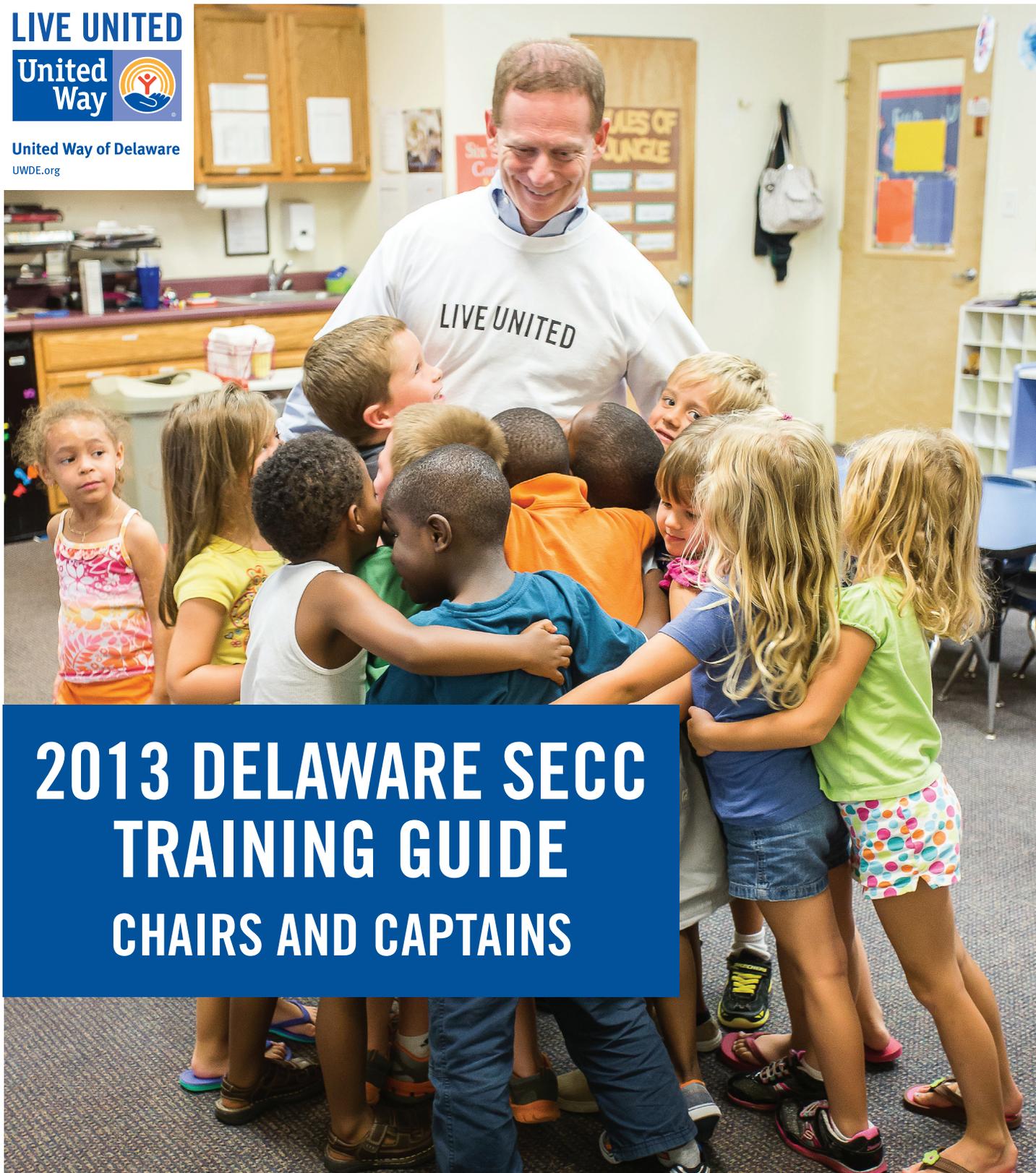


**LIVE UNITED**



United Way of Delaware  
UWDE.org



# 2013 DELAWARE SECC TRAINING GUIDE CHAIRS AND CAPTAINS

## TRAINING SESSIONS:

August 6th  
Kent County SPCA  
32 Shelter Circle  
Camden, DE  
1:00 PM–3:00 PM

August 8th  
DNREC Auditorium  
89 Kings Hwy.  
Dover, DE  
9:30 AM–11:30 AM

August 14th  
Exceptional Care for Children  
11 Independence Way  
Newark, DE  
9:30 AM–11:30 AM



