2015 Nebraska State Employee Charitable Giving Campaign
August 3-28, 2015

Coaches and Coordinators Training Guide
Nebraska State Employee
Charitable Giving Campaign
August 3 – 28, 2015

2015 Charitable Giving Campaign Timeline

August 3 – 28, 2015
2015 Charitable Giving Campaign

September 2, 2015
- Due date for pledge forms to be counted towards the Charitable Giving Challenge
- Pledge forms need to be postmarked by August 28
- Pledge forms will be accepted after September 2 but will not count towards this year’s Challenge
State of Nebraska 2003 – 2014 Employee Campaign History

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Dollars Raised</th>
<th>Number of Givers</th>
<th>Average Gift</th>
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</thead>
<tbody>
<tr>
<td>2014</td>
<td>$581,253.30</td>
<td>4042</td>
<td>$143.80</td>
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<tr>
<td>2013</td>
<td>$567,442.28</td>
<td>4287</td>
<td>$132.36</td>
</tr>
<tr>
<td>2012</td>
<td>$537,464.92</td>
<td>4093</td>
<td>$131.31</td>
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<td>$424,086.88</td>
<td>3415</td>
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<td><strong>2009</strong></td>
<td>$443,072.58</td>
<td>3652</td>
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<td>2101</td>
<td>$110.52</td>
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</tbody>
</table>
Nebraska State Employee Charitable Giving Campaign
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Chairman of the Advisory Board
Sharon Pettid, Chief Human Resource Officer
Governor’s Office

Advisory Board Members:

Major General Daryl Bohac
Nebraska Department of Military

Rhonda Lahm, Director ***
Department of Motor Vehicles

Courtney Phillips, Chief Executive Officer
Department of Health and Human Services

Mark Quandahl, Director
Department of Banking and Finance

Bruce Ramge, Director ***
Department of Insurance

Brad Rice, Superintendent
Nebraska State Patrol

Stacey Dvorak, Special Programs and Marketing Manager
AS – State Personnel Division

Serving the Public Beyond the Job
What is Your Role?

Your department’s campaign begins with You!

Serving the Public Beyond the Job
There is a little Superhero in all of us!

There is a little superhero in all of us and you do not need to have the ability to fly, leap tall buildings or wear a cape.

Superhero Characteristics include but are not limited to a willingness to do something about the need around us, join together, friend helping friend, coworker helping coworker, neighbor helping neighbor to create change.

This is your opportunity to inspire the Superhero spirit in all of us.
Nebraska State Employee Charitable Giving Campaign
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Role of the Coach and Coordinator

**Educate:** Help your team understand what the State Employees CGC is about and who the three federations are and what agencies and needs they represent across the state. Be there to answer any questions they may have about how their gift is used and the campaign process.

**Differentiate:** Help your team understand that giving through this campaign allows them to use payroll deduction and collectively makes a huge impact on community needs. It’s easy, efficient and effective.

**Motivate:** Help your team have fun with the campaign and understand that no gift is too small to make an impact.

**Connect:** There are two reasons that people give:
1) they are asked
2) they have a personal connection to the cause

*You Are This Link.*

Serving the Public Beyond the Job
Nebraska State Employee
Charitable Giving Campaign
August 3 – 28, 2015

Steps to Success

1) Establish Director Support
2) Create Your Plan
3) Promote and Educate
4) Campaign Completion
Step 1 – Establish Director Support

Arrange a meeting with your Director. Support from your Director is critical to the success of your agency’s Charitable Giving Campaign. Their leadership ALWAYS sets an example for other contributors and will emphasize the importance of the campaign to both your department and to your community. This meeting will be especially important if your agency is participating in the Challenge.

