

# **COORDINATOR TRAINING MANUAL**



2011 Combined Charitable Campaign

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Thank You

# Current Campaign Information

## **Campaign Co-chairs**

Robert Blair, Director, Department of Administrative Services  
Kelvin Jones, OCSEA and Ohio EPA

## **Official Campaign Dates**

**September 7 through October 14**  
(Solicitation Time Period)

## **Pacesetter**

(for agencies under 100 employees)

**September 7 through October 7**  
(Educate, pledge, and wrap-up)

## **Campaign Contacts:**

Campaign Coordinating Organization (CCO)

State of Ohio CCC  
360 S. Third St.  
Columbus, Oh 43215  
1-800-279-9714 x1

Tamara McCalla, Campaign Director, 614-227-2751  
Tamara.mccalla@uwcentralohio.org

Jeanene Tooill, Campaign Associate, 614-227-8718  
Jeanene.tooill@uwcentralohio.org

Please make note of the CCC's fax number:  
Fax: 614-241-3064

# **Campaign Acronyms**

CCC	Combined Charitable Campaign
CL	Campaign Liaison
CCO	Campaign Coordinating Organization – contractor which manages the campaign
Coordinator	A state employee assigned to coordinate the CCC campaign activities within their agency or department.
Donor Recognition Items	Item available for donors who qualify at a specific contribution level
Federation	Umbrella organization of like/similar charities
Key worker	A state employee who assist the coordinator with the CCC activities in their respective agency or department.
One-time Contribution	Cash or check contribution
Payroll deduction	Contributions deducted per pay starting in January 2012.
Resource Guide	Brochure with campaign, federation and charity information
Steering Committee	Committee of state employees which governs the campaign through policies and procedures

## **What is the Combined Charitable Campaign (CCC)?**

The campaign has been an effort to consolidate all charitable drives into one, asking state of Ohio employees for donations through payroll deduction or one time gifts. One campaign in the workplace results in minimal workplace disruption and lower administrative costs. There are multiple participating federations and thousands of member charities. Employees have many charities from which to choose to support.

## **What are the benefits to your agency?**

- \* Recognition as a state agency leader in impacting the charities.
- \* Regarded as a caring employer.
- \* Build relationships with local, national and international charities.
- \* Builds agency pride and morale when giving as a block of state employees.

## **What are the benefits to coordinators?**

- \* Increases knowledge of health and human service needs and how charities are addressing them.
- \* Resource Guide provides information on available services.
- \* Provides leadership and development opportunities for coordinators and agency volunteers.

## **What are the benefits for local, national and international communities?**

- \* Improvement of quality of life.
- \* Showing that State of Ohio employees care.

## **What is a pacesetter campaign?**

Ideally, agencies/boards/commissions of 100 employees or less can conduct their campaign within 30 days, i.e. September 7 through October 7, by educating their employees, accepting the employee pledges, and wrapping up and turning in campaign report envelopes to their loaned employee. One of the tools to use can be the “blitz” noted later in this manual. Being a pacesetter allows the agency to complete their campaign in a shorter time period, and if successful to meet their goal, the agency may not have to do special events.

### **Campaign Coordinator Job Description**

- Operation:** State of Ohio Combined Charitable Campaign (CCC)
- Position:** State Agency Coordinators (Management and Labor)
- Appointed by:** State Agency Director
- Looking for:** Energetic, respected, outgoing, natural leaders who are advocates of the CCC.
- Primary Responsibility:** Provides leadership for the agency's Combined Charitable Campaign by working with his or her assigned loaned employee, Campaign Coordinating Organization, management, union leadership, agency campaign committee and volunteers within the agency. Recruits and oversees the agency campaign committee and its activities.
- Duties:**
- Develops, schedules and implements the agency campaign.
  - Develops and implements a schedule for employee solicitation meetings to educate employees about the CCC.
  - Ensures that regional office campaigns are conducted efficiently and provides support services as needed.
  - Obtains the support and involvement of both top management and labor in the campaign.
  - Reviews and analyzes the giving history and past campaign activities of the agency.
  - Recruits and trains co-coordinators (goal of one for each 10 to 15 employees).
  - Distributes campaign materials in a timely manner.
  - Audits pledge cards before completing the report envelope to ensure that each pre-printed card has the employee's name and agency payroll number.
  - Communicates campaign progress and results and contacts assigned loaned employee to pick-up report envelopes to be taken to the Campaign Coordinating Organization. Final reporting envelopes should be turned in weekly and final reports should be submitted no later than Nov. 1, 2010.
  - Completes the campaign during the specified time period with follow up as necessary.
  - Recognizes and thanks the agency campaign team.
  - Works with the agency human resources office to provide CCC pledge cards and resource guides for new employee orientations to allow those employees to participate in the campaign outside the regular fall campaign time period.

# Governor's Fundraising Policy

## MEMORANDUM

To: All Appointing Authorities and Chief Legal Counsel

From: John Haseley, Chief of Staff  
Jan Allen, Cabinet Secretary  
Kent Markus, Chief Legal Counsel

Date: October 12, 2007

RE: Charitable and Fundraising Activities Policy

Governor Strickland encourages State of Ohio employees to engage in charitable activities in support of worthy causes. At the same time, the Governor firmly believes that, while on the state clock, Ohio's taxpayers expect state employees to do the jobs they are being paid to do. This policy seeks to balance these two important objectives.

1) Charitable Activity on State Time

- a) Limited Activity Permissible on State Time. During the "on the clock" hours, state employees should, with very limited exception, be engaging in the work for which they've been hired. Agency directors are authorized to permit *de minimus* expenditures of state time in support of charitable activities.

In the past, state employees were permitted to provide regular, ongoing "volunteer" services for approved charitable entities on a weekly basis while being paid by the state. Employees in some agencies were also allowed to participate in the United Way's Community Care Day while on state time. While supportive of such endeavors, Governor Strickland believes that the essence of volunteerism is the donation of one's own time to a cause. Accordingly, state employees desiring to provide substantial, ongoing, regular volunteer services to charitable entities will need to do so before or after work, during lunch, or other authorized break periods, on weekends or during other non-state time. Employees may also use vacation, personal or comp time for volunteer activities during normal work hours if such leave usage does not interfere with agency operations and is approved by an employee's supervisor.

- b) Agency Director Discretion. This policy is not intended to interfere with the discretion of each agency director to permit limited, non-recurring, episodic expenditures of state time in support of charitable activity. For example, an agency director's determination that employees may be excused for 60-90 minutes to give blood at an on-site blood donation drive would be appropriate. In addition, this policy in no way limits the state employee activity on behalf of the combined charitable campaign which is authorized by ORC 124.135 and OAC 123:1-28-01.
- c) Employee Use of Flexible Schedule Opportunities. Employees are, of course, permitted to take advantage of agency-authorized flex time or other flexible scheduling arrangements to accommodate their volunteer activity. On the other hand, the primary work of the agencies should be meeting their operational needs, and this policy is in no way intended to require agencies to modify policies, procedures or contractual arrangement to accommodate employee volunteer activity. Professional employees, like attorneys at the various agencies, are encouraged to engage in *pro bono* activity in their free time and may work with their agencies to utilize leave and flexible scheduling options to serve others and enhance their own skills.

### 2) Fundraising on State Property

Within the context of the above parameters, state employees may engage in fundraising activity on state property. This activity may include fundraising events like bake sales, dress-down days and contests and must comport with all state law and regulations (e.g. – health safety regulations related to the serving of food.)

a) Impermissible Fundraising Activity. Fundraising activities on state property may not involve:

- i) The sale or service of alcoholic beverages
- ii) The raising of funds through gambling activity. Gambling includes raffles, door prizes or any other method of obtaining a monetary award or prize by luck or chance for the price of a donation.
- iii) Any solicitation of food, cash or other items from a vendor, retail store, restaurant or other private person or entity with whom your department or agency does business or regulates.

b) Permissible Fundraising Activity. Fundraising activities may take place in the following circumstances:

- i) Modest Non-Profit Fundraising. State employees may engage in limited fundraising activities for non-profit organizations on state property with their appointing authority's permission. Such activity should be non-disruptive of work place activities and should never involve a supervisor soliciting an employee who reports directory or indirectly to him or her. Accordingly, all such solicitations should either be entirely passive (e.g. -- a box on a desk corner noting the purpose for which contributions are being solicited) or entirely non-coercive. No employee should ever feel pressured by a co-worker to make any sort of donation to a charitable organization.