# INTRODUCTION



Matt Denn, Honorary SECC Co-Chair  
Lieutenant Governor

Dear Friends,

It's that time of year again when state employees rally together and join forces with United Way of Delaware to maximize the community's resources and improve the quality of life for all Delawareans. As Chairs and Captains for the 2013 State Employees' Charitable Campaign (SECC), you will play a key part in this entire effort. Your leadership is critical to the success of this charitable campaign. Our purpose in providing you with this training is to help make your work more effective, more rewarding and more enjoyable.

You are about to begin a wonderful experience. You'll be called upon to use all of your skills and talents, and you'll gain the satisfaction of knowing your work will make a major impact on the lives of countless Delawareans.

Through United Way of Delaware, we are able to connect with businesses, government and social service agencies, academic groups, community organizations and concerned individuals to make meaningful, measurable change in the areas that we believe to be the three building blocks of a good quality of life: Education, Income and Health.

Whether this is your first time as a coordinator with SECC or your twentieth time, this guide will help you get the most out of your campaign planning and execution. It will help you answer key questions, employ proven strategies and provide you with a framework for success from start to finish.

I believe when you reach out a hand to one person, you influence the condition of all. Thank you for your commitment to SECC and your compassion for all Delawareans. I'm looking forward to another successful campaign!

Best regards,

*Matt Denn*

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<http://secc.delaware.gov>

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# RESOURCE GUIDE

We have consolidated all of the resources that you will need on our website at <http://secc.delaware.gov>

## Hot Off the Press:

We have composed a newsletter to give you the latest updates during the campaign. Please refer to this often. An email will go out when new editions are ready.

## Epledge:

Epledge has not changed this year. All employees will need to initially sign in again using this:

**USERID=EmplID**

**PASSWORD=de\$lastname**

If you need to help someone with epledge, make sure you look at the Quick instructions or the Full instructions, found on the website. New this year—Reporting instructions. Many questions arose on how to use the reports in epledge, so we will have newly-created instructions.

## Paper Pledges:

This year we will have a limited supply of paper pledges for those agencies that need them. These will be handed out at the trainings. We encourage you to have employees use epledge, but these are available when needed. Also, we have a copy of the pledge form on the website if you need to print one for an employee in a hurry. Make sure you print three copies (employee, payroll and you).

## Reporting Donations:

Instructions on how to turn in and report your cash donations can be found on the website. Remember you must have two people from your agency count and verify your cash donations. Make sure you read the Procedures for Handling Cash Donations and Special Event Money. Personal checks used to consolidate special event money will NOT be accepted.

## Charity Listings:

Looking for the codes for the charities? You can find a list of Charitable organizations on the website so you can ensure you have selected the right code on the paper pledge form.

## Campaign Materials:

Looking for campaign materials? We have them conveniently located on the website so you can print them off and post them in your section. A highlight of materials available to you on our website.

## Google Calendar:

Use Google Event Calendar to promote your agency fundraisers, activities and success stories. You will be able to find instructions on how to use the calendar on the website.

# 9 STEPS TO A SUCCESSFUL CAMPAIGN

While each campaign is unique, these 9 steps are the building blocks for an effective campaign and should be followed as closely as possible. Your SECC Staff will help you develop a plan that works for your organization.

## 1. DEVELOP A PLAN

Analyzing past campaigns will help you determine areas of opportunity and challenges.

To build a robust campaign plan you'll need to...