Here are some ways to get your Director involved:

• Ask the Director to send a personal letter to every employee asking for their support of the campaign.
• Obtain permission to conduct group meetings. Ask your Director to be part of the program.
• Ask your Director to thank donors at the end of the campaign through a letter or event.
Step 2 – Create your plan

Don’t try to do it alone. Committee size may vary depending on the size of your department. Include people with special talents. Choose people that are energetic and enthusiastic.

As a committee:
• know your agency’s giving history
• identify strategies
• determine employee potential
• establish a goal
Step 3 – Promote and Educate

Individuals that get to hear and learn about programs and agencies are more likely to get involved and participate. Employee meetings are an ideal way to educate employees on the importance of their contributions.

Publicize your campaign dates and events well in advance through employee newsletters, bulletin boards and email.

Schedule a kickoff event. Use this as an opportunity to bring community awareness to your employees and educate them on the value of the Charitable Giving Campaign.

Ask an Agency Speaker to share how contributions have helped.
Nebraska State Employee
Charitable Giving Campaign
August 3 – 28, 2015

20 Minute Meeting

One of the best ways to publicize the Campaign is with a 20 minute meeting:

2 minutes
Agency Director or Special Project Coordinator welcomes everyone and affirms the State of Nebraska’s support and explains purpose of the meeting

4 minutes
Federation Representative will give overview of Campaign Message.

7 minutes
Agency Speaker describes how contributions help real people. They will share a story showing how employee contributions are touching lives in your community.

2 minutes
Wrap up by Coordinator.
Answer questions. Explain pledge form (how, when & where to return)
Thank everyone.

Serving the Public Beyond the Job
Step 4 - Campaign Completion

Once the campaign is completed, please make sure that all pledge forms are returned, even from employees that choose not to give. Pledge forms should be returned to you in the confidential envelopes.

**PLEASE** open the confidential envelopes.  
*Check to make sure the form is completed correctly (check the math, number of deductions, check to make sure the employee’s name and employee ID number is clearly indicated on the form, etc.)*

- Make sure the employee kept the **pink copy**
- Keep the **yellow copy** to be entered into Employee Work Center
- Send the **white copy with the confidential envelope** to Stacey Dvorak at AS – State Personnel

The campaign ends on **August 28**, and everyone is eager to receive the results. In order to finalize the reports, please return the forms in a timely manner.

Pledge forms must be received by **September 2nd** to count towards this year’s challenge.
Nebraska State Employee
Charitable Giving Campaign
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Step 4 - Campaign Completion

“Thank You.” These simple words not only show appreciation, but can also set a positive tone for next year’s campaign.

Post thank you messages BOLDLY in visible areas. Suggestions are bulletin boards, break rooms, or emails. Have your Agency Director send a thank you letter to employees.

Consider including recognition of the campaign in your regularly scheduled Employee Recognition events. Employee Recognition month is October. Please take advantage of the opportunity to reward participation in the Charitable Giving Campaign, if you don’t have an event scheduled, why not start a new tradition. A simple “thank you” at your staff meeting is a great way to start.
Nebraska State Employee
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Federations for 2015

United Way

Community Health Charities

Community Services Fund of Nebraska

Serving the Public Beyond the Job
With your designation to United Way, you have the ability to change and improve the lives of individuals in your community. Your contribution stays local and United Way focuses on key community issues and makes a real difference in the lives of people in your community.

Everyone deserves opportunities to have a good life: quality education that leads to a stable job, enough income to support a family and good health. That is why United Way’s work is focused on the building blocks for a good life. We are all connected and interdependent. We all win when a child succeeds in school, when families are financially stable and when people are healthy. Through the vital programs of our funded agencies, you can help children and youth achieve their potential, promote financial stability and independence and improve people’s health.

United Way’s goal is to create long lasting changes by addressing the underlying causes of these problems.

Living United means being part of the change. It takes everyone in the community working together to create a brighter future.

Change cannot happen without you.

