



COORDINATOR TRAINING

August 25, 2020

Agenda

Leadership Announcement

CSEC Overview

United Way's Role

2020 Statewide Goal

Role of the Coordinator

Best Practices / Timeline

Things to Remember

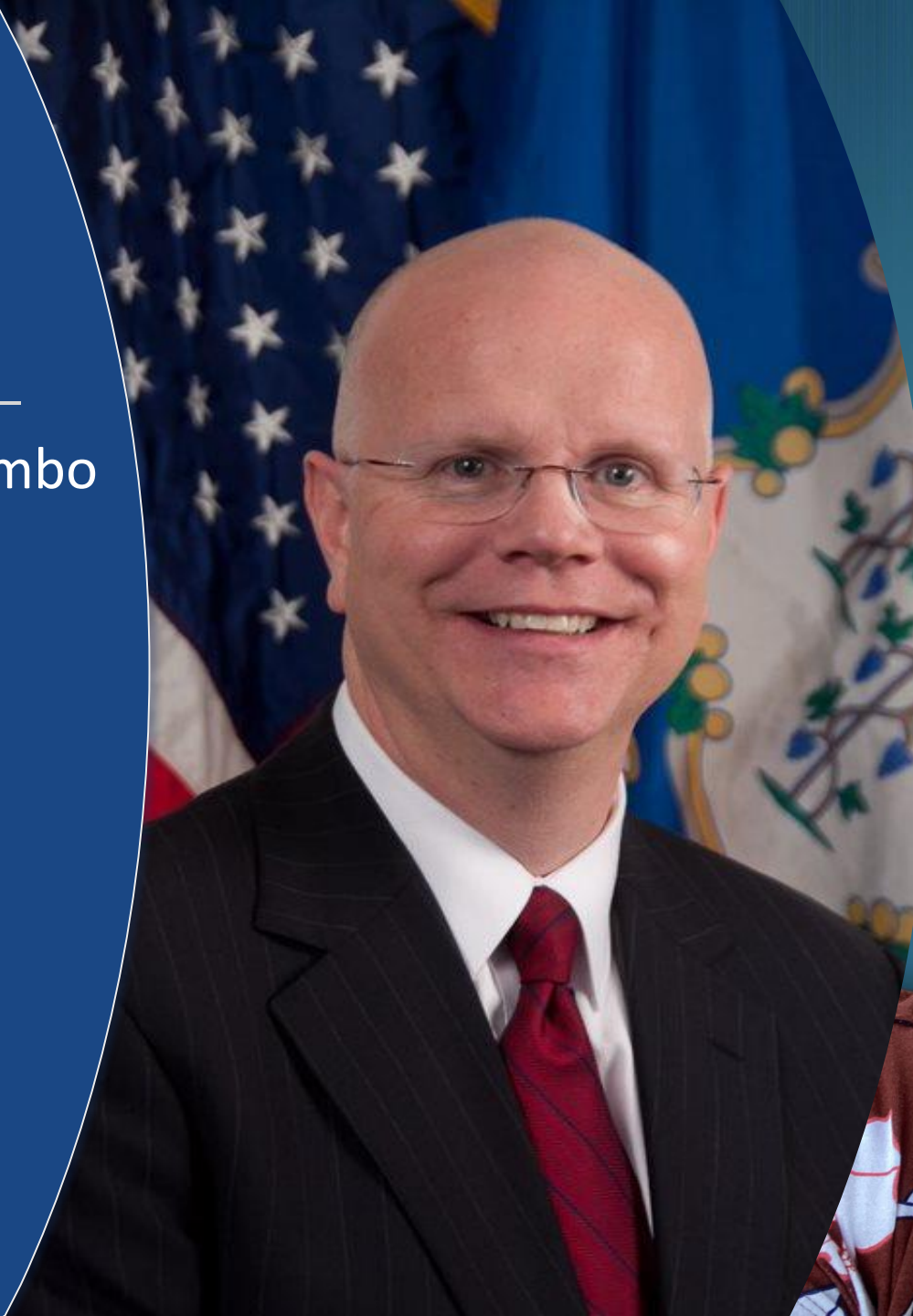
Resources

Statewide Events

CSEC Leadership Announcement

Comptroller Kevin Lembo
2020 Statewide Chair

Betsy McDermott
Committee Chair



CSEC Overview

- CSEC = Connecticut State Employees Campaign *for Charitable Giving*
- Established in 1992 as a trusted resource that provides an avenue for Connecticut state employees, high education employees, and state retirees to raise money for charities.
- Allows employees to contribute to non-profit charities at the workplace through the convenience of payroll deduction.
- Donations go to hundreds of participating non-profits.
- No state money used to run the campaign
- Between \$550K – \$2M raised for charities since the beginning



United Way's Role



United Way of Central and
Northeastern Connecticut

This is NOT a UW Campaign.

Important Factor To
Know

Is A Non-Profit
People Can Give
Back To – Small Part
In Getting Donation

Facilitating / Middle
Man Between The
State Of CT And
Employees

Facilitate
Department
Campaign

Distribution Dollars
To Designated
Organizations

Provide Ongoing
Donor And
Volunteer Support

Processing
Everything /
Collecting Pledge
Forms / Fiscal
Agent

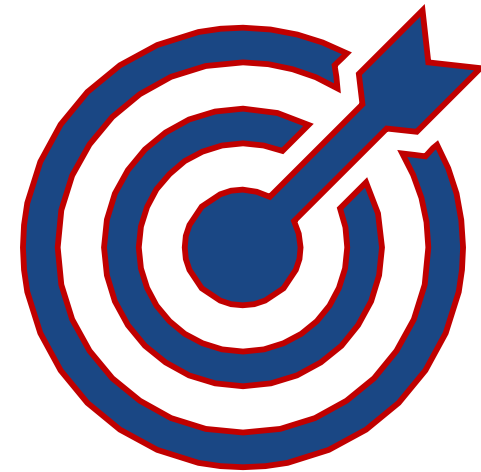
Contracted By The
State

CSEC IS A STATE CAMPAIGN WITH A UNITED WAY PARTNER



2020 Statewide Goal

- 100% Ask
- Increase Participation
- Increase Awareness/Visibility
- Increase Leadership Giving
- \$800K
- Put the FUN in fundraising!