Examples of the types of fundraising that would be appropriate under this portion of the policy are sales of candy or gift wrap for a child's school, seeking sponsors for walk-a-thons or other similar events, or circulation of a Girl Scout cookie sale sheet.

- ii) Fundraising for the Benefit of State Colleagues. With a director's permission, fundraising also may occur to benefit fellow state employees. Examples of the types of fundraising that would be appropriate under this portion of the policy are the collection of funds for a retirement gift or funeral flowers or for donations to assist a fellow employee with a medical or other family hardship. Any such solicitations should conform to the restrictions above aimed at minimizing workplace disruption.

This policy is effective November 1, 2007, and questions about its application should be managed by agency Chief Legal Counsel, who may consult, as necessary, with the Governor's Legal Staff.

Because this policy is being released in the last quarter of the year, agency directors may consider limited requests to vary from it, through the end of this year only, if cessation of a current charitable endeavor, which contradicts an aspect of this policy, would cause a substantial hardship.

# **TOOLS FOR A SUCCESSFUL CAMPAIGN**

# **10 Steps in Building a Successful Campaign**

Use these steps to ensure a successful Combined Charitable Campaign. They are based on the experience of organizations which have had exemplary campaign results.

**1. GET PREPARED!**

Attend CCC Coordinator training session in preparation for campaign.

**2. RECRUIT A CAMPAIGN TEAM**

Recruit a campaign planning team to represent all areas of your agency.

**3. DEVELOP A PLAN**

Meet with your Loaned Employee and Campaign Team to establish working plan.

**4. TRAIN YOUR CAMPAIGN TEAM**

Your Loaned Employee will train and educate your campaign volunteers, including committee members and/or key communicators.

**5. SECURE LEADERSHIP SUPPORT AND GIVING**

Understand the levels of giving and the significance of successfully soliciting key executives and senior management as well as agency union leaders.

**6. FOLLOW CAMPAIGN TIMELINE & IDENTIFY TECHNIQUES**

Set campaign timeline and commit to model campaign techniques based on your agency's potential. Your loaned employee can be a resource to help you tailor ideas according to your agency's culture.

**7. PLAN EDUCATIONAL COMPONENT**

Explain to employees how the CCC benefits charities locally, nationally, and internationally. Use educational activities during the campaign and throughout the year. They include group meetings, agency co-coordinators and tours, campaign video, publications and web-based resources. Use the "Blitz".

**8 KICK-OFF YOUR CAMPAIGN**

Plan an agency Kick-off event. Be sure to secure dates for the agency director's attendance.

**9. ANNOUNCE RESULTS AND SHOW APPRECIATION**

Close your agency campaign and total your results with your LE. Publicize campaign results throughout the agency. Thank all donors and recognize all volunteers. **SAY THANK YOU!**

**10. ESTABLISH YEAR ROUND COMMUNICATION** on the CCC's IMPACT. Establish a CCC solicitation program for new hires through your HR department. Share news of CCC results through CCC newsletters.

## THE 15-MINUTE CAMPAIGN PLAN \*

(\* This method is suggested for organizations with 200 or less employees.)

### WHAT IS IT?

Employees are brought together in small groups for a 15 minute presentation about CCC. The presentation includes the top management person, your Loaned Employee, a CCC speaker and a question and answer period. This method allows employees to hear a factual account of the CCC and have their questions answered. Finally, employees return their pledge cards at the end of the presentation. This can be during/at the end of a regular staff meeting.

### HOW IT HELPS THE COORDINATOR

**15 Minute Campaign Plan Saves Time!** Employees return their cards at the end of the meeting, which minimizes follow-up time. It's the easiest way to inform employees about CCC. When they understand what it is that they are being asked to contribute to, they will give generously.

### STEPS FOR SUCCESS

1. Announce the meeting(s) - Have management person invite employees to attend a 15 minute presentation.
2. Organize the cards - Alphabetize the cards prior to the 15 minute presentation to minimize time spent passing out cards.
3. Prepare the room - Make sure there are plenty of seats; have pens for filling out pledge cards.
4. Prepare in advance - set up TV/VCR to be ready to play the CCC video.
5. Have someone from management introduce the campaign portion of the meeting.
6. Guest speaker presentation/ appeal to give / questions and answers.
7. Return the cards at the end of the presentation so follow-up time will be shortened; have your co-coordinators follow-up within 1 to 2 days, but no more than a week - the longer the campaign goes on, the less likely it is for a person to give.

### AGENDA for Group Meeting

Distribution of Cards by Coordinator .....	2 Minutes
Welcome/CCC Endorsement by Management and Coordinator.....	2 Minutes
CCC Speakers/Questions & Answers by CCC Representative.....	4 Minutes
Video.....	6 Minutes
Employees fill out cards and turn them in .....	1 Minute

TOTAL = 15 Minutes

## **Making the Ask**

### **Before the Ask**

- Be prepared: have all of your materials ready, Resource Guide, pledge cards
- Know the needs of your community
- Know “what your dollars can be used for”
- Employee testimonials
- Know why you are participating and why your co-workers should

## **Group Solicitation**

A group solicitation is the most effective way to get “the ball rolling” early in your campaign. It can be a convenient way to utilize top management support and to show the CCC video. It also gives the employees an opportunity to share their experiences with member charities.

### **The Group Solicitation Do it in 15 minutes or less!**

- Welcome the group
- Allow management to kickoff the meeting to show his/her support
- Federation speaker
- Show video
- Make the ask
- Express thanks
- Track by use of pledge cards who has been educated/asked
- Make a 100% ask

## **Individual Solicitation**

- Prepare
- Present the case
- Educate the donor how the CCC charities can help the causes he/she believes in
- Choice – 1,800+ charities
- Examples from co-workers
- Explain how the CCC affects the local/national/international communities

## **Answering Questions**

- Ask the donor – “Is there any additional information you need? Do you have any questions?”
- If you do not know the answer to a question, be honest, and tell them you will find out the answer. Contact your Loaned Employee to find answers to questions you cannot answer.

## **Handling Objections**

- Deal with any objections that may arise.
- The potential donor is not attacking you, so do not take their objections personally.
- Most people want additional information. Spending a few extra minutes answering their questions may get them to commit to a pledge.
- Be understanding and empathetic when not in agreement.
- Try to encourage conversation about the concern without being confrontational.
- Be tactful and confident that you know how to handle the objection.
- Think long term, not short term.

## SIX MAJOR ELEMENTS OF PERSONAL SOLICITATION

1. **BE READY:** Before you begin any solicitation, become familiar with the information in this manual and **KNOW** what the Combined Charitable Campaign is all about. Know your own feelings about the campaign and your reasons for supporting it. Believe in what you're about to do, and make your pledge to the campaign first.
2. **BE CONFIDENT:** Soliciting is not a difficult task, especially when you realize what a tremendous 'product' you have to 'sell.' Be proud to offer an opportunity to support the Combined Charitable Campaign. Your positive attitude and enthusiasm will be contagious.
3. **EXPLAIN:** Never assume that everyone knows about the CCC just because it goes on year after year and there is a lot of publicity during the campaign. Start your discussion on a positive, friendly note. Tailor your approach as much as possible to the person you are addressing. Give sincere and positive reasons why you support the campaign, and use the resource guide to show how CCC organizations are helping throughout the community.
4. **LISTEN:** Ask the employee to express his/her feelings to you. Each of us has questions and concerns, particularly when something affects our wallets. Answer his/her questions. Try to determine whether there is truly an objection or just an excuse. (Excuses can be turned around in a positive way to show a reason for giving.)
5. **SOLICIT:** ASK for a commitment. Promote payroll deduction as the easy and painless way to give. Present the pledge card for signature. **DO NOT**, however, leave the pledge card with an undecided employee. Retrieve the pledge card and tell the employee that you will follow up with him/her later in the campaign. If all else fails, use your 'CHECK IT OUT' flyer to encourage a small donation.
6. **SAY "THANK YOU"** Even to those who fail to give. Accept a 'No' graciously because, after all, they were kind enough to listen. Your attitude at this critical point could have an affect on next year's giving.