For more information on United Way and their member agencies in your area, please go to www.liveunitedway.org
Nebraska State Employee
Charitable Giving Campaign
August 3 – 28, 2015

Community Health Charities of Nebraska

- Raising funds for over 40 years in Nebraska focused 100% on health issues.
- Under partnership contracts with United Way in Omaha and Lincoln, CHC-NE receives a portion of donations given to the United Way Fund.
- Partnership of 27 health agencies working to improve health & wellness in NE
- Donations are used for patient & family support, advocacy, education & medical research.
- 100% of dollars designated go to full member agencies
- CHC-NE administrative costs are a low 5.9%.
- One in two Nebraskans will be diagnosed with a chronic illness this year.

Serving the Public Beyond the Job
Community Services Fund

- Community Services Fund connects donors to causes they care about most.
- Distributes funds based solely on donor designation, no allocations process.
- Independent federation of 56 member agencies.
- Member agencies celebrate the arts, protect our natural environment, provide health care to those who might not otherwise afford it, offer education and advocacy, and work to protect vulnerable children.
- Community Services Fund has been enhancing the quality of life in Nebraska for over 30 years.
How my dollars are distributed...

An employee can donate contributions in two different ways:

- Designated
- Undesignated
How my dollars are distributed...

What are Designated Contributions?
Designated Contributions are contributions where the employee has selected a specific federation or charity to receive to their donation.

Sample Pledge Card

Enter your donation amount in the boxes below. Use any combination of A and B. Use your brochure to determine the correct code to use. Keep the pink copy for your records.

A. Umbrella groups:
- Community Health Charities
- Community Services Fund
- United Way

B. Specific agencies:
- 701Q: $20.00
- 707B: $20.00
- 708H: $20.00

Payroll Deduction:
- $2.50
- multiplied by number of pay periods: 24
- equals total annual payroll deduction: $60.00

Employee ID: 00000

Cash/Check (please enclose): $60.00

Total Annual Donation: $60.00

Serving the Public Beyond the Job
How my dollars are distributed...

What happens to designated contributions?

Designated contributions are distributed to the federation or charity that was specified by the employee.

For example:

The employee specified that $20 be distributed to three charities (701Q, 707B, and 708H).

Dollars received from this employee would then be sent to those charities for use.

If an employee has a question on how their contributions are used at an agency/charity level (i.e. I gave $20 to 701Q how will they use my dollars?). Please contact the appropriate federation and they would be happy to assist in answering those questions.

Serving the Public Beyond the Job
How my dollars are distributed...

What are Undesignated Contributions?
Undesignated contributions are contributions where an employee has not specified a federation or charity and/or has donated to the overall campaign.

What happens to Undesignated Contributions?
Undesignated contributions are distributed to the federations in the same proportion as the overall total designations made by employees during the campaign.
How my dollars are distributed...

What happens to Undesignated Contributions?

After distribution each independent federation involved in the campaign has their own policies and procedures for handling undesignated contributions as outlined below.

United Way of Lincoln and Lancaster County undesignated contributions are placed in the United Way Fund and allocated to United Way partner agencies based upon the Fund Distribution citizen review process approved by the United Way Board of Directors. Community Health Charities of Nebraska receives a percentage of gifts given through United Way of Lincoln and Lancaster County.

For more information on the allocation process for United Way agencies outside of Lincoln and Lancaster County, please contact the specified United Way office in that area.
Community Health Charities of Nebraska (CHC-NE) undesignated contributions are considered “unrestricted” and go into a state-wide, larger pool of unrestricted dollars. Those dollars are used first to cover CHC-NE expenses. Dollars that remain are distributed to CHC member agencies in the same proportion as each member agency’s state-wide designations.

Community Health Charities of Nebraska has an equal distribution option (707W Equal Distribution to all CHC-NE agencies) that divides any contribution equally among all of the CHC-NE member agencies.

Community Health Charities of Nebraska receives a percentage of gifts given through United Way of Lincoln and Lancaster County and the United Way of the Midlands Campaign in Omaha.