Role of the Coordinator

The role of a CSEC Coordinator is both challenging and rewarding. Over the course of the coming months, you will:

- Provide leadership and direction for your campaign, inspiring and motivating others.
- Ensure that all employees are provided with campaign information, the opportunity to contribute, and information on how to make a pledge.
- Help your fellow employees understand that their contributions make a difference right where they live, affecting their family and friends, neighbors and co-workers through investment in basic needs, family stability, education and health.
- Donors can also give to hundreds of programs and agencies supported by the CSEC.
- Serve as the Liaison to the CSEC Partnership Manager

Best Practice: Simple Steps

1. **REVIEW** the results from the previous campaign.
2. **INVOLVE** your agency or department head.
3. **FORM** a campaign team.
4. **DEVELOP** an action plan.
5. **SELECT** a solicitation method that works best for your office.
6. **HOST** a kick-off rally; presentation; lunch and learn.
7. **CONDUCT** employee meetings or one-to-one solicitations.
8. **REPORT** your campaign progress.
9. **SAY** “Thank you!”
10. **COMMUNICATE** with your co-workers on a year-round basis.

Following The Training: Get Organized

- ✓ Set a schedule. Publicize it, and stick to it. Communicate to every employee in your Cabinet or Office what events and meetings are planned, when pledges are due, and when totals will be announced. Employees are more likely to participate when the campaign has clearly defined expectations.
- ✓ Learn about the giving options.
- ✓ Know where you've been! Build a strategy based on your campaign's past results.
- ✓ Set a good example...make your gift first.

Before Kickoff: Set Clear Objectives – Review Past Results

- ✓ Setting both monetary and participation goals is a critical step in setting expectations throughout the organization and creates a common cause.
- ✓ The CSEC Partnership Manager can help you calculate objectives that are reasonable for your agency.
- ✓ Focus on three areas for improvement to increase total giving:
 - Increase your agency participation
 - Increase the average gift
 - Increase Nutmeg Givers

Before Kickoff: Build Your Team

- ✓ Feedback we have received from CSEC Coordinators says that assembling a committee to organize the campaign is one of the most important ways to guarantee a more successful fundraising effort. It spreads the labor, contributes to building a team atmosphere and produces more creativity.
- ✓ Include a variety of willing and dedicated individuals from across your agency. Ideally, every office across the state should have at least one CSEC volunteer or more, depending on its size.
- ✓ Remember, great ideas can come from anywhere!

During the Campaign: Stay Active!

- ✓ Lead by example – be the first to make your gift
- ✓ Speak about the campaign at staff meetings
- ✓ Promote and Educate:
 - Employee newsletters and email
 - Campaign posters and flyers
 - Endorsement letters/emails from top management
- ✓ Create Awareness:
 - Invite charity representatives to speak to your agency
 - Include success stories in your emails
- ✓ Emphasize giving through payroll deduction
- ✓ Actively work with CSEC Partnership Manager
- ✓ Attend monthly coordinator calls
- ✓ Motivate employees to give
- ✓ Encourage Nutmeg/Leadership Donors
- ✓ Share your campaign results, events, photos using #CSEC4CG
- ✓ Host Virtual Events
- ✓ Track Results
- ✓ Follow the CSEC on Facebook, Instagram, and Twitter @CSEC4CG

Wrapping up the Campaign

- ✓ Say “Thank You” often
- ✓ Collect pledge forms and send to Campaign Manager with a Coordinator Report Form
- ✓ Develop a thank you plan
- ✓ Provide recognition to volunteers and donors

Things to Remember

- ✓ Conduct a strong educational campaign
- ✓ Believe in the CSEC and the nonprofits it supports
- ✓ Do not take rejection personally
- ✓ Make it personal/tell your “story”
- ✓ Communicate with employees throughout the campaign

SAY “THANK YOU”!

The most important “Best Practice” of all....

- ✓ Send a personal thank you to your campaign team and organization.
- ✓ Have your agency or department head send an organization-wide thank you.
- ✓ Generosity should be rewarded with sincere gratitude

Coordinator Toolkit

- Coordinator Guide
- Poster
- Envelopes
- Directory
- Pledge Form
- Online Giving
- Website
- Sample Letters
- @CSEC4CG on [Twitter](#) | [Instagram](#) | [Facebook](#)

CSEC Statewide Events

Date	Event
August 25	Coordinator Training
September 1	CSEC Statewide Kickoff
September 12 – September 13	5th CSEC Tennis Tournament
October TBD	CT Sun Cyber Chat
October 13	Annual Leadership Breakfast
November 13	Campaign Ends
May TBD	Thank You Event

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&

A





THANK YOU

for making Connecticut a better place to live, work and play!

for serving!

for your support and enthusiasm!

for inspiring others!

being here today!



Contact Information

CSEC Partnership Manager, Kelli Byrd

Email: kbyrd@unitedwayinc.org

Phone: 860-493-6846

Visit: www.employeegiving.ct.gov

Facebook/Twitter/Instagram: @CSEC4CG