign 2009 or info and photos about any fundraisers. Or, why not have included a photo of your building or location? Please contact Joyce at jlebaron@chcofne.org with your specific information and/or photos, or for more suggestions and information.



3. THE PRESENTATION IS A GREAT IDEA. I CAN MAKE THE NECESSARY CHANGES OR I CAN DESIGN ONE MYSELF.



Please **do not modify** the presentation; the **program is copyrighted** and has been approved by the CSEC Committee. So, changes **must be made through the CSEC office only**. Further, approved campaign materials, including the PowerPoint presentation, must be obtained from the CSEC office since it must include certain official information. If you are concerned about receiving your PowerPoint presentation right away, please be assured that since everything can be handled via email, the turnaround time for changes is kept to a minimum. We are here to listen to your ideas and can make changes based on your suggestions.

Agencies with 50% participation or more in the 2009 Campaign

Higher Education Commissioner's Office	100%
State Properties Review Board	100%
CT State University System Office	87%
CT Innovations	80%
CT Housing & Finance Authority	72%
CT Development Authority	70%
Siting Council	70%
Banking	66%
Auditors of Public Accounts	65%
Treasurer	62%
Insurance	61%
Consumer Counsel	57%
Workers' Compensation	56%
Labor	52%
Revenue Services	52%
Education-Norwich Tech	50%
Higher Education- Charter Oak State College	50%



Acknowledgment v. Recognition

(pledge card front)

(pledge card back)



AN ACKNOWLEDGMENT OF A DONATION

If a donor wishes to receive a letter of receipt from the charity (ies) to which a pledge was made, the bubble on the LOWER LEFT FRONT (labeled "Section C") of the pledge card should be filled in. Please note: the donor's name as well as the dollar amount of the pledge will be released to the charity (ies).

MAKING A DONATION IN RECOGNITION OF SOMEONE ELSE

Located on the BACK OF THE PLEDGE FORM, this section is used to make a contribution **IN RECOGNITION OF** someone (*i.e. birthday, promotion, anniversary, etc.*) or **IN MEMORY OF** someone. This is not to be used for a donor to the campaign who wishes to receive **an acknowledgment** for a contribution, see above.

IF A REQUEST IS MADE FOR A DONATION RECEIPT



Please ask the donor to make a copy of their pledge card for income tax purposes. REMIND DONORS TO:

PLEASE MAKE A COPY OF THE COMPLETED PLEDGE CARD BEFORE TURNING IT IN.

IF A DONOR MAKES A MISTAKE AND NEEDS ANOTHER FORM

Please remember that you have access to a great library of forms, instructions and information by going to the CSEC website. There, you will find the complete 2010 Directory available. In addition, there is the online pledge card form that the donor can fill out, print and then turn in to you.



Pledge card also available online at:

www.dir.ct.gov/ccg/

Directory available online at:

www.csec.ct.gov

FAQ's - Most Commonly Asked Questions

About the Connecticut State Employees' Campaign (CSEC)



WILL THE CONTRIBUTION MADE LAST YEAR AUTOMATICALLY ROLL OVER INTO THIS YEAR'S CAMPAIGN WITHOUT ANY ACTION ON THE DONOR'S PART? No. Any employee who wishes to make a contribution to this year's campaign must either give a one time gift or SIGN AND COMPLETE the dollar amount in the payroll deduction section of the card.

CAN A DONOR DESIGNATE THROUGH THE CSEC TO A CHARITY NOT LISTED IN THE DIRECTORY? No. All charities listed in the directory are carefully screened by a volunteer group of state employees who are appointed to serve on the Connecticut State Employees' Campaign committee. If you wish to contribute to the campaign, and designate to a specific agency, the charity must be listed in the directory.

HOW MANY PAY PERIODS ARE THERE FOR 2011? 26 pay periods.

CAN A DONOR OPT TO HAVE THE PAYROLL DEDUCTION TAKEN OUT JUST ONCE? No. Unfortunately, the Central Payroll Office in Hartford processes all payroll deduction pledges made to the CSEC. It is very difficult for them to arrange one, or any number less than 26, in terms of payroll deduction.

WHEN DOES THE CAMPAIGN END? The CSEC runs through December 10. However, any late contributions will be accepted through April 2011.

WHEN DOES PAYROLL DEDUCTION BEGIN? The first pay period in January and concludes the last pay period in December.

WHAT IS THE MINIMUM AMOUNT ONE CAN PLEDGE THROUGH PAYROLL DEDUCTION? One dollar.

CAN A DONOR RECEIVE A RECEIPT FOR THEIR CONTRIBUTION? If it is over \$250, made in one lump sum, the Internal Revenue Service requires that the campaign send the donor a receipt. If the donor is doing payroll deduction, their last pay stub will serve as the record of money contributed throughout the year. However, we ask that you also encourage the donor to make a copy of their pledge card for income tax purposes.

If one of your colleagues has a question regarding a receipt please have them email Jan at jan.gwudz@po.state.ct.us Coordinators should contact campaign staff if they need a receipt for donors who give a check/cash contribution. A receipt has been developed by the campaign that can be shared with coordinators.



**ANY OTHER QUESTIONS,
PLEASE CALL THE CAMPAIGN HOTLINES AT
(860) 402-8430 OR (860) 887-5288**



Connecticut State Employees' Campaign



WWW.CSEC.CT.GOV

Leave a Legacy Connecticut
Make a Difference in the Lives that Follow

- Leave something in your Will for a cause that is important to you.
- Leave a Legacy to any of the more than 700 charitable organizations listed in the directory.

A statewide collaboration of nonprofit organizations, grant makers, professional advisors and other community leaders *Leave a Legacy Connecticut* was established to promote public interest in charitable giving. If you have a financial planner, a lawyer, accountant, or insurance agent, they can help you get started. If you need assistance in finding a professional advisor, contact Infoline at 211.

Connecticut State Employees' Campaign

30 Laurel Street
Hartford CT 06106

Hartford 860-402-8430 -or fax- 860-951-5961

Norwich 860-887-5288 -or fax- 860-859-4156

Campaign Contacts:

JAN GWUDZ, DIRECTOR: 860-887-5288 -or- cell 860-402-8430 Jan.Gwudz@po.state.ct.us

JOYCE LeBARON, CAMPAIGN COORDINATOR: 860-859-3111 -or- cell 860-595-7775 JLeBaron@chhofne.org





Pledge card also available online at:

www.dir.ct.gov/ccg/

Directory available online at:

www.csec.ct.gov

