



State of Illinois
Department of Central Management Services

SECA

STATE AND UNIVERSITY EMPLOYEES COMBINED APPEAL

Making A Difference

Since

1983

AMBASSADOR TRAINING MANUAL

SECA ADVISORY BOARD MEMBERS

Janel Forde, Director
SECA Chair Statutory
Vacant, Chair Designee

Comptroller Susana Mendoza
SECA Honorary Chairperson

Carolyn Fields, SECA Exec Coordinator
Central Management Services
100 W. Randolph, Ste. 4-500
Chicago, IL 60601
312-814-2141
carolyn.fields@illinois.gov
SECA@illinois.gov

Tim Blair
Executive Secretary Statutory
Jessica Blood, Designee
State Retirement Systems
2101 S Veterans Parkway
Springfield, IL 62794-9255
217-785-7018
tim.blair@illinois.gov
jessica.blood@illinois.gov

Purnell Borders
Aging
One Natural Resource Way
Springfield, IL 62702
217-782-0004
purnell.bordersiii@illinois.gov.

Thomas Dede
Juvenile Justice
2715 W. Monroe St.
Springfield, IL 62704
217-557-4083
thomas.dede@illinois.gov

Gail Hankins
State Universities Civil Service System
1717 Philo Road, Ste. 24
Urbana, IL 61802
gailhankins@sucss.illinois.gov

Jennifer Hebel
**Commission on Governmental Forecasting
and Accountability**
802-23 Stratton Building
Springfield, IL 62706
217-782-6851
jennifer@ilga.gov

Aimee Ayers Mansfield
Office of the Comptroller
325 W. Adams
Springfield, IL 62704
Aimee.mansfield@illinoiscomptroller.gov

Michelle Silver
Natural Resources
One Natural Resource Way
Springfield, IL 62702
217-785-8610
michelle.silver@illinois.gov

Michele Smith
Employment Security
500 42nd St., Ste. 1
Rock Island, IL 61201
309-794-3631
michele.v.smith@illinois.gov

Sara Wooley
Office of the Comptroller
325 W Adams
Springfield, IL 62704
217-558-3721
sara.wooley@illinoiscomptroller.gov

Christina White
Aging
One Natural Resource Way
Springfield, IL 62702
217-557-5830
christina.m.white2@illinois.gov

CHARITY FEDERATION REPRESENTATIVES

American Cancer Society
4234 N. Knoxville, Ste. B
Peoria, IL 61614
David Shindley
david.shindley@cancer.org

American Heart Association
300 S. Riverside Plaza, Suite 1200
Chicago, IL 60606
Shelby Darnell, 312-476-6617
shelby.darnell@heart.org

America's Best Charities
1100 Larkspur Landing Circle, S-108
Larkspur, CA 94939
Jesse Beisler, 800-477-0733, ext. 113
campaigns@best-charities.org

America's Charities
14150 Newbrook Dr., Ste. 110
Chantilly, VA 20151
Jennifer Watkins, 703-674-5375
jwatkins@charities.org

Black United Fund, Inc.
1809 E 71st Street, S-200
Chicago, IL 60649
Iris Dunmore
iris@bufi.org

Community Health Charities
1199 N. Fairfax St., Ste. 600
Alexandria, VA 22314
Karen Torges, 512-717-4995
ktorges@healthcharities.org

Community Shares of Illinois
18220 Harwood Ave, Ste. 2
Homewood, IL 60430
Keri Hathorn, 708-991-2996
keri@communitysharesillinois.org

EarthShare Illinois
7735 Old Georgetown Rd, Ste. 510
Bethesda, MD 20814
Darren Blankenship, 608-274-1173
darren@earthshare.org

Global Impact
1199 N. Fairfax St., Ste 300
Alexandria, VA 22314
Priti Derrick, 703-717-5232
charitypartnerships@charity.org
Deanna Neiers, 703-717-5259
deanna.neiers@charity.org

Special Olympics Illinois
605 E. Willow St.
Normal, IL 61761
Matt Johnson
mjohnson@soill.org

UNCF
105 W Adams St, Ste. 2400
Chicago, IL 60603
Christal Stinson, 312-85-2210
cstinson@uncf.org

United Way of Central Illinois
1999 Wabash, S-107
Springfield, IL 62704
John Kelker, 217-726-7000
jkelker@uwcil.org
Jarid Brown, 217-726-7000
jbrown@uwcil.org
(Able to provide assistance in locating local United Way offices)

United Way of Metro Chicago
333 S. Wabash, 30th Floor
Chicago, IL 60604
Lauren Welke
lauren.welke@liveunitedchicago.org

MISSION STATEMENT

We present opportunities for those involved in state service to contribute their financial support, time, talents, and knowledge to the community at large.

We endeavor to enhance the quality of life as we invest in service communities.