# AGENCY MODEL CAMPAIGN TECHNIQUES

## **1. Director/Labor Endorsement\***

Utilize the visible support of these important, influential positions to provide your campaign with the endorsement it deserves.

## **2. Campaign Coordinator Development\***

Attend annual training session to increase knowledge of the Combined Charitable Campaign, learn campaign techniques to increase participation and dollars and to understand ways to address challenges.

## **3. Campaign Committee\***

Recruit an appropriately sized committee to add support and leadership and provide the necessary skills in all facets of the campaign to ensure success throughout your agency. Determine if Key Communicators is a strategy that should be used in your organization. These employees help facilitate peer-to-peer education and solicitation and help them understand the importance of each gift.

## **4. Group Meetings\***

Organize campaign educational opportunities, adaptable to your agency/activity's environment to ensure every employee has the opportunity to understand the campaign and to address employees' questions and concerns. Enhance your agency's educational experience by having trained charity representatives or program clients speaking at your group meetings. Utilize your loaned employee (LE) as a resource.

## **5. Strategic donor recognition items**

Promote donor recognition items to drive a variety of influential changes in the level of donor pledges such as leadership levels, early return of pledge cards, first-time donors, donors changing to payroll deduction, etc. Work with your committee to identify areas for potential to set goals associated with this technique. Remember, goals are not necessarily dollar related, but can influence the increase in dollars.

## **6. Agency Campaign Co-Coordinator\***

Select individuals from your agency's upper management and the union to coordinate and lead the effective education and solicitation of identified personnel in the leadership component of your campaign.

## **7. Personalized Pledge Forms**

Ensure your employees understand the leadership commitment to the campaign and other pertinent information on their pledge form.

## **8. Communicate**

Work with your loaned employee to provide and/or expand opportunities to increase the partnership between your agency and its employees and the Campaign. Create a plan to share all aspects of the campaign, including educational presentations, goal announcement and campaign progress to instill a culture of involvement and awareness among all employees and build an appreciation for all volunteers and donors.

## **AGENCY MODEL CAMPAIGN TECHNIQUES (Cont'd)**

### **9. Wrap-up and Thank You**

Conduct a clearly defined kick-off and wrap-up for your agency's campaign. Include the plans for these events during your early planning and rely on your LE for assistance and ideas. The wrap-up should include completing all necessary paperwork, including reports, spreadsheets and/or report envelope tallies and pledge forms, if applicable.

### **10. Year-round Relationship**

Collaborate with the Campaign to provide an educational program (including new hires) to be implemented continuously for all employees, designed for your workplace environment and focused on the types of information most powerful to your employees.

\*Indicates fundamental techniques

## **If Education is Your Focus**

Six options that educate employees better than Agency Fairs:

1. Group solicitation meetings with a trained agency speaker.
2. Let an agency executive address your management team.
3. Take your executives to a charity for your management meeting.
4. Survey your employees to find out what issues are most important and promote targeted messages surrounding those issues (i.e., through email factoids, newsletters, voicemail, payroll stuffer, etc.).
5. After surveying your employees, invite an agency executive to address a group of employees (do it by function at different times of the year).
6. To get that broader community perspective, have a federation/charity "Issue-Expert" address your employees on a topic that is of interest.

# Super Strategies

Once you have mastered Model Campaign Techniques, you can use Super Strategies to bring your campaign to the next level of success. As you and your LE assess last year's campaign, begin discussing the strategies below to determine a good fit for your organization.

## 2010 CCC campaign statistics

2010 Per capita - \$72.48

Percent participation – 26.5 %

### Strategy: Giving

*For organizations with a high participation rate and high per capita giving.*

- Create a challenge for leaders in your agency to surpass their own “personal best” from last year.
- Make the campaign fun for employees. If structured properly, the campaign can be a morale-booster, not simply a charity drive.
- Mention the CCC donor recognition items around the activities and giving levels you want to encourage.

### Strategy: Increase Awareness

*For organizations with high per capita giving but low participation rates.*

- Use all venues of communication to publicize your campaign. Use the campaign materials provided to you by the CCC such as posters, brochures, sample e-mail messages, video and success stories. Report campaign events and progress in your organization's newsletter or intranet. Encourage employees to visit the CCC Web site: [www.ohio.gov/ohioccc](http://www.ohio.gov/ohioccc).
- Use your LE to educate your staff about how the CCC invests in the local, national, and international community. Your LE can arrange for speakers to present at group meetings.
- You may also want to seek employees who have received help through an agency in the Campaign and encourage him/her to speak about his/her experience at a group meeting. This will show other employees that CCC can help anyone – friends, neighbors, family members and co-workers.
- Promote volunteerism throughout your organization.
- Plan special events toward the end of your campaign for your employees to attend and gather information. Special events make your campaign fun and help educate people.
- Promote CCC in your organization on a year-round basis, not just during campaign time. Encourage employees to visit the CCC Website all year long for updates on success stories and campaign results.
- Send weekly “did you know” e-mails to staff with quick bullet points about CCC and the member charities.
- Display CCC posters throughout your building during the entire year.

### Strategy: Increase the Average Gift

*For organizations with low per capita giving but a high participation rate.*

- Encourage employees to use payroll deduction as the preferred and easiest way to give. Stress that it is easier to give more over a period of time.
- Encourage employees to give at suggested levels and use the donor recognition items.
- Promote leadership giving throughout your entire campaign.

## **Strategy: Increase Participation**

*For organizations with both low participation and low per capita giving.*

- Increase employee education through group meetings, agency speakers and agency tours.
- Solicit employees in a group or one-on-one. Use everyone on your campaign committee to personally contact all employees to ensure they receive a pledge form and are asked to give.
- Encourage payroll deduction as the easiest way to give.
- Establish realistic goals. If you can't employ all of the model campaign techniques in the first year, try adding just one or two at first and build on that the following year.
- Implement a New Hires Program so all employees have an opportunity to give. Contact the CCO to receive a PDF version of the new employee pledge card to handout at orientations.

## **Publicity, and Saying “Thank You”**

Communication, recognition and appreciation are all critical to the success of an agency's campaign. The following successful ideas are suggestions in providing you and your team creative support in three areas.

### **Publicizing Your Campaign**

These ideas can help you publicize CCC information:

Post messages via e-mail or intranet  
Publish noteworthy information in agency newsletters  
Create a calendar of campaign events and distribute  
Send endorsement letter from Agency Director/Union to all employees  
Use door hangers on office doors  
Leave all staff voicemails from Director

### **Incentive Ideas**

Incentives can motivate increased personal gifts from employees.

Reward state agency department/section with highest dollar increase over last year  
Reward state agency department/section with highest participation increase over last year  
Use trinkets or early/first day/kickoff payroll deduction...the CCO has a limited supply of trinkets.  
Tie them to a payroll pledge

### **Types of Incentives vary by State agency**

A day off  
Prime parking spot  
Jeans Day/Week  
Services by senior management (car wash, prepare lunch)  
Donated prizes from the CCO

### **Saying “Thank You”**

It is important to thank employees that donate and thank your campaign committee.

Ask Director to host an appreciation breakfast/lunch for campaign committee  
Create certificates of appreciation for each member of your committee  
Highlight accomplishments with appreciation in newsletters and on intranet  
Give tokens of appreciation (those may be available from CCC).

# **BLITZ**

**5 days 'til the blitz!**

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Together with you, the Combined Charitable Campaign (CCC) is accomplishing what no single donor or organization can do alone.

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**Please contact your Agency Campaign Coordinator, \_\_\_\_\_, at XXX-XXXX, for details.**

# 4 days 'til the blitz!

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\$4 per pay helps a child attend college.