Community Services Fund of Nebraska (CSF) undesignated contributions are retained by CSF for the purposes of maintaining the operations of the federation and coordinating the annual campaign. There is also an equal distribution option (708AW Equal Distribution to all 48 Community Services Fund members...) that divides any contribution equally among all of the CSF member agencies.
Nebraska State Employee Charitable Giving Campaign
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How my dollars are distributed...

For Example:

If the total designated contributions for the State of Nebraska Employees Campaign is as follows:
40% to United Way of Lincoln and Lancaster County and UW member agencies
5% to United Way of South Central Nebraska and those UW member agencies
5% to United Way of the Midlands and those UW member agencies
25% to Community Health Charities and CHC member agencies
25% to Community Services Fund and CSF member agencies

Then undesignated contributions will be divided in the same proportion.

According to the above formula, if a State of Nebraska employee donates $100 undesignated the following would happen:

$40 would go to United Way of Lincoln and Lancaster County where local United Way volunteers determine the distribution of the funds
$5 would go to the United Way of South Central Nebraska where local United Way volunteers determine the distribution of the funds
$5 would go to the United Way of the Midlands where local United Way volunteers determine the distribution of the funds
$25 would go to Community Health Charities first to be used for CHC expenses, then to be distributed to CHC agencies proportionally
$25 would go to Community Services Fund to be used for Community Services Fund operating expenses
Nebraska State Employee
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Campaign Materials

As the Special Projects Coordinator, you will receive a bulk distribution of pledge forms, Charitable Giving Brochures and confidential envelopes. You will need to distribute to each employee, a brochure, pledge form and confidential envelope.

Policy only allows official materials distributed by AS-State Personnel to be used for this campaign. Participating charities will not be allowed to handout their materials.
Charitable Giving Brochure

This brochure contains information on the participating federations and their member agencies. Employees may designate to specific programs or agencies.

If an employee would like specific information on a program or agency they must contact the federation directly. The brochure lists the phone numbers for all federations.

Serving the Public Beyond the Job
Nebraska State Employee
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Confidential Envelopes
Each employee will need to be reminded to return their pledge form (even those choosing not to participate) in the confidential envelope. The confidential envelopes offer a degree of confidentiality. If you need more envelopes please contact Stacey Dvorak at 471-4112.

Posters
Each Special Project Coordinator will be sent a poster(s) to be displayed in a visible location.
Pledge Form

The pledge forms are sorted by pay center code. Every pledge form will list the employee’s name, agency department name and number, division number, home business unit, and the federations serving the employees home zip code.

Blank Pledge Forms Available!
Please remember to print the new employee’s name, employee ID number and name of your agency on the blank pledge forms.

Sample Pledge Card

<table>
<thead>
<tr>
<th>Agency number</th>
<th>Division</th>
<th>Home Business Unit</th>
<th>Federations serving employee home zip code</th>
<th>Employees must sign the pledge card to fulfill their donation.</th>
</tr>
</thead>
<tbody>
<tr>
<td>099</td>
<td>Department of Regulation</td>
<td>09912123</td>
<td>Pat Smith 687 Nebraska United Way 707 Community Health Charities 708 Community Services Fund</td>
<td>Some employees may wish to keep their gift anonymous or grant permission for their gift to receive special recognition (where appropriate) or leave the federation to acknowledge their donation.</td>
</tr>
</tbody>
</table>

Employee ID number: [ ]

Donation Amount: $ __________

C. Payroll Deduction: amount per paycheck: $ __________
   - multiplied by number of pay periods: (24 biweekly or 12 monthly) $ __________
   - equals the total annual payroll deduction of $ __________

D. Express Giving: $35 a pay period $15 a pay period $20 a pay period $10 a pay period $25 a pay period $5 a pay period $20 a pay period $10 a pay period

E. Cash/Check (please enclose): $ __________

F. Total Annual Donation: $ __________

Serving the Public Beyond the Job
Common Errors on Pledge Cards

Remember this year, you can open your employee’s pledge cards. Please take a moment before sending in your agency’s pledge cards to double check that all the information is correct.