- Review giving history and analyze campaign data
- Establish a campaign timeline, including team meeting dates and trainings, campaign kickoff and special events

## 2. ESTABLISH SUPPORT FROM THE TOP

The success of your campaign depends on the support and commitment of your senior leadership.

Keep them informed of the campaign progress.

Work with your senior leadership to...

- Attend campaign events
- Provide thank you recognition to volunteers and donors

## 3. SET A GOAL

Establishing a goal serves as a motivator to achieve greater results.

Your goal should be...

- Set on past campaign results
- Attainable yet challenging
- Set to increase overall participation

## 4. RECRUIT A CAMPAIGN TEAM

A team can assist in organizing efforts and build excitement.

Get the most from your team...

- Find employees who support the campaign
- Consider asking employees associated with department employee activity committees
- Seek out employees with various skill sets

## 5. PROMOTE AND PUBLICIZE

Education and information are key in reaching your campaign goal. Inform employees in the impact of their contributions—improving lives in Delaware.

Successful strategies include...

- Employee testimonials distributed via print, email or video
- Kickoff rallies and contests
- Organize a tour and/or volunteer project
- Special Events
- Plan or attend an agency fair

### Campaign Tools:

- Speakers and agency fairs
- Campaign materials
- Campaign website: [secc.delaware.gov](http://secc.delaware.gov)
- SECC staff and campaign team

### Successful Campaign Strategies:

- Hold a kickoff event
- Use group presentations
- Contact every employee - "THE ASK"
- Keep the campaign as short as possible
- Encourage payroll deduction
- Say "THANK YOU"

### 20 Minute Presentation:

- Welcoming remarks by coordinator (2 min.)
- Introduce guest speaker (1 min.)
- Guest speaker presentation (5 min.)
- Show campaign video (8 min.)
- Present campaign information: goal, events, contests, etc. (4 min.)
- Say "THANK YOU"

## 6. MAKE “THE ASK”

This is by far the most important step. The major reason people do not give is because they were never asked, so ask everyone! Remember, giving is personal choice. DO NOT pressure employees who choose not to participate.

Your meeting should include...

- SECC staff
- An agency speaker
- Promotion of payroll deduction
- An opportunity to address donor concerns

## 7. REPORT THE RESULTS

Regular reporting allows the team to monitor the progress of the campaign, while keeping you from having to hold cash, checks and pledge forms.

- Develop and communicate a plan to collect and turn in pledge forms
- Verify pledge forms for accuracy
- Coordinate pledge form pickup
- Report the final campaign total to the entire organization



## 8. SAY “THANK YOU”

The importance of thanking everyone cannot be overemphasized.

- Have top leadership send an organizational-wide thank you and acknowledgement
- Host a final thank you event for the campaign team

## 9. EVALUATE AND PLAN AHEAD FOR NEXT YEAR

Be sure to keep the momentum of your campaign and learn from your experience to improve future campaigns.

- Solicit feedback from the campaign team
- Prepare debrief documentation for next year’s campaign team

# CAMPAIGN TIMELINE CHECKLIST



### Pre-Campaign:

Attend training provided by SECC Staff  
Develop a campaign strategy  
Seek support, recruit a campaign team  
Distribute campaign materials to campaign team members

### During Campaign:

Campaign kickoff event  
Host employee information sessions  
Get employees excited about the campaign  
Follow-up with ALL employees  
Make “THE ASK”

### Post-Campaign:

General campaign celebration  
Volunteer appreciation letter/event  
Evaluate performance, “strengths and opportunities”  
Ensure all pledge forms have been sent to SECC staff  
Post/announce final campaign results and thank donors

### Quick Tips:

Make your pledge first  
Know the facts  
Be positive  
Ask the co-workers you know first  
Make it a two-way street  
Say “THANK YOU”

# RESPONDING TO CONCERNS AND OBJECTIONS

You may, on occasion, encounter someone who objects to making a SECC contribution. Keep in mind that objections present an opportunity to give more information or clarify misconceptions.