\$2.50 per pay, the price of a coffee and doughnut, will pay for a complete platelet count for two children going through cancer treatment.

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**Please contact your Agency Campaign Coordinator,  
\_\_\_\_\_, at XXX-XXXX, for details.**

# 3 days 'til the blitz!

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\$10 per pay buys clothing for three homeless American Children.

\$15 per pay improves Medicare coverage for 70 low-income elderly people.

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**Please contact your Agency Campaign Coordinator, \_\_\_\_\_, at XXX-XXXX, for details.**

# 2 days 'til the blitz!

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Requests for food pantry services are up by 29 percent.

Soup kitchens are serving 34 percent more meals every day.

Demand for homeless prevention services is up by 25 percent.

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**Please contact your Agency Campaign Coordinator, \_\_\_\_\_, at XXX-XXXX, for details.**

# 1 day ‘til the blitz!

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Today, more citizens need our services more than ever.

Last year, CCC served over 1,800 charitable agencies.

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**Please contact your Agency Campaign Coordinator, \_\_\_\_\_, at XXX-XXXX, for details.**

# Blitz Day!

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Please give to the  
State of Ohio  
Combined Charitable Campaign  
(CCC)

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Please complete your pledge card so we  
know you had the opportunity to donate.

**Your gift is a personal choice.**

Place your form in the envelope provided and  
return to \_\_\_\_\_  
in person or in their mailbox

# The Blitz has come and Gone!

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Thank you for your donation to  
our community and for helping to  
make it a better place to  
live, work and play.

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If you would like to pledge and  
have not done so yet, please  
contact your Agency Coordinator,

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at XXX-XXXX, for details.

## no more eXcuses for whY not to give (Generations X and Y)

While exact dates vary, baby boomers are considered to be those born between 1946 and 1964; "baby busters," also called Generation X, were born between 1965 and 1976; and the "baby boomlet," also sometimes called "Generation Next," "Generation Y," or "Millennials," was born between 1977 and 1995.

Working with State of Ohio Combined Charitable Campaign committee members and campaign coordinators, we often hear, "We need more young people getting involved," and "The next generation does not seem to have an interest in the campaign."

Today's young adults represent the single greatest opportunity to build capacity for the CCC. Although they are sometimes skeptical about volunteering and donating to charitable causes, engaging these individuals should be a top priority while planning your campaign. The first baby boomers will retire soon, so replacing their gifts with new contributions is critical!

How then do you encourage them to start a relationship with the State of Ohio Combined Charitable Campaign? Consider these methods when targeting young adults to participate:

- ♦ **Remember your first pledge.** More often than not, generation X and Y employees will be relatively new to state government. They will typically be at lower pay scales, perhaps starting a family, paying off loans, etc., and may often see themselves as 'charity cases'. It is important to take money considerations very seriously. Never say things like "...it's ONLY \$5 per month". Every dollar counts to their groups, so stress participation first and foremost. Larger contributions will come in time.
- ♦ **Do not assume.** Despite the incredible success of the CCC over 16 years, many people in the general public are not aware of it. Never assume that they know what the CCC is – when asking them to participate, start from scratch.
- ♦ **Stress the Issues.** If Generation X and Y are to become the bedrock of the campaign, we first need to lay a foundation. While your initial instinct may be to talk about the campaign itself, try to avoid this practice until later. Start by feeling each individual out as to what issues are important to them. For example, strike up a conversation about environmental causes or the arts in order to 'get the ball rolling'. Once you understand what is important to individual, use specific examples of what the campaign does for that cause. Also, cite specific ways people in your office have benefited from CCC charities – this will help them realize that the campaign helps real people that they know. As their allegiance to a specific charity or charities grows, so too will their commitment to the campaign.
- ♦ **E-mail.** Younger generations tend to rely on electronic communications now more than ever. Frequent use of e-mail or the intranet to publicize your campaign can help, but never rely on technology to get a pledge.
- ♦ **Understand Stereotypes.** While stereotypes are only sometimes accurate, there is some truth to those labels attached to young adults. For example, Generation X-ers are considered by many to be fiercely independent, skeptical, have no sense of work-loyalty, and are distrustful of authority.

There is no better proof of this than their attitudes toward government – it is *imperative* that you immediately distinguish the difference between the CCC and the State of Ohio. This campaign is for *us and by us* – not for them or by them.

- ♦ **Recruit.** It is always easier for a friend to ask a friend for contributions, so when possible, work on recruiting a volunteer of similar age to solicit those members of Generations X and Y.
- ♦ **Brag.** The young are a proud people, and will respond to big numbers and worthy challenges. Stress the campaign's long-term success by saying things like "People like you and me – who may not be rich, but do understand our community's needs – have donated **over \$38.6 million** in less than 16 years. This year we want to break a record, but we will need your help".
- ♦ **Personalize.** It can be easy for a skeptical person to think their money "isn't doing any good". Stress that this is the State of Ohio Employees Combined Charitable Campaign, and how their money WILL make a difference... to their parents, their siblings, their grandparents, their community... and most importantly, to them.
- ♦ **Challenge.** Special events are a great way to encourage participation in the CCC within any age group. The more fun your agency has with the CCC in your office, the more likely people are to take ownership over it. When targeting younger people, think outside the box. You might organize an XBox tournament... or perhaps a basketball game with "35 and younger vs. 26 and older" or something similar. Competition breeds involvement. Be creative.
- ♦ **Remember this simple truth.** Baby Boomers, Busters and Generations X and Y are merely labels – when it comes down to it, we're all just people. All people have different needs at different times of their lives... getting younger adults to understand this can most easily be accomplished through conversation and education. Knowing the steps above might help, but ultimately, treating an individual with respect and knowing your facts will be the key to successfully soliciting anyone – young or old.

Flatter me and I may not believe you. Criticize me and I may not like you. Ignore me and I may not forgive you. Encourage me and I will not forget you.

~William Arthur Ward

# FACTS

## How Your Contributions Are Used

Approximately 1,800 local, national and international charities are eligible to receive donations through the State of Ohio Combined Charitable Campaign (CCC). Contributions to these organizations provide help for education expenses, disaster relief, and research for cures from life threatening diseases, medical services, care for the environment and services to various ethnic communities. Following are examples of what your donations will buy in the State of Ohio CCC.

## Your contributions may provide the following services:

### **\$1 per pay = \$26 annual gift:**

- buys safety gloves and masks for a scientist working with dangerous biological agents in the fight against bioterrorism
- will buy two prostate screenings at free health screening booths
- will supplement more than 650 meals for hungry children in the U.S
- will provide diabetes risk tests for 500 individuals

### **\$1.50 per pay = \$39.00 annual gift:**

- pay for one hour for a child at camp
- will buy one box of 150 Plumpy'Nut Nutritional Supplements for impoverished preschool children

### **\$2 per pay = \$52.00 annual gift:**

- supplies food and medicine for a nest of American Kestrels
- buys a bus fare for a parent to visit his/her sick child in the hospital
- will send a diabetes information kit to a newly diagnosed individual
- provides four trips to medical appointments for a person who cannot not otherwise transport him/herself

### **\$3 per pay = \$78.00 annual gift:**

- 3 hours of night-time community street patrol, to promptly report suspicious activity and needed neighborhood repairs such as missing street signs.
- pays for cleft lip/palate surgery
- will pay for one day for a child at cam

### **\$4 per pay = \$104.00 annual gift:**

- can purchase 1,000 tree seedlings and planting equipment for a community
- provides 200 lbs. of dog food for an animal shelter
- will buy goats or chickens to supplement livelihood for a family

### **\$5 per pay = \$130.00 annual gift:**

- can plant more than 200 cedar trees for a habitat restoration project
- can provide free books and literacy resources to one child for an entire year
- Provides information booklet to new and expectant parents of a child with Down syndrome

### **\$6 per pay = \$156.00 annual gift:**

- can prevent 75,000,000 pounds of carbon dioxide, the major contributor to global warming, from entering the Earth's atmosphere
- pays a teacher's salary for one month in Sudan
- you can donate a "qurbani" of fresh meat to feed seven needy families in the United States, or up to 40 people

**\$10 per pay = \$260.00 annual gift:**

- will provide an electronic monitoring kit for an individual with Alzheimer's Disease
- helps to purchase rain barrels for backyard conservation programs
- can provide a needy African person with a insecticide treated bed net to protect against malaria
- buys one year's worth of storage tubes for 1,000 serum samples to be tested in HIV research
- allows an animal shelter to discount the cost of the spay/neuter for 12 free-roaming cat

**\$15 per pay = \$390.00 annual gift:**

- provides the complete course of therapy for a severely malnourished child, from the brink of death to health (note: 95% of children treated do not require retreating).