We provide a singular, ethical, and secure manner in which individuals can donate to the charitable causes of their choice.

SECA is the only State of Illinois approved charity payroll deduction solicitation of state employees

SECA is an annual volunteer workplace giving campaign that allows employees to conveniently give to the charity or charities of their choice and combines the efforts of Charitable Federations with hundreds of member charities into one campaign. This combined effort saves time and money for the state government and the charities receiving contributions. Since the beginning of the SECA Campaign, state and university employees have raised over \$80 million for charitable causes.

100% of SECA donations go directly to the charities

The efforts of SECA volunteers (like you) make this campaign one of the most fiscally responsible in the country. The participating Charitable Federations pay for all of the costs associated with SECA. The average campaign administrative cost is 2.7%, which includes the creation and printing of the resource guide, leadership and donor gifts, annual Ambassador training workshops and awards, campaign audits, IT support, postage and supplies. All of the participating charitable federations share in the administrative cost proportionate to their involvement in the campaign. No state funds are used.

Voluntary Payroll Deductions Act of 1983 (5 ILCS 340/1, ffs)

Employees have the option of one-time donations or payroll deduction. The Voluntary Payroll Deductions Act of 1983 created the employees' charitable giving campaign. The Joint Committee on Administrative Rules (JCAR) outlines how the program is implemented.

Ethics and the Gift Ban

The Illinois Department of Central Management Service's (CMS) legal department has approved requesting and obtaining donations from businesses for SECA. These prizes are not sought after for any exchange of any State favor. The sole purpose of acquiring the items is to help promote the SECA campaign by the use of door prizes or drawings. This activity is in compliance with the State Officials and Employees Ethics Act (5 ILCS 430/1-1 ffs) and Gift Ban section (5 ILCS 430/10-10 and 10-15). CMS has ruled that 50/50 drawings, raffles, and "pool" fundraisers are NOT permitted under statute. **If you have any questions regarding gifts and prizes for the SECA campaign or if you are unsure of your agency's approval/policy, consult your ethics officer.**

[Administrative Code - Joint Committee on Administrative Rules \(JCAR\)](http://www.ilga.gov/commission/jcar/admincode/080/08002650sections.html)
(<http://www.ilga.gov/commission/jcar/admincode/080/08002650sections.html>)

www.secaillinois.org

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AMBASSADORS MATTER

The SECA Advisory Board and Charity Federations would like to thank you for volunteering to be an Ambassador for your agency/university. We hope that you will have an enjoyable and rewarding experience. Ambassadors are the most important part of the SECA annual campaign. Without you, we could not fund the programs that provide needed services in our communities around the state, the country, and the world. With your help and commitment, we can achieve our goal of connecting employees with worthy charities. By inspiring others to participate, we can make life a little brighter for so many others. Always remember, every person and every dollar makes a difference.

This manual contains important information you need to run an effective workplace campaign. It includes the necessary forms, contact information for the Charity Federations, and some helpful tips on encouraging donations and workplace participation in the campaign. If you have any questions, concerns, or need more information, the SECA Advisory Board members or Charity Federations are available to help. Their contact information is in this book as well as on the SECA website listed below.

Ambassador Role

As an Ambassador, your role is to be the face of the SECA Campaign in your agency/university. You will be responsible for running the SECA campaign from start to finish at your agency/university with the help of Liaisons.

Ambassadors:

- Plan special events
- Build and support Liaison teams
- Reminds employees of SECA deadlines
- Get support from agency or university administration
- Explain forms and how to donate to employees
- Help employees use the online giving portal
- Distribute campaign materials
- Send donations into SECA for distribution to the charities
- And more....

Check out the SECA website at: www.secaillinois.org

Preparing for a Campaign

Good preparation and having a plan makes running a campaign less stressful and more successful. This section details some helpful tips for preparing for and running a campaign.

Before the Campaign Begins

Start Planning Early

Good preparation makes for a successful execution. Start planning early to reduce stress and make it easier to run a smooth campaign. Review past campaigns for what works and what didn't. Collaborate with team members and/or Ambassadors from other agencies. Contact SECA Board Members if with any questions or concerns, or address them during the annual Ambassadors' training.

Given the current COVID-19 pandemic, ambassadors should coordinate with agency/university leadership in order to plan a safe and effective campaign.

Set Goals

When setting, participation goals, it is helpful to review previous campaign goals and what works and what didn't. Then use that information to plan future campaigns. Don't be afraid to try new things and set higher goals to work towards. When preparing for a campaign remember to:

- Set a participation goal for your agency. Aim for 100% personal contact with employees. People are more likely to participate if they feel connected to the campaign.
- Be enthusiastic, knowledgeable, and excited about your campaign. Each agency/university's Ambassador sets the tone of the campaign.