Here are some suggestions:

## 1. OBJECTIONS ARE NOT PERSONAL

Remember, their objections are not directed at you. We understand that giving is a personal matter and people can feel very strongly about the organizations they support.

## 2. OBJECTIONS ARE OFTEN BASED ON INCORRECT INFORMATION

Try to identify the real issue. United Way is committed to maintaining and modeling the highest ethical standards. We believe in providing leadership and programming that is effective, transparent, compassionate and inclusive.

## 3. SHOW SYMPATHY

Listen carefully and show your concern. This does not mean you agree, but that you care about the concern.

## 4. DON'T ARGUE

Instead, offer information about the many ways the SECC charities help people, or offer to discuss the issue further after the group meeting.

## 5. RELAX AND BE YOURSELF

You have the ideas to present, so be straightforward in your presentation. Asking for someone's participation or gift is not a "win/lose" situation.

## 6. DON'T BE AFRAID TO SAY "YOU DON'T KNOW"

Let those with questions know you'll get back to them with the answer. Tell them to contact Jane Hahn at (302) 672-5173 or [jane.hahn@state.de.us](mailto:jane.hahn@state.de.us).

## 7. REMEMBER, EDUCATION NOT COERCION

The most responsive donors are those who have the opportunity to become informed and involved. Experience clearly shows that coercion creates animosity, and hinders communication and understanding.



# FUN THEME IDEAS

Be a superhero

Lights! Camera! Action!

Make a world of difference

Dare to care

Pirates of the Caribbean

Shoot for the Stars

Mystery theme

*Grease* (The movie)

Chocolate Heaven

Get in the Game

Teaming up for our community

Expressions of hope

Fall festival

Hollywood

Hawaiian luau

Christmas in September

Music Mania

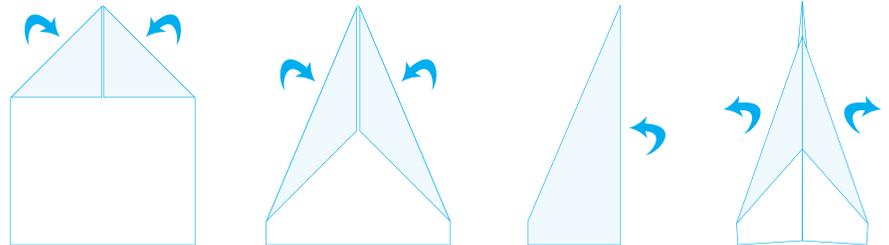
Take a walk on the wild side!  
(Safari)



## PUTTING THE “FUN” IN FUNDRAISING...

### Airplane Toss

Throw paper airplanes through a hula-hoop, charge per throw. You may have to show them how to fold the airplanes, but lessons will cost. This is a great event if you have a big engineering department.



### Auction

Ask employees to donate an item to be auctioned off. Items can include old items from home, a service (e.g., car wash) or items (e.g., baked goods or crafts). Advertise your auction well in advance and combine it with a potluck lunch.

### Candy-Grams

It doesn't take much time to organize a candy-grams fundraiser, but it can end up raising a lot of money. Sell candy-grams to employees for a small fee and deliver them on the last day of your campaign. Try to pick a treat that ties into your campaign. For example, you could use Halloween candies if there is a Halloween theme.

### Volunteer Event

Work with SECC staff to organize a volunteer event at one of our SECC charity organizations. See website for additional ideas: [http://secc.delaware.gov/res\\_chairscaptains.shtml](http://secc.delaware.gov/res_chairscaptains.shtml)

See website for additional ideas:  
<http://secc.delaware.gov>



# STATE EMPLOYEES' CHARITABLE CAMPAIGN

# CHANGE LIVES SHAPE THE FUTURE

“You are the Champion” of the 2013 campaign. Your commitment, enthusiasm and time are so important to this year’s fundraising efforts.



As a “champion,” you are the “go to” person for educating, motivating, and inspiring your fellow employees. Thank you for going above-and-beyond and LIVING UNITED!