**\$20 per pay = \$520.00 annual gift:**

- buys a cow, providing valuable nutrition and income for a family in Central America
- stops an eviction, foreclosure or utility disconnection

# FREQUENTLY ASKED QUESTIONS

## WHAT IS THE COMBINED CHARITABLE CAMPAIGN (CCC)?

The campaign is an effort to consolidate all charitable campaigns into one, asking state of Ohio employees for donations through payroll deductions or one-time gifts. One campaign at the workplace results in minimal workplace disruption and lower administrative costs. There are multiple participating federations and hundreds of member charities. Employees have many charities from which to choose to support.

The State of Ohio Combined Charitable Campaign is codified in the Ohio Administrative Code, Chapter 123:1-28-01.

## WHAT IF MY FAVORITE CHARITY ISN'T INCLUDED IN THE CCC?

All charities participating in the State of Ohio Combined Charitable Campaign are members of a federation (see the definition below). If your favorite charity is not a member of a federation listed in this resource guide, you may wish to suggest that officials representing that charity contact one of the participating federations to inquire about membership. Contact information about each federation is listed at the top of each introductory page preceding the code listing.

## WHAT IS A FEDERATION?

Federations are organizations which have multiple independent, charitable agencies as members. They serve as “umbrella” organizations for a wide range of member charities which play a major role in delivering health, human, environmental and educational services. Participating federations are selected carefully. Federations wishing to participate in the CCC submit applications to the State Steering Committee each year. To be approved for participation by the CCC, federations must meet specified criteria which include, but are not limited to, the following standards: \*

- \* Must be not-for-profit, tax-exempt, charitable federations with at least 10 member charities.
  - \* Must provide direct health or human services.
  - \* Must be incorporated or authorized to do business in Ohio.
  - \* Must adhere to standard accounting procedures.
  - \* Must be in existence for at least two years prior to the date the campaign begins.
  - \* Must be directed by an active board of trustees who serve without compensation.
  - \* Must have a stated policy of nondiscrimination and comply with EEO laws.
- \* See the CCC Policies and Procedures online at [www.ohio.gov/ohioccc](http://www.ohio.gov/ohioccc) for a full list of eligibility criteria.

## The 2011 Campaign Goal

The overall 2011 campaign goal is \$3 million.

## **WHAT ARE THE TIME FRAMES FOR THIS YEAR'S CAMPAIGN?**

The timetable for the 2011 Combined Charitable Campaign is:

- \* Training for agency coordinators in August
- \* Campaign solicitation begins September 7
- \* Central Ohio Campaign Kickoff - September 7
- \* Cleveland Campaign Kickoff – September 8
- \* Campaign Solicitation Ends - October 14
- \* Pacesetter campaign September 7 through October 7 (educate, pledge and wrap up)
- \* Payroll pledge forms due in to CCO November 1
- \* Results announced - January

Dates of solicitations, group meetings or special events in your state agency will vary; display posters announcing activities at your work site, or have employees contact your department or agency CCC committee members for information.

## **WHAT IS THE ADMINISTRATIVE RATE FOR THE CCC?**

The CCC's administration cost for the 2010 campaign was 5.5 percent of funds received. These funds provide for the resource guide creation and printing, newsletters, video, leadership recognition, coordinator training and recognition, professional staff, annual campaign audit, IT support, training, postage and supplies. Total raised in 2010 was \$4,048,409..

All of the federations share in the administrative cost proportionate to their designations in the campaign.

## **HOW DO I CONTRIBUTE THROUGH THE CCC?**

Simply complete an employee pledge form. The donors return the completed pledge form to his/her office coordinator who then returns it to you as the agency CCC coordinator.

Payroll deduction, the easy method of giving, has several advantages. It's simple, and donors can make a charity gift over time. If donors select the payroll deduction option, deductions will be made from their paychecks in 2011. Each year employees must submit a new pledge form to make a pledge. Donations do not automatically continue from year to year. Please note that if donors select payroll deductions, donors must sign the pledge form to authorize the deduction.

One-time gifts of cash or checks also may be made during the campaign. Any monetary contribution must be accompanied by a pledge form. Please note: If donors choose to contribute by check, please make it payable to the Combined Charitable Campaign, and be sure to enclose it securely with a completed pledge form.

If donors choose to give both a one-time gift and payroll deduction, donors need to copy their pledge form and submit two copies, one for the payroll deduction and one for the one-time gift.

With either method, donors may designate up to six charities as long as each charity's gift is \$1 or more. Donors CCC payroll deductions will show on their pay stub as "CCC" and the total amount of your pledge deduction per payroll period.

Please do not “white-out” a preprinted pledge form to use for another employee. Use the “new employee” pledge card.

## **HOW DOES THE RESOURCE GUIDE HELP DONORS IN MAKING THEIR CHOICE?**

The resource guide lists all of the eligible federations and their member charities. It is in a brochure format or can be found on-line at [www.ohio.gov/ohioccc](http://www.ohio.gov/ohioccc). Each is listed separately, with an assigned four-digit charity code (e.g., 1234) that must be used when making a selection to ensure that your contribution reaches the charity or charities you wish to support. Through the Combined Charitable Campaign, donors may designate their gift to as many as six federations or member agencies by indicating their choices on the employee pledge form.

To support a federation and have their gift shared among all of its agencies, choose the federation code as it appears preceding the federation name and description. To support an individual agency within a federation, select that charity’s code as it appears preceding the charity name and description. Place the codes and dollar amount on the pledge form. See example in resource guide.

As donors choose a charity to support, donors may want to consider what portion of their contributions will go directly to services and the corresponding amount that is used for administrative expenses by the agency. Following each agency’s description is a percentage reflecting the portion of contributions that charity uses for administrative costs such as management and fundraising. An asterisked (\*) note indicates that the charity exceeds the amount deemed acceptable by the State of Ohio CCC. Those charities with the \* have provided the CCC with assurances in writing that they are taking steps to improve their administrative rate. The information/descriptions of each charity are provided by the charities and offered to help you make an informed choice in designating your gift.

## **SCANNABLE PLEDGE FORMS**

Scannable pledge forms, introduced several years ago, increase the speed and accuracy of the record keeping process, with less manual input, resulting in reduced cost and less chance of input error. On a scannable pledge form:

- \* the donor writes the charity code numbers (from the resource guide) of the selected charities.
- \* the donor may give a gift by payroll deduction and/or a one-time gift.
- \* each pre-printed pledge form is unique to each employee and should not be copied for others to use.

### **As donors complete their scannable pledge form, please remember:**

- \* Use a black or blue pen.
- \* Make changes completely.
- \* Do not fold or staple the pledge form.
- \* Forms may be photocopied for the donor’s records or your department coordinator’s records.
- \* Donors sign and date the pledge form if donors are making a payroll deduction pledge.
- \* Donors must complete separate forms if they choose to make both a payroll deduction and a cash gift.

- \* Each pre-printed pledge form is unique to each employee, should not be whited out and should not be copied for others to use.
- \* Please do not make any extra marks or lines on the form because it causes extra time to remove the marks before scanning.

When donors have made their choices and have completed the pledge form, have them return it to their office coordinator or you as your agency campaign coordinator.

- \* If donors wish to make their donation anonymous, please fill in the bubble located below the signature block.
- \* If donors do not wish to receive the donor recognition item, please fill in the bubble below the signature.