Get Support from the Top

Campaigns that have the backing of agency/university administration are more typically more successful. Utilize your management team to make your campaign successful by:

- Asking management to send letters to staff announcing the campaign and encouraging staff to participate. (Sample letters are in Tab 3)
- Keeping management informed of campaign success by reporting agency/university totals with past campaigns.
- Publishing a letter in your agency newsletter and/or intranet about supporting the Campaign.
- Inviting management to all campaign events.
- Asking management to help judge events or contests.

Build Liaison Teams

Liaisons are agency/university volunteers that assist Ambassadors with preparing and running campaigns. The most effective campaigns are run by volunteers who each have their own strengths to balance out each other's weaknesses. Recruit coworkers to be a part of the SECA campaign team. Giving liaisons a specific role such as marketing, event planning, solicitation, etc. can reduce the

workload on each person and ensure that each task is done on time. For large agency/universities, select a Liaison for each office location. Liaisons also get on-the-job training for being an Ambassador, so they are typically more prepared to step-up when necessary.

Plan Events

Start planning events early. This ensures that you have time to coordinate schedules with any potential speakers or attendees of a charity fair. Scheduling events early also ensures that conference rooms or other group spaces are not booked when you want to hold an event. For the 2020 campaign, consider hosting virtual events instead of in-person events to maintain social distancing due to COVID-19.

- Review your agency/university past campaign events to identify strengths and weaknesses.
- Schedule charity speakers during your campaign events. Contact information for each Federation is in Tab 3.
- Create calendar invites for all of SECA fundraisers. Do not forget employees who work offsite, travel extensively, or are on alternate shifts. Include as many people as possible
- Send reminders periodically during the campaign of events and time frames. Better advertising equals better participation. Make sure people know what is happening when. Build anticipation so that people are excited to come to the event.
- Find employees in your agency that benefited from the hard work of member charities in the SECA Campaign, or those who volunteer for those organizations. Ask them if they would share their story in an employee newsletter or on your agency's intranet home page.
- Contact Ambassadors from other agencies (a list of all SECA Ambassadors is available at: <https://www2.illinois.gov/sites/SECA/Pages/SECAAgencyAmbassadors.aspx>) to see if they are interested in cohosting an event.
- Get donations from the Charity Foundations or local businesses. Getting donations for SECA events is allowed under the State Officials and Employees Ethics Act, but consult with your agency or university's Ethics Officer if you have any questions.
- 50/50 drawings, raffles, and "pool" drawings are NOT allowed.
- Tab 2 has some suggestions for possible events.

Attend the SECA Ambassador Training Workshop

Traditionally SECA holds an annual training workshop for all Ambassadors and any Liaisons that wish to attend. However, for the 2020 campaign, all training will be conducted virtually. Recordings of all training sessions can be found online at:

www.secaillinois.org

During the Campaign

Distribute Materials

Pass out booklets and pledge forms to all employees that want one and make sure SECA campaign posters are prominently displayed in the office. Booklets and pledge forms will be distributed

electronically as well as hard copy. Email electronic copies to all employees. Make sure that employees know who to contact if they have any questions or concerns. Some possible strategies include:

- Passing out donation forms to each employee individually and letting them know you are there to help. Thank everyone in advance for contributing.
- Attaching a personalized message to the forms
- Placing SECA posters in highly visible areas.
- Listening and answering all questions or concerns. Do not assume that people already know about SECA. Be prepared to share information about SECA's mission and the member charities. If you do not have answers, contact any of the SECA Board Members or the SECA Executive Coordinator.
- Make people aware that participation, not amount, matters.
- Remind employees that all SECA donations are tax deductible.
- Ask! The #1 reason people do not give is that they were never asked.
- Remind people know about the convenience of giving through payroll deduction/on-line giving/one time donation
- Provide a link to the SECA website: www.secaillinois.org

Communicate with Employees

Remind people that the SECA campaign is ongoing and of any upcoming events. Remember, if they don't know about it, they can't participate. Be sure to build enthusiasm, but don't overwhelm people. Post reminders in the office or intraoffice newsletter or send out emails alerting people to important events and deadlines. Send out information on how much was raised from any events. Remember, the minimum donation for SECA is \$2.

Submit Pledge Forms

Submit pledge forms in a timely manner. Especially for larger agencies, try to submit pledges at least weekly. This will make it easier for SECA staff to organize the forms and forward donations to charities in a timely manner. Make sure that donors receive a copy of their pledge form promptly, so that they know that their donation has been received. Ambassadors should make copies of each pledge form. For payroll deductions:

- The original pledge form is submitted to the payroll department
- One copy goes to the donor
- One copy is held by the Ambassador
- One copy is sent to SECA.

For one time direct gift pledge forms:

- Give the original back to the donor
- Ambassador keeps one copy
- One copy is sent to SECA (along with the check or money order)

Ensure that all pledge forms and transmittal forms are filled out correctly and completely. This reduces processing time for SECA, so the funds can be more quickly distributed to the recipient charities.