**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED®**

## 2013 SECC Charitable Organizations List

50130	21st Century Fund for Delaware's Children, Inc.	70021	Delaware Coalition for Literacy, Inc.	50320	Girl Scouts of Chesapeake Bay Council, Inc.†	71030	Operation Warm, Inc.
71034	A Better Chance for Our Children, Inc.	70099	Delaware Community Reinvestment Action Council, Inc.	70065	Goodwill of Delaware and Delaware County†	50450	Opportunity Center, Inc.†
70078	A Door of Hope Pregnancy Center	70031	Delaware COPS	50370	Harrington Senior Center	70088	Parent Information Center of Delaware
71035	Adopt-A-Family	70025	Delaware Ecumenical Council on Children and Families	50375	Hilltop Lutheran Neighborhood Center, Inc.†	70116	Partnership for the Delaware Estuary, Inc.
70097	Alzheimer's Association Delaware Valley Chapter†	71017	Delaware Financial Literacy Institute†	50445	Homeward Bound, Inc.†	71031	PAWS for People
50105	American Cancer Society, Inc.	70058	Delaware Futures†	70069	Ingleside Homes, Inc.	50455	People's Place II, Inc.†
70035	American Lung Association of Mid-Atlantic†	50265	Delaware Guidance Services for Children and Youth, Inc.†	50143	Inner City Cultural League, Inc.	70008	Planned Parenthood of Delaware†
50104	American National Red Cross†	70030	Delaware Helpline, Inc./ Delaware 2-1-1†	70038	Interfaith Community Housing of Delaware, Inc.	70053	Pregnancy Help Center of Kent County, Inc.
71004	Animal Humane Sanctuary, Inc.	70046	Delaware Hospice, Inc.	50412	Jewish Family Services of Delaware, Inc.†	50452	Prevent Child Abuse Delaware†
50102	Autism Delaware, Inc.	50137	Delaware Housing Coalition, Inc.	70085	Literacy Volunteers Serving Adults/ Northern Delaware, Inc.	70056	Public Allies DE
71005	Believe in Tomorrow National Children's Foundation	70111	Delaware Humane Association	50124	Kent County SPCA	50147	Purr-fect Haven Cat Rescue, Inc.
50140	Big Brothers Big Sisters of Delaware†	71037	Delaware Military Heritage and Education Foundation, Inc.	50340	Kent-Sussex Industries, Inc.†	50138	Read Aloud Delaware, Inc.†
71036	C.E.R.T.S., Inc.	71024	Delaware Society for the Prevention of Cruelty to Animals (SPCA)	50142	Krysti Bingham Cerebral Palsy Foundation	18014	Reading ASSIST Institute
70048	Camp Barnes, Inc.	71009	Delaware State Police Museum, Inc.	71019	La Red Health Center, Inc.	70054	Ronald McDonald House of Delaware, Inc.†
70023	Cancer Care Connection	71025	Delaware Technical and Community College Educational Foundation	71042	Legal Services Corporation of Delaware, Inc.†	70106	Rose Hill Community Center, Inc.†
70094	Cancer Support Community Delaware, Inc.	70113	Delaware Volunteer Legal Services, Inc.†	70085	Literacy Volunteers Serving Adults/ Northern Delaware, Inc.	70089	St. Michael's School and Nursery, Inc.
71021	Cape Henlopen Educational Foundation	71026	Delaware Zoological Society	50144	Lupus Foundation of America, Philadelphia Tri-State Chapter	70090	St. Patrick's Center, Inc.
50170	Catholic Charities, Inc.	71038	Diamond State Community Land Trust	70027	Lutheran Community Services, Inc.†	70043	Supporting K.I.D.D.S.†
71022	Central Delaware Habitat for Humanity, Inc.	50161	Dover Interfaith Mission for Housing, Inc.	71002	Mary Campbell Center, Inc.	70076	Survivors of Abuse in Recovery, Inc. (SOAR)
60012	CHEER, Inc.†	70005	Easter Seals Delaware†	60009	Meals on Wheels of Lewes and Rehoboth, Inc.†	70091	Sussex Community Crisis Housing Services, Inc.†
70010	Child, Inc.	70006	Edgemoor Community Center, Inc.	50430	Mental Health Association in Delaware†	50250	The Arc of Delaware†
50300	Children and Families First Delaware, Inc.†	70081	Elizabeth W. Murphey School, Inc.	50125	Milford Housing Development Corporation	70017	The Shepherd Place
50134	Children's Advocacy Center of Delaware, Inc.†	70028	Epilepsy Foundation of Delaware, Inc.	70015	Milford Senior Center, Inc.†	50154	Trap Pond Partners, Inc.
50215	Claymont Community Center	71027	Exceptional Care for Children	50295	Ministry of Caring, Inc.†	71015	Tri-State Bird Rescue & Research, Inc.
50220	Community Legal Aid Society, Inc.†	71039	Faith Victory Christian Center	50103	National Alliance for the Mentally Ill in Delaware†	50490	United Cerebral Palsy of Delaware, Inc.†
71016	Connections Community Support Programs, Inc.	71010	Faithful Friends, Inc.	70007	National Multiple Sclerosis Society, Delaware Chapter†	50520	United Way of Delaware
71006	Cystic Fibrosis Foundation, Delaware Valley Chapter	20713	FAME, Inc.	70087	NCALL Research, Inc.	71033	University of Delaware–Infant Motorized Robots Project
50240	Delaware Adolescent Program, Inc. (DAP)	70011	Food Bank of Delaware, Inc.	50438	Neighborhood House, Inc.†	71041	University of Delaware–Nurse Managed Health Center
70059	Delaware Aerospace Education Foundation, Inc. (DASEF)	50135	Forgotten Cats, Inc.	50159	New Castle County Head Start, Inc.	60015	USO Dover Air Force Base Operations
50114	Delaware Association of Conservation Districts, Delaware Envirothon	70036	Frederica Senior Center	50440	Newark Day Nursery Association	50540	West End Neighborhood House, Inc.
70064	Delaware CarePlan, Inc.	71040	Friends of the African Union Church Cemetery, Inc.	70042	Newark Senior Center, Inc.†	70041	Westside Family Healthcare, Inc.
83765	Delaware Coalition Against Domestic Violence	50153	Friends of the Delaware Veterans Home, Inc.	70039	NRA Foundation, Inc.	50156	White Clay Watershed Association