Pledge forms that have a donation amount but do not have agency code numbers will be counted as undesignated.

There are three pledge formss:

- \* **Regular** pre-printed based on those employees employed as of July 1
- \* **New employee** or no pre-printed pledge form (black form)
  - Used when an employee does not have a pre-printed pledge card
  - Is a new employee after July 1
  - Employee wishes to make a one time gift donation to the campaign in addition to a payroll deduction.
  - Employee wishes to make more than six charity designations
- \* **Special Event** – for any agency holding special events

## **THE NEED FOR CCC**

Approximately 1,800 local, national and international charities are eligible to receive donations through the CCC. Contributions to these organizations provide help for education expenses, disaster relief, research for cures from life threatening diseases, medical services, care for the environment and services to various ethnic communities just to name a few. Following are a few examples of why CCC is needed.

- Four Ohio cities are in the worst 36 nationally ranked cities for children under 18 living in poverty: Cleveland-46.9%, Toledo-36.5%, Cincinnati- 30.3% and Columbus- 23.4%
- 30% of adults over 25 in Ohio did not graduate from high school
- It costs \$64,151 annually to house juvenile offenders, or \$176 per day in Ohio DYS
- 56% of students in 2002-03 graduated high school in Columbus
- Diabetes death rate is up 48%
- 10% of people in Franklin County have no health insurance
- 10% of days in 2002 did not meet the Federal air quality standards
- A young tree removes 18% of the 140 lbs of carbon dioxide released by a car each week

## **Why the CCC?**

1. The average annual CCC contribution to charity for 2010 was \$273.59.
2. CCC allows State employees to make charitable contributions over time via payroll deduction. CCC contributions provide charities with a steady monthly income for a year, allowing them to furnish the much needed services in our communities.

# Leadership Giving

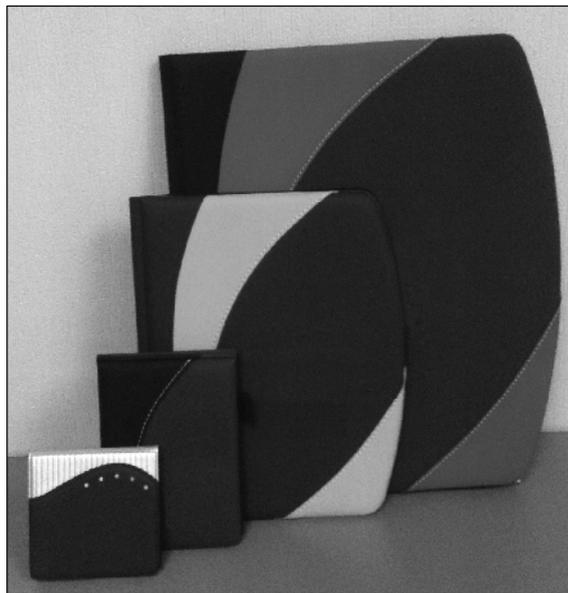
A Leadership Gift is a donation of \$520 or greater (payroll deduction or one time gift). The leadership giving levels are:

Category	Donation Level	One-time Equivalent
Patron	\$20.00-\$39.99 per pay	\$520.00 - \$1,039.99
Humanitarian	\$40.00-\$59.99 per pay	\$1,040.00 - \$1,559.99
Benefactor	\$60.00-\$79.99 per pay	\$1,560.00 - \$2,079.99
Philanthropist	\$80 + per pay	\$2,080.00 +

Leadership givers are important to the success of the CCC. Last year, a significant portion (52 percent) of the final campaign total was raised through the generosity of state employees giving at leadership levels. Leadership givers receive special recognition for their generosity and are acknowledged in the resource guide or on the web site each year

# Donor Recognition

<u>Donation</u>	<u>One-Time Equivalent</u>	<u>Recognition item</u>
\$5.00-\$9.99 per pay	\$130.00 - \$259.99	Sticky pad
\$10.00-\$19.99 per pay	\$260.00 - \$519.99	Note pad
\$20.00-\$39.99 per pay	\$520.00 - \$1,039.99	Writing pad - medium
\$40 + per pay	\$1,040.00 +	Writing pad - large



# FORMS AND RESOURCES

## Campaign Report Envelope Processing

The Campaign Report Envelope is the vehicle used by the Campaign Coordinator to assemble donor pledges, record contributions, reconcile contributions with the Campaign Coordinating Office (CCO) and submit the contributions to the CCO. This process ensures that all contributions received and recorded by the Coordinator are submitted to the CCO and will be distributed to the charitable agencies.

### **Pledge Reconciliation:**

1. Individual pledge forms are collected from each participating donor.
2. Each donor pledge form is reconciled to the annual contribution - whether payroll deduction, check or cash.

Please note the following:

- Each pledge form shall be signed by the donor.
- An ORIGINAL top copy of the pledge form is the only form acceptable for submission (no faxes, copies or pdf's)
- Stapling the pledge form for any reason is not acceptable – use paper clips instead.

### **Cash to Check conversion:**

While payroll deduction is the preferred method of donation, you can expect to receive some check and cash donations. Checks can be included in the Campaign Envelope. However, cash must be converted to an official bank check. Both Fifth Third Bank and [ \_ ] will convert cash at no charge to you at any one of their banking centers. Letters outlining the Bank's cooperation with this process is included in your packet. Bank checks are to be recorded as **cash** on the submittal form.

### **Envelope Reconciliation:**

The 9x12 Campaign envelope includes a 2-part submittal form on the face of the envelope. Sections 1 through 4 of the submittal form **shall be completed** by the Agency/Department Coordinator.

Please note the following:

- Envelopes shall contain ORIGINAL pledge forms.
- Envelopes shall not contain more than 100 pledge forms.
- Envelopes shall be reconciled by both the Agency Coordinator and the CCO.
- Reconciliation shall include the verification of pledge forms and confirmation that dollars pledged equals dollars submitted (in the form of payroll deduction or check).
- Bank checks representing the conversion of cash are to be recorded on the ***Cash Pledges*** line of the submittal form.
- Following reconciliation, the submittal information shall be recorded on Sections 1 through 4 of the submittal form attached to the envelope's front. The envelope shall be sealed and signed by the Agency Coordinator.
- The Agency Coordinator shall retain the top copy (*Coordinator Copy*) of the submittal form for their records.
- After reconciliation, the envelope shall be released to the CCO for Pledge Processing.

### **Section 1: Agency/Department Information:**

Check the name of your employer; write in your Agency or Department Name, Address, City and Zip and the **total number of employees** within your Agency or Department (as this is used to calculate the participation rate for your agency/unit). Consult your HR department if assistance is needed on the employee number.

### **Section 2: Is This Your Final Campaign Report?:**

Check *Yes/No* to identify whether your Campaign is complete and closed.

### **Section 3: Contributions:**

This section identifies the campaign contributions included in the Campaign Envelope. Envelope totals are **not** cumulative; only include dollar amounts submitted within each envelope.

**Cash Pledges** – Total the cash contributions on all pledge forms and then total all cash. Contribution totals must equal cash totals. Record the total number of donors, total funds (bank check) enclosed and pledge totals on the submittal form. Prior to submitting to the CCO, please visit Fifth Third Bank to convert cash to a bank check.

**Check Pledges** – Total the check contributions on all pledge forms and then total all checks. Contribution totals must equal check totals. Record the total number of donors, total funds (checks) enclosed and pledge totals on the submittal form.

**Payroll Pledges** – Total all payroll contributions and then total the annual pledge amount. Verify that the *Total per Pay Period* amount multiplied by *Total pay periods* equals the annual pledge amount (for example: \$10 *total per pay period* x 26 *Total pay periods* equals = \$260.) Record the total number of donors and the pledge totals on the submittal form.

**Special Event Dollars** – Special Event Dollars are raised by activities outside the typical pledge process (e.g., group activities like a bake sale). Donations raised through Special Events are captured on the submittal form in the columns *Funds Enclosed* and *Pledge Totals*. There are no pledge forms associated with Special Events donations. For that reason, it's helpful to separate the donations within the Campaign Envelope (wrap with a rubber band or place in an envelope marked special events.) As with all cash received, please convert cash donations into a bank check.