After the Campaign

Check that All Pledge Forms have been Submitted

Make sure that all pledge forms have been submitted and that copies have been distributed to the correct people. Check that the totals on the transmittal forms match totals from pledge forms.

Review Totals

Check your list of SECA donors or amounts against the report distributed by the SECA Executive Coordinator. Make sure that the totals match and distribute any donor or Leadership Giver gifts to recipients. Keep copies of all paperwork, in case of any problems.

Keep a Campaign Summary

Review your campaign with your Liaisons and determine what was successful and what wasn't. Take notes on the campaign for next year's campaign. If you have any questions or if you found any errors, contact a SECA Board Member.

Thanks Donors and Liaisons

At the end of the campaign, send an email or post messages with the campaign results. Let people know how well the campaign did and thank them for their generosity. Make sure to privately thank individual donors, so that they know that their donation was appreciated. Acknowledge the Liaisons and all of the hard work that they did in making the SECA Campaign a success.

Notes:

Forms and How to Use Them

There are two important forms that you will need to be familiar during the SECA Campaign:

- Pledge Form: This form is completed by the donor and lists the donor's donation and recipient charity or charities. For payroll deduction donations, the original form must be submitted to your agency/university's payroll department. (See pages A-6 to A-8 additional information)
- Contribution Transmittal Form: This form records all pledge forms that you receive from your agency. Pledges should be separated into two categories: (1) payroll and (2) one-time direct gift. A separate transmittal form should be used for each category. Up to 40 pledge donations can be included with each transmittal form. (See pages A-9 and A-10 for further information)

Donors also have the option of submitting their donations on the SECA webpage. See page A-13 for further information.

SECA does NOT accept cash. All donations must be made by payroll deduction, check, or money order. PayPal and credit/debit cards are not accepted by the online giving platform.

Copies of the all of the forms can be found in Tab 3 of the Training Manual.

Pledge Form

The pledge form is used by the donor to list their designated charities and amounts. Donations may be made by payroll deduction or one-time direct gift. Make sure that all submitted pledge forms are legible and completely filled out before submitting them to SECA.

A copy of the pledge form may be found in Tab 3 of this manual, in the SECA charity campaign booklets distributed to employees, or downloaded from the SECA website (<https://www2.illinois.gov/sites/SECA/Pages/Forms.aspx>)

Contributor Information

Donors should list their name, agency/university, email (if desired), home address, and ID number or last 4 of the donor's social security number (for payroll donations). All information should be printed.

Payroll Deduction

Donors should complete the payroll deduction portion, including:

- Charity name
- 7-digit code number for the organization and agency codes (found in the SECA Charity Book)
- The amount per pay period for each recipient organization and number of desired pay period (donors can choose to donate for any number of pay periods. Check with your agency payroll department if a donor has any questions.)
- Total donations per pay period and total donations

Individual charities are grouped into Charity Federations. Each pledge form may be used to donate to up to three charities per Federation. If a donor wishes to contribute to more than three Federations, he or she will need to complete a second pledge form. Forms must be signed and dated by the donor. In order for the payroll office to make a payroll deduction, a signature must be present. Payroll deductions will be withheld starting in January, not during the campaign itself.

One-Time Direct Gift

Donors may contribute to any or all of the charities by check or money order. When filling out the form, donors should include the:

- Charity name
- 7-digit code number for the organization and agency codes (found in the SECA Charity Book)
- Donation amount per charity
- Total amount donation amount for all charities

Separate checks should be written to each charity. Checks must be made payable to the charity and not to SECA. They must include the 7-digit charity number in the memo section. Checks made payable to SECA or missing the charity number will be returned to the donor for correction. Please confirm that all checks are signed and have a charity listed in the memo line before sending to SECA.

Fundraiser Donations

Proceeds from fundraisers should be sent into SECA using a pledge form and funds sent by check or money order. Use the agency/university name and address in place of a specific donor name. All donations should be directed to one or more charities.

Recognition and Gifts

Each donor has the option to be recognized by the charity he or she donated to, receive gifts from SECA, and have his or her name listed on the SECA website. Donors who do NOT wish to be recognized should check the appropriate box on the bottom of the pledge form.



State and University Employees Combined Appeal
PLEASE TYPE OR PRINT LEGIBLY

Name: Last _____ First _____ MI _____
 E-mail _____ Last 4 of Social Security # or ID # _____
 Home Address _____ Required for Payroll Deduction
 City _____ Agency/University _____

Three digit federation code

Four digit charity code

Required for payroll deductions

PAYROLL CONTRIBUTION

I wish to contribute through SECA by payroll deductions the pay amounts shown below.
 (A minimum of \$2.00 per period is requested to reduce administration cost.)