†Denotes United Way of Delaware Partner Agency  
For a complete charity listing, please visit  
secc.delaware.gov

Only charities and codes listed may  
be designated on your pledge form.  
Thank you!

# 2013 DELAWARE SECC LEADERSHIP

**Matt Denn**, *Honorary Co-Chairperson*  
*Lieutenant Governor*

**Ann Visalli**, *Co-Chairperson*  
*Director, Office of Management and Budget*

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## SECC STEERING COMMITTEE

**Julia Lawes**, *Office of Lt. Governor*

**Karen Garrison**, *Natural Resources and Environmental Control*

**David Hanich**, *Delaware State Police*

**Terry Mischler**, *Department of Labor*

**Victoria “Dee” Jones**, *Office of Governor*

**John Painter**, *Department of Correction*

**Mary Beth Palermo**, *Department of Transportation*

**Henry Smith**, *Department of Health and Social Services*

**Deidre Ottley**, *Department of Finance*

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*United Way staff are available year-round to help you implement successful campaign strategies.*

- Assuring prompt delivery of campaign supplies
- Participating in planning meetings with you and your campaign team
- Bringing fresh ideas to energize your campaign
- Answering questions about United Way and Charity Partners from you and/or your employees
- Arranging pick-up of campaign proceeds and participating in end-of-campaign evaluations
- Bringing energy and enthusiasm to your employee campaign

<http://secc.delaware.gov>