**Column Totals** – Total the *Number of Pledges*, *Funds Enclosed* and *Pledge Totals* columns. Please double-check your addition.

### **Section 4: Submitted by:**

When the Campaign Envelope is complete and ready for submission, the Campaign Coordinator will arrange for a reconciliation of funds. The reconciliation verifies the accuracy of the contents of the envelope. The reconciliation takes place in the presence of two parties.

Following a successful reconciliation, the Coordinator will print her/his name, title and phone and sign submittal form in the *Signature* block. The Responsible Party will sign the submittal form in the *Picked up by:* block and date the form. The top copy of the form, the *Coordinators Copy*, shall be retained by the coordinator as a record of the reconciliation and surrender of funds.

# Sample Report Envelope

ACCOUNT NO. <b>12345</b>	STAFF NAME
-----------------------------	------------



COO USE ONLY	DATE RECEIVED
	ENVELOPE NO.
	TYPE
	DEPOSIT NO.

## CAMPAIGN REPORT ENVELOPE

360 South Third Street  
Columbus, Ohio 43215-5485

Phone: (614) 227-8718  
Toll Free: 1-800-279-9714  
Fax: (614) 241-3064

PLEASE COMPLETE ITEMS 1 THRU 4

1	AGENCY: <u>Transportation</u> FACILITY / DEPT: <u>Dist. 12</u>
	ADDRESS: <u>5500 Transportation Blvd.</u>
	CITY: <u>Cleveland</u> STATE: <u>OH</u> ZIP: <u>44125</u>
	<input type="checkbox"/> FRANKLIN COUNTY <input checked="" type="checkbox"/> CUYAHOGA COUNTY <input type="checkbox"/> STATEWIDE ALL OTHER 88 COUNTIES (Specify) _____

2	Is this your <b>FINAL</b> Campaign Report?	Total # of Employees in your Agency: <u>3,444</u>
	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	

Report only what is in this envelope. (Please DO NOT include previously reported pledges.)

	TYPE OF CONTRIBUTION	NO. OF CONTRIBUTORS	PLEDGE AMOUNT	CASH / OTHERS	TOTALS
3	(A) Donor Checks <small>(Please enclose pledge form.)</small>	1		Checks \$ <b>25.00</b>	25.00
	Donor Cash			Cash \$	
	(B) Payroll Pledges <small>(Please enclose pledge form.)</small>	13	150.00		3,900.00
	(C) Special Events <small>(Enclose Special Event envelope &amp; Special Event pledge form.)</small>			25.00	25.00
	GRAND TOTAL	14		50.00	3,950.00

4	REPORT SUBMITTED BY:	
	COORDINATOR SIGNATURE: <u>Ima Coordinator</u>	TITLE: _____
	PRINT NAME: <u>Ima Coordinator</u>	PHONE: <u>728-3000</u>
	This Envelope Picked Up By: <u>Campaign Liaison</u>	Date: <u>8/19/11</u>

COO USE ONLY	
AUDITOR'S SIGNATURE: _____	TOTAL: _____
PLEDGE PROCESSING: _____	DATE: _____

Revised 2009



## Dollar per pay calculation sheet

<b>Dollars per pay</b>	<b>X 26 Pays</b>	<b>Dollars per pay</b>	<b>X 26 Pays</b>
\$1	\$26	\$31	\$806
\$2	\$52	\$32	\$832
\$3	\$78	\$33	\$858
\$4	\$104	\$34	\$884
\$5	\$130	\$35	\$910
\$6	\$156	\$36	\$936
\$7	\$182	\$37	\$962
\$8	\$208	\$38	\$988
\$9	\$234	\$39	\$1,014
\$10	\$260	\$40	\$1,040
\$11	\$286	\$41	\$1,066
\$12	\$312	\$42	\$1,092
\$13	\$338	\$43	\$1,118
\$14	\$364	\$44	\$1,144
\$15	\$390	\$45	\$1,170
\$16	\$416	\$50	\$1,300
\$17	\$442	\$55	\$1,430
\$18	\$468	\$60	\$1,560
\$19	\$494	\$65	\$1,690
\$20	\$520	\$70	\$1,820
\$21	\$546	\$75	\$1,950
\$22	\$572	\$80	\$2,080
\$23	\$598	\$85	\$2,210
\$24	\$624	\$90	\$2,340
\$25	\$650	\$95	\$2,470
\$26	\$676	\$100	\$2,600
\$27	\$702	\$120	\$3,120
\$28	\$728	\$125	\$3,250
\$29	\$754	\$140	\$3,640
\$30	\$780	\$150	\$3,900

# Sample Pledge Form

Each preprinted pledge form is unique to each employee and should not be copied for others to use.

## State of Ohio Combined Charitable Campaign • Employee Pledge Form

For a list of federations participating in this year's campaign, please consult the 2011 Resource Guide, CCC website at [www.ohio.gov/ohioccc](http://www.ohio.gov/ohioccc) or your department CCC coordinator. You may designate your payroll deduction or one-time cash/check gift to up to six federations or member agencies. All payroll contributions to any charity will receive an acknowledgement.



**DIRECTIONS:** Please fill in the boxes completely with Charity Code(s) found in the Resource Guide or website and dollar amount(s) using a black ink pen only.

Dept Code:	Mail Drop:	Code:
First Name:	ML:	Suffix:
Last Name:		Org. Acct.:
Employee ID:	State Agency:	
Work Location (County):		Ind. Acct.:
<i>For acknowledgement purposes only</i>		
Home Address: _____		
City: _____ State: _____ ZIP: _____		

### PLEASE SELECT ONE OF THE FOLLOWING CONTRIBUTION METHODS:

Please make a copy of YOUR form. (If you want to make both a Payroll Deduction and a One-Time Contribution, submit two separate completed forms, one for Payroll and one for Check/Cash.)

#### Payroll Deduction (Minimum \$1 per charity per pay period.)

I authorize the following deductions starting the pay check received in January and continuing for a one-year period. I reserve the right to revoke this authorization by written notice to my agency payroll office.

- Charity Code \_\_\_\_\_ \$ \_\_\_\_\_ per pay period.
- Charity Code \_\_\_\_\_ \$ \_\_\_\_\_ per pay period.
- Charity Code \_\_\_\_\_ \$ \_\_\_\_\_ per pay period.
- Charity Code \_\_\_\_\_ \$ \_\_\_\_\_ per pay period.
- Charity Code \_\_\_\_\_ \$ \_\_\_\_\_ per pay period.
- Charity Code \_\_\_\_\_ \$ \_\_\_\_\_ per pay period.

#### Please note:

All charity codes have changed. All charity codes are now five-digit numbers instead of four.

TOTAL PER PAY PERIOD: \$ \_\_\_\_\_ TOTAL ANNUAL GIFT: \$ \_\_\_\_\_

#### One-Time Contribution (Minimum \$1 per charity) – Please make check payable to COMBINED CHARITABLE CAMPAIGN.

Attached is my  Check OR  Cash totaling \$ \_\_\_\_\_ to be distributed as follows:

- Charity Code \_\_\_\_\_ \$ \_\_\_\_\_ of total gift.
- Charity Code \_\_\_\_\_ \$ \_\_\_\_\_ of total gift.
- Charity Code \_\_\_\_\_ \$ \_\_\_\_\_ of total gift.
- Charity Code \_\_\_\_\_ \$ \_\_\_\_\_ of total gift.
- Charity Code \_\_\_\_\_ \$ \_\_\_\_\_ of total gift.
- Charity Code \_\_\_\_\_ \$ \_\_\_\_\_ of total gift.

Check No.: \_\_\_\_\_

Check Date: M M / D D / Y Y Y Y

Thank you  
for your gift!

#### Thank You! Please Sign and Date

 \_\_\_\_\_  
Signature (Required) Date: M M / D D / Y Y Y Y

- I wish to donate anonymously and my name will not be released for recognition purposes.
- I do not wish to receive a donor recognition item.