1) Organization Code Agency Code Amount Per Pay Charity Name

Total Amount Per Pay for This Organization

2) Organization Code Agency Code Amount Per Pay Charity Name

Total Amount Per Pay for This Organization

3) Organization Code Agency Code Amount Per Pay Charity Name

Check that all totals and number of pay periods match

Check for signature before sending to SECA

4) Total per Pay (Total Lines 1 - 3)

5) Number of Pay Periods

6) Annual Payroll Deduction (Line 4 times Line 5)

I authorize my employer to deduct the amount recorded in line 6 beginning with the January pay period.

Signature _____ Date _____

ONE-TIME DIRECT GIFT

I wish to donate to the listed charities by writing a personal check or money order made payable to the organization of my choice. (No checks made payable to SECA. Please include the organization or agency code(s) in the memo section on your check)

Organization Code Agency Code Amount

7) _____

8) _____

9) _____

Confirm that each check has a charity or organization code in the memo line

Please omit my name and information from the following:

- SECA Web page appreciation (for donations \$250 or more)
- Donor Gifts from SECA
- To the recipient charity(ies) for acknowledgment.

Total SECA Gift
(Total lines 6 and 10)

Thank You

www.secaillinois.org

Donors check boxes only if they do NOT wish to receive a SECA gift or or be recognized by SECA and/or charities.

Contribution Transmittal Form

Contribution Transmittal forms are used to send donor information into SECA for processing. Before submitting pledge forms, review each one and ensure they are filled out correctly and in their entirety. Make 3 copies of each form:

- Give a copy to the donor as a receipt
- Send a copy to SECA Executive Coordinator for processing
- Keep a copy for your records, and
- If Payroll Deduction - the original copy should go to your agency's payroll office

Remember to block out full Social Security Numbers before scanning or mailing a pledge form to CMS. They are only required for agency payroll departments.

Separate pledge forms into three categories (one-time donation, payroll deduction, and fundraiser) and send each type of pledge form in separately. Do not group payroll and one-time donation forms together using the same transmittal form. Pledge forms may be submitted in batches of no more than 40 forms of a single type and a separate transmittal form should be used for each batch/category. If an employee donates by one-time donation and payroll, prepare a separate transmittal form for each donation. Make sure to include ambassador name, agency, telephone number, and total donation amount on each transmittal form.

Fundraiser donations should be sent into SECA by check or money order, do not send cash. Use a separate transmittal form for any fundraiser donations and include a completed pledge form(s) listing charity recipient(s) and amount(s).

Before submitting a transmittal form, perform an audit of each batch. Count the number of forms and calculate the total dollar amount of contribution in each batch. Also confirm that all checks are signed and have a charity listed in the memo line. Send verified batches to CMS:

MAIL: **Illinois Office of the Comptroller
Attn: Aimee Ayers Mansfield
325 W. Adams
3rd Floor
Springfield, IL 62704**

ELECTRONICALLY: SECA@illinois.gov

STATE AND UNIVERSITY EMPLOYEES COMBINED APPEAL
CONTRIBUTION TRANSMITTAL (2020)

Ambassador

Agency/University

Email

Agency Code

Mailing Address

Telephone #

Please check one:

Payroll Deduction - Please limit pledge forms to 40 per batch.

Date: Number of Forms: Total: \$

One-Time Direct Gift - Please limit pledge forms to 40 per batch.

Date: Number of Checks: Total: \$

Fundraiser and Events- Please limit pledge forms to 40 per batch.

Date: Number of Checks: Total: \$

This form is to be completed by you and returned with batches of no more than 40 completed pledge forms and check/money orders to SECA. Batch payroll deductions, check/money order, and fundraiser/event pledge forms separately. Review all pledge forms to make sure they are properly completed. DO NOT SEND CASH. Keep a copy of the transmittal form and pledge form for your records. A copy of the transmittal form will be returned to you from SECA upon verification of information. Send all transmittal forms containing one-time direct gifts and fundraiser/event donations to:

Illinois Office of Comptroller
Attn: Aimee Ayers Mansfield
325 W. Adams 3rd Floor
Springfield, IL 62704
217-524-6198

Send all batches containing payroll deductions along with the transmittal form electronically to:
SECA@illinois.gov

Save as

Submit by email

Donor Gifts

Starting with the 2020 campaign, SECA is changing donor and leadership gifts. In previous campaigns, donor gifts were awarded to persons who donated any amount by pledge form or online donation. Leadership gifts were awarded to employees who donated over certain amounts and who choose to be receive awards from SECA. The categories were:

- Bronze: Donations of \$250-\$499
- Silver: Donations of \$500-\$999
- Gold: Donations of \$1,000 to \$2,4999
- Diamond: Donations of \$2,500 or more.