Common Errors:

• Cannot read the donor’s writing or signature
• Problems with the deduction amounts and the number of pay periods
  • Bi-weekly employees there are 24 pay periods
  • Monthly employees there are 12 pay periods
• On blank cards there is no agency name, employee name or employee’s ID number
Can we receive weekly updates?

Yes. Please send any pledge forms received to:

AS – State Personnel
ATTN: Stacey Dvorak
1526 K Street, Suite 100
Lincoln, Nebraska 68509

All pledge forms received by **noon on Friday** will be counted for the following weeks total.

An update will be sent out by Wednesday with the previous weeks results.
Nebraska State Employee Charitable Giving Campaign
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Speaker Request Forms
Each Federation is successfully providing services to individuals and families in your community. Statistics show that there is value in having agency representatives speak on how contributions are actively helping others.

All requests will be sent to Starlet R. Borecky
Please indicate any special requested agencies or topics. If there are no special requests, then federated agency speakers will be rotated.
Nebraska State Employee Charitable Giving Campaign
August 3 – 28, 2015

Who to contact:

Community Health Charities of Nebraska
Contact Information - Cathy Hietbrink
402-475-2770
chietbrink@chcne.org

Community Services Fund
Contact Information—Kiersten Hill
402-489-4332
khill@communityservicesfund.org

United Way
Contact Information – Starlet R. Borecky
402-441-7176
sborecky@unitedwaylincoln.org

Stacey Dvorak
402-471-4112
stacey.dvorak@nebraska.gov
Nebraska State Employee Charitable Giving Campaign
August 3 – 28, 2015

Congratulations Nebraska State Employees!

For the last six years, the Nebraska State Employee Charitable Giving Campaign has been recognized for both its leadership giving and as the number one overall campaign for the Lincoln and Lancaster County United Way. A tremendous example of how state employees serve the public beyond your jobs.
2015 Charitable Giving Challenge
August 3 - 28, 2015
Cycle Giving
In 2014 we reached over $500,000 in contributions for the third year in a row. Our final results: $581,253.30 with 4,042 participants!

Your State Campaign Against Hunger has been recognized as the **Number One Monetary Campaign** for the Food Bank of Lincoln for the past **FOUR years**!

Nebraska State Employee Charitable Giving Campaign has been recognized as the **NUMBER ONE campaign for the 6th Consecutive Year** by the Lincoln and Lancaster County United Way.

*Serving the Public Beyond the Job*
Charitable Giving Challenge

5 Team Trophies
Champion of Dollars
Champion of Givers
Champion of New Participants
Champion of New Dollars
Champion of Creativity
Nebraska State Employee Charitable Giving Campaign
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Additional Recognition

All Stars
Are employees and coordinators nominated by their agency director’s or team coaches for their dedication and outstanding achievements during the Charitable Giving Campaign

Most Valuable Players
Most valuable players are selected by their team coaches for their innovation, enthusiasm, creativity and dedication to the Charitable Giving Campaign. These employees truly went above and beyond any expectation to help facilitate the campaign’s message and have a positive impact on their team’s success.

Leadership Giving
For employees whose leadership gift starting at $1500 is leading the way to make a difference in our Nebraska Communities.

100% Participation
Agencies and Divisions who had 100% participation in the Charitable Giving Campaign
Important Dates and Deadlines
2015 Charitable Giving Challenge

August 3 – 28, 2015
2015 Charitable Giving Campaign

September 2, 2015
All pledge forms turned into Stacey Dvorak (must be postmarked by August 28)

August 31, 2015
Coaches Report needs to be turned into Stacey Dvorak
Coaches Report list activities conducted during the campaign and any supporting documentation to determine creativity award.

August 31, 2015
MVP and All Star Nominations are due to Stacey Dvorak
Coaches Report

Due August 31, 2015
The Coaches Report list activities conducted during the campaign and any supporting documentation to determine the creativity award (including pictures, emails, flyers, etc).

MVP Nominations

Due August 31, 2015
Each team is asked to submit two MVPs from the entire team to receive special recognition.

Coaches, please consult with the Agency Directors from your team to identify the two Employees/Special Project Coordinators who went above and beyond expectations and had a positive impact on your team’s success.

All Star Squad

Due August 31, 2015
In addition to the two MVP’s, all Agency Directors will be asked to submit names of Special Project Coordinators who were a critical part of this year’s campaign success. The Special Project Coordinators will also be recognized at the Picnic.
2015 Charitable Giving Campaign
Team One Lineup

Chain Gang Members
Department of Health and Human Services -
Division of Behavioral Health
Division of Children and Family Services
Developmental Disabilities
Division of Medicaid and Long-Term Care
Operations and Director’s Office
Division of Public Health
Division of Veterans’ Homes
Department of Veterans’ Affairs

Team One Coach
Calder Lynch, Director
DHHS - Division of Medicaid and Long-Term Care
2015 Charitable Giving Campaign
Team Two Lineup

Chain Gang Members
Department of Correctional Services
Parole Board

Team Two Coach
Scott R. Frakes, Director
Department of Correctional Services
2015 Charitable Giving Campaign
Team Three Lineup

Chain Gang Members
Department of Roads

Team Three Coach
Kyle Schneweis, Director
Department of Roads
2015 Charitable Giving Campaign

Team Four Lineup

Chain Gang Members
Administrative Services
AS - State Budget Office
Department of Aeronautics
Department of Banking and Finance
Coordinating Commission for PostSecondary Education
Department of Education
Nebraska Educational Telecommunications
Nebraska Energy Office
Nebraska Commission on Law Enforcement & Criminal Justice
Governor
Lt. Governor
Governor’s Policy Research Office
Nebraska Military Department
Department of Motor Vehicles
Retirement Systems
Nebraska State Patrol

Team Four Coach
Rhonda Lahm, Director
Department of Motor Vehicles
2015 Charitable Giving Campaign
Team Five Lineup

Chain Gang Members
Department of Agriculture
Office of the Chief Information Officer
Department of Economic Development
Department of Environmental Quality
State Fire Marshal
Game and Parks Commission
Department of Insurance
Department of Labor
Department of Natural Resources
Department of Revenue
Nebraska State Treasurer

Team Five Coach
Bruce Ramge, Director
Department of Insurance
Keys to your Success...

Educate
Communicate
Have Fun
And Celebrate!
How do you…

Educate and Communicate

Tips and Tricks from other agencies and organizations…

• Include the campaign in a staff meeting agenda
• Invite recipient speakers
• Lunch and Learns
• Daily/Weekly emails
• Make the message personal
• Share success stories
How do you…

Have Fun and Celebrate!

Tips and Tricks from other agencies and organizations…

• Kick-Off Parties
• Bake Sales/Silent Auctions
• Food always does the trick (donuts and coffee, ice cream, waffle or pancake feeds)
• Cook-offs
• Putting Event
• Miniature Golf Setup
• I challenge…

• Are you smarter than…. (make a game show)
• Pie slinging…dunking booths….carnivals
• Mad Hatter events
• Office Olympics/Survivor
• Jeans days
• Penny Wars
• Wrap up Events

Serving the Public Beyond the Job
Questions Concerning the Challenge?

Please contact:
Stacey Dvorak
402-471-4112
stacey.dvorak@nebraska.gov

Federation Contact Information

United Way
Contact Information – Starlet R. Borecky
402-441-7176
sborecky@unitedwaylincoln.org

Community Health Charities of Nebraska
Contact Information - Cathy Hietbrink
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