**\* PLEASE RETURN ALL PLEDGE FORMS TO DEPARTMENTAL CAMPAIGN COORDINATORS.**

\* Between Jan. 1 and Sept. 1, following the campaign year, please send a copy of the completed pledge form to the Campaign Coordinating Organization at fax: (614) 241.3064 or e-mail: [jeanene.tooill@uwcentralohio.org](mailto:jeanene.tooill@uwcentralohio.org) and forward the original to your payroll office for processing.

Donations are voluntary gifts. No goods or services are provided in exchange for the pledge.

CCC • STATE • PP 2011

# Sample New Employee Pledge form

## State of Ohio Combined Charitable Campaign • Pledge Form

For a list of federations participating in this year's campaign, please consult the 2011 Resource Guide, CCC website at [www.ohio.gov/ohioccc](http://www.ohio.gov/ohioccc) or your department CCC coordinator. You may designate your payroll deduction or one-time cash/check gift to up to six federations or member agencies. All payroll contributions to any charity will receive an acknowledgement.



**DIRECTIONS:** Please fill in the boxes completely with Charity Code(s) found in the Resource Guide or website and dollar amount(s) using a black ink pen only.

### Required Information

First Name: **Thomas** M.I.: \_\_\_\_\_  
 Last Name: **Jefferson** Suffix:  Jr.  Sr.  Other: \_\_\_\_\_  
 Employee ID #: **1122334** State Agency: **Transportation**  
 Work Location (County - 1st four letters): **Fran** Work Phone: (\_\_\_\_) \_\_\_\_ - \_\_\_\_ Ext: \_\_\_\_\_

### For acknowledgement purposes only

Home Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

### PLEASE SELECT ONE OF THE FOLLOWING CONTRIBUTION METHODS:

Please make a copy of YOUR form. (If you want to make both a Payroll Deduction and a One-Time Contribution, submit two separate completed forms, one for Payroll and one for Check/Cash.)

### Payroll Deduction (Minimum \$1 per charity per pay period.)

I authorize the following deductions starting the pay check received in January and continuing for a one-year period. I reserve the right to revoke this authorization by written notice to my agency payroll office.

- |                 |              |    |              |                 |
|-----------------|--------------|----|--------------|-----------------|
| 1. Charity Code | <b>77777</b> | \$ | <b>5.00</b>  | per pay period. |
| 2. Charity Code | <b>88888</b> | \$ | <b>5.00</b>  | per pay period. |
| 3. Charity Code | <b>99999</b> | \$ | <b>10.00</b> | per pay period. |
| 4. Charity Code | _____        | \$ | _____        | per pay period. |
| 5. Charity Code | _____        | \$ | _____        | per pay period. |
| 6. Charity Code | _____        | \$ | _____        | per pay period. |

### Please note:

All charity codes have changed. All charity codes are now five-digit numbers instead of four.

TOTAL PER PAY PERIOD: \$ **20.00** TOTAL ANNUAL GIFT: \$ **520.00**

### One-Time Contribution (Minimum \$1 per charity) - Please make check payable to COMBINED CHARITABLE CAMPAIGN.

Attached is my  Check OR  Cash totaling \$ \_\_\_\_\_ to be distributed as follows:

- |                 |       |    |       |                |
|-----------------|-------|----|-------|----------------|
| 1. Charity Code | _____ | \$ | _____ | of total gift. |
| 2. Charity Code | _____ | \$ | _____ | of total gift. |
| 3. Charity Code | _____ | \$ | _____ | of total gift. |
| 4. Charity Code | _____ | \$ | _____ | of total gift. |
| 5. Charity Code | _____ | \$ | _____ | of total gift. |
| 6. Charity Code | _____ | \$ | _____ | of total gift. |

Check No.: \_\_\_\_\_

Check Date:    /    /   

Thank you  
for your gift!

### Thank You! Please Sign and Date

**X** Thomas Jefferson  
 Signature (Required) Date: **09 / 22 / 2011**

- I wish to donate anonymously and my name will not be released for recognition purposes.  
 I do not wish to receive a donor recognition item.

\* PLEASE RETURN ALL PLEDGE FORMS TO DEPARTMENTAL CAMPAIGN COORDINATORS.

\* Between Jan. 1 and Sept. 1, following the campaign year, please send a copy of the completed pledge form to the Campaign Coordinating Organization at fax: (614) 241.3064 or e-mail: [jeanene.tooill@uwcentralohio.org](mailto:jeanene.tooill@uwcentralohio.org) and forward the original to your payroll office for processing.

# Sample Special Event Pledge Form

A special event pledge form should be completed at the close of a special event. One pledge form per event. Donors **do not** complete these forms.

## State of Ohio Combined Charitable Campaign • Special Events Report

Please fill out and use the Special Events Report for each campaign activity that raises checks and cash dollars for the campaign. This report is in addition to individual pledge cards and is only to be used for events such as Auctions, Bake Sales, Dress Down Days, etc.



**DIRECTIONS:** Please fill in the boxes completely with Charity Code(s) found in the Resource Guide or web site and dollar amount(s) using a black ink pen only.

State Agency: \_\_\_\_\_ Work Location: \_\_\_\_\_  
(County - list four letters)

### Special Event Contribution

Attached is the  Check OR  Cash totaling \$ \_\_\_\_\_ Check No.: \_\_\_\_\_  
 to be distributed as follows: Check Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
M M / D D / Y Y Y Y

- 1. Charity Code \_\_\_\_\_ = \$ \_\_\_\_\_ of total gift.
- 2. Charity Code \_\_\_\_\_ = \$ \_\_\_\_\_ of total gift.
- 3. Charity Code \_\_\_\_\_ = \$ \_\_\_\_\_ of total gift.

*Special Event funds can be designated to specific charities by placing the Charity Code numbers and amounts in this box. If no Charity Code(s) is listed, all Special Event monies will go into the undesignated fund to be shared proportionately with all CCC federations.*

Special Event Name \_\_\_\_\_ was held on date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
M M / D D / Y Y Y Y

### Thank You! Please Include Name and Date

\_\_\_\_\_  
Print Coordinator Name

\_\_\_\_\_  
Phone Number with Area Code

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
M M / D D / Y Y Y Y

*Any designated fundraising from CCC Special Events should be publicly known by employees.*

**PLEASE RETURN ALL PLEDGE FORMS TO DEPARTMENTAL CAMPAIGN COORDINATORS.**



MEMORANDUM

DATE: June 16, 2011

TO: Combined Federal Campaign/Combined Charitable Campaign Coordinators

FROM: Stephen B. Pentony  
Vice President  
Public Funds and Higher Education, Central Ohio  
Fifth Third Bank

Fifth Third Bank wants to thank you for your continued efforts in the drive for charitable donations for the Combined Federal Campaign (CFC)/Combined Charitable Campaign. The work you are doing will certainly help those less fortunate and aid in the development of a strong community. We applaud your efforts and wish you well!

Fifth Third Bank realizes the disadvantage in carrying around, holding and/or storing large and small cash (coin and currency) amounts donated to the CFC/Combined Charitable Campaign. Therefore, for safety purposes, Fifth Third Bank is offering to write an official check made payable to the CFC/Combined Charitable Campaign in exchange for the exact cash dollar amount you bring into one of our Banking Centers. **You will not be charged for your official check. However, you are limited to one check per day and the transaction must be completed by December 17, 2011.**

Here's what to do – just present this letter along with the cash donations (large amounts of coin should be pre-rolled) at one of Fifth Third's Banking Centers. We will write **an official check made payable only to The Combined Federal Campaign/Combined Charitable Campaign while you wait.** Each Coordinator will then turn the official check in with your other donations to your CFC/Combined Charitable Campaign headquarters.

We hope this will aid each of you in your drive to meet your goals and objectives for your part in the CFC/Combined Charitable Campaign. Fifth Third Bank commends each and every one of you for a great job!

*Fifth Third Banking Centers should call Stephen Pentony at 614-744-5035 in the Columbus Public Funds Department should you have any questions. Thank you for your cooperation in this matter.*

**THANK YOU!**