Starting with the 2020 campaign, donor and leadership gifts are being combined into three new categories:

- Incentive drawings for all donors who submit a pledge form
- Premier: Donations of \$1,000 to \$2,4999
- Elite: Donations of \$2,500 or more.

All donors who complete an individual pledge form or online donation will be entered into a drawing for assorted gift cards totally \$1,000 in value. It does not apply to people who contributed solely to a fundraiser and who did not fill out a pledge form or to agency fundraiser event pledge forms. Donors who do not want their name added to the drawings must check the “Please omit my name...from Donor Gifts from SECA” option.

For those donors who give over \$1,000, there are two other categories of donor gifts (plus entry into the incentive drawing).

Premier donors who give between \$1,000 and \$2,499 will receive:

- Signed thank you card from Comptroller Susana Mendoza

Elite donors who give \$2,500 or more will receive:

- Signed thank you card from Comptroller Susana Mendoza
- SECA donor appreciation gift

Premier and Elite donors will also be recognized on the SECA website, unless they opt out.

All gifts will be sent after the campaign ends, typically in February.

Online Giving and Agency Contribution Awards

Online Giving

Employees may also donate to SECA online. The Community Health Charities Foundation hosts the “Giving Matters 365” online giving portal at: <https://seca.healthcharities.stratuslive.com/>.

Employees must create an account upon first logging into the website. If an employee donated using the website in previous years, his or her login and password information are the same.

Employees may donate online by payroll deduction only. The website is no longer accepting credit/debit cards or checks. Any questions or problems creating an account should be sent to:

seca@illinois.gov

Ambassadors will receive a report from the SECA Executive Coordinator that lists all of the online donors from their agency and the amount of the donations.

Agency and University Contribution Awards

During the Ambassador Training Workshop, agencies who have met or exceeded certain goals will be acknowledged with an award plaque. There are three categories of awards:

- **Exceptional Giving:** Awarded to agencies/university that exceed the amount donated the previous year
- **Sustainable Giving:** Awarded to agencies/universities whose donation was between 90-100% of the previous year’s donation
- **Division Award:** Awarded to the agency or university that had the highest percentage in number of donors based on the total number of employees

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Strategies for Success

The following pages list some ideas for potential SECA campaign events, strategies for successfully running an event, and suggestions for addressing concerns related to SECA donations from employees. It is important to remember that what works for one agency will not necessary work for another. As an Ambassador, you know your agency or university best, so adjust event ideas to best fit your target employees. Many event or program ideas can be scaled up or down, depending on your agency's size. You can also collaborate (or compete) with other agencies to maximize resources.

SECA is always looking for new event ideas. Send us your suggestions and we will add them to the list.

Remember, most Federations can provide guest speakers and other resources. Contact SECA Board Members if you have any questions. Contact information for the Charity Foundations may be found in Tab 3 of this manual. More detailed information on each Charity Federation and the charities themselves maybe found on the SECA website or in the SECA campaign book.

Ethics and the Gift Ban

The Illinois Department of Central Management Service's (CMS) legal department has approved requesting and obtaining donations from businesses for SECA. These prizes are not sought after for any exchange of any State favor. The sole purpose of acquiring the items is to help promote the SECA campaign by the use of door prizes or drawings. This activity is in compliance with the State Officials and Employees Ethics Act (5 ILCS 430/1-1 ffs) and Gift Ban section (5 ILCS 430/10-10 and 10-15). CMS has ruled that 50/50 drawings, raffles, and "pool" fundraisers are NOT permitted under statute. **If you have any questions regarding gifts and prizes for the SECA campaign or if you are unsure of your agency's approval/policy, consult your ethics officer**

FUN-draising Ideas

Bake Sales
Balloon Popping
Balloon-o-Gram
Book/Media Sale
Candy Grams
Car Wash
Carnival Games / Olympics
Chili Cook-off
Cookbook sale
Craft Bazaar
Cutest Pet Contest
Decorating Contest
Dog Treats
Dunk Tank
Flamingo Flocking
Flower Power
Golf Tournament or Putt-Putt Contest
Halloween Costume Contest
Ice-Cream Social
Karaoke Club

Kiss the Pig
Lunch & a Movie
M&M / Jellybean Jar
Monday Night Football
Parking Spot
Penny Wars
Photo Booth
Pie to the Face
Pumpkin Carving
Pet/Owner Lookalike
Popcorn/Drink Sale
Quilt Auction
Remote Control Car Races
Silent Auction
Soda Sales
Talent Contest
Team Sports Competition
Trivia Contest
Walk-a-thon

Other Ideas:

How to Have a SECA Charity Fair in Your Agency:

To help increase participation in the SECA campaign, it is very important that employees understand the federations and charities that benefit from SECA. A Charity Fair is a great opportunity to get representatives from the charities that SECA represents in to your workplace. These representatives are very knowledgeable about the charity they work for and can educate the employees on the work they do each year with the donations they receive.

There are 12 main federations representing over 2,200 agencies in SECA. Each charity or foundation has informational brochures, videos, and giveaways to offer employees at a charity fair.

Choose the Location, Date and Time for a Charity Fair:

- Decide on an appropriate location. This could be a large meeting room, training room, lobby, cafeteria, etc. where employees can move around freely and where there is plenty of space for the individual charities to set up their stations. If you only have a small area, plan on having a speaker from one or two charities come in and talk about how they have benefited from one of the charities. Personal experiences can make an impression on employees.
- Make sure you have approval from your building manager or whoever is in charge of scheduling the space you want to use.
- Select a date and time for your fair. Please plan on a short fair (2 hours is enough time for everyone to attend) during a time that coworkers will most likely attend. Once you have an idea of where and when the charity fair will take place, follow the proper procedure to secure the space for the date and time you need it. If you need to fill out a solicitation request with your administrator/legal department, plan this well in advance so all approvals will be in place. Some agencies list the procedure for a solicitation request in the Employee Handbook for their agency. If you do not know how to get the proper approvals, check with your agency's ethics officer.
- Advertise well-in advance and often. Have a theme, complete with decorations and special refreshments. Combine with another event or fundraiser. Food always attracts a crowd!

Contact the Federations:

- In this Ambassador Training Manual there is a SECA Charity Resource Guide. You may use this to contact the Federations about participating in your fair. Charity representatives will also be present during the Ambassador Training Workshop. Try to give a month's notice to charities, and invite as many as possible.
- Discuss what kind of materials you would like to have available for your employees (posters, brochures, booklets, giveaways, etc.). Ask the charity representatives if they would like to put together some gifts to use as door prizes or drawings. Each charity may want to do their own or go in together for one or more large baskets of goodies. Depending on the number of employees you expect to attend the fair, you may want to have several small gifts and one or two larger gifts. This will help to attract more of your employees. Use a passport or bingo-type

card to fill up and offer drawings for visiting a certain number of tables (most charities are happy to provide a few small items themselves).

- A few days before the event you will need to touch base with the charity representative or contact person to confirm their attendance. Also, make sure the area will be ready in time for your charities to come in and set-up. Confirm the date, time and address, as well as parking and security information, with each of your charity representatives. Provide a point of contact with a mobile phone number and email. Please have nearby parking as they will be bringing in bulky items. Please ask to reserve a section of parking for them for this event.

Host the Event:

- On the day of the event, get there a little early to help out or answer any questions. Make sure the representatives know where the restrooms, water fountains, and soda or snack machines are if they need them. Please also offer them Wi-Fi passwords, if possible. Please don't ask them to set up an hour in advance—they can set up a table in just a few minutes.
- Provide tables, chairs and electricity. Provide enough room to stand in front of the table (so that they are not blocking other tables and not having to hide behind their display). They are there to meet and talk with the attendees.
- If your office has a petty cash fund, ask if you can put in a request to offer the representatives some bottled water, bagels, a basket of fruit, or some other refreshment before the event starts. You might want to put up some balloons or other decoration to attract your employees to the area. This is completely optional and dependent on the time and resources available to you.
- Allow/encourage staff to step away from their desks to visit the fair—this should come from management.
- Last of all, have fun! The more informed your employees are, the more likely they are to participate in the campaign.

SECA Myth-conceptions

- MYTH:** This is not our workplace campaign; it is the Governor's campaign.
BUST: SECA was established by law and is regulated and administered by an state employee group (The SECA Advisory Board). All SECA contributions go directly to the SECA charity of your choice. No SECA funds are deposited in the General Revenue Funds or diverted to the Governor's Office. One-time donations in the form of a check or money order are made out to the charity and sent directly to them.
- MYTH:** If I disclose my name, the charities will use it to send me spam or junk mail.
BUST: You can request that your donation be anonymous and your name and address are specifically prohibited from being sold to any other source.
- MYTH:** My payroll deduction is deducted from my paycheck immediately after I turn in my pledge form.
BUST: SECA payroll donations are not deducted from paychecks until January. You can choose to donate for any many or as few pay periods as you wish.
- MYTH:** My charitable donations are not large enough to make a difference.
BUST: Small gifts from multiple donors add up and they also provide charities with a broad base of support. This is particularly true when donors continue to give what they can afford year after year.
- MYTH:** I do not agree with what some of these charities do. I will not have any of my money going to support issues I find offensive.
BUST: SECA donors can choose which charities to direct their donation to. If you disagree with a particular charity, then you have others to choose from.
- MYTH:** All the money we give goes to support bloated administration staff and high overhead.
BUST: Most charities do not have outrageous salaries for anyone. Be a responsible donor and check into the charity to which you donate. The internet has a variety of programs that you can search. The SECA Charity Federations and member charities are required each year to provide information to the Illinois Comptroller's Office to ensure they are a qualified not-for-profit.
- MYTH:** I am obligated to continue my pledge even if I need to cancel it later in the year because my financial situation changed.
BUST: You can stop your SECA payroll deduction at any time by contacting your agency's payroll office.
- MYTH:** The State of Illinois is broke but it funds the SECA program.

BUST: The 12 main SECA Charity Federations are assessed an annual fee to cover the costs of printing all the SECA Campaign materials and any other expenses incurred by the SECA program. The average annual administrative cost to conduct the SECA program is only 2.7% of the total donations.

MYTH: My SECA donation is not tax deductible.

BUST: All SECA donations are tax-deductible.

MYTH: Federations do not do anything but take money from charities.

BUST: Federations are essentially subcontractors for charities' development departments. Charities contract with Federations for workplace giving because they are able to do it more efficiently than the charity – normally, less than 1/3 what it would cost the charity to fundraise without federation assistance. The federations SECA works with follow the criteria of the Better Business Bureau (BBB) Wise Giving Alliance and rules created by the Comptroller.

Tips on For Addressing Concerns about SECA and Donating

Sometimes employees have questions or concerns about the SECA campaign. These concerns may be because they are misinformed about something related to the Campaign. This section offers some tips about defusing situations where an employee may be upset or confused about SECA. It also includes some helpful responses to common questions.

When someone approaches you with a concern, make sure to:

- **Listen to Objections:** Encourage the person with concerns to communicate fully. The more information you have the better you will be able to respond to their concerns.
- **Acknowledge the Objection:** Using phrases like “I understand your concerns” or “that is an important consideration” helps the person feel understood and respected.
- **Answer the Objection:** In responding to an objection, supply missing information that educates the person and clears up his or her concerns. If you do not have the information you need to respond to the objection immediately, let the person know you will get additional information and get back to them as soon as possible.

Common Concerns related to SECA giving:

Spouse Already Gives

Listen: My spouse gives to the workplace campaign where he/she works, so there is not any need for me to contribute.

Acknowledge: I understand that you feel there is no need for you to contribute to the same fundraising effort.

Answer: Giving is a personal matter and the satisfaction that each of us feels when we donate is uniquely personal. You are not obligated to donate and each individual’s contribution is based on his/her ability to give. You and your spouse may choose to give once, not at all, or you may each want to share a portion of your weekly income to help others.

Does Not Want to Support Specific Agency/Services

Listen: I do not want to give because I do not want any of my money going to ____ agency or ____ service.

Acknowledge: I understand your concern that some of your gift will be targeted to an agency or service that you do not support.

Answer: With SECA, you choose where your donation goes and which individual charities to support. If you do not agree with a particular charity’s goal or mission, you do not have to donate to them. That way your gift will go to a charity or cause in which you believe.

Pressured to Give

Listen: I feel like I am being pressured to give to the campaign.

Acknowledge: I understand your concern.

Answer: No one should be forced to give. I personally do not want to be pressured into giving and I am not going to pressure you. SECA offers everyone the opportunity to donate, but you are never obligated to participate and we will not pressure you.

Duplicates Government Service

Listen: I do not see any sense in giving to the charities in this campaign when the government takes care of the need with my tax dollars.

Acknowledge: I understand that you feel like SECA is providing duplicate services.

Answer: Here in the United States, voluntary contributions have played an important role in helping people help themselves. In the area of human services, the government provides many services statewide, but many critical services are under-funded or lacking completely. Private funds are used where needed, sometimes where government efforts can't reach and sometimes to further the work of the government.

Prefers to Give Directly

Listen: I prefer to give directly, since the campaign takes overhead off the top.

Acknowledge: I respect that you want your selected charity to get the maximum value from your gift.

Answer: 100% of a SECA donation goes to the recipient charity. None of the money is redirected by the State and the campaign administration costs are funded by the Charity Federations. The average cost of a campaign is only 2.7% of the total donations received. This means that SECA is very efficiently run. Workplace giving is a very efficient way to raise money.

Can't Afford to Contribute

Listen: I am already on a tight budget. How can I afford to give?

Acknowledge: That is a very realistic concern for you and many other contributors, especially during these economic times.

Answer: Even a modest weekly amount can help. There is no gift too small and every gift makes a difference. Giving through payroll deduction makes your contribution easier because you can spread it out over the year. Essentially, it has low impact on your cash flow and high impact on the needs of the community and the world. The minimum SECA donation is just \$2.

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Charity Federation Information

<i>Charity Name</i>	<i>Charity Code</i>	<i>Contact Name</i>	<i>Contact Information</i>	<i>Website Address(es)</i>	<i>Available Spkrs Gifts</i>	
American Cancer Society	907-0000	David Shindley	David.shindley@cancer.org	www.cancer.org IllinoisCancerHelp.org	Yes	Yes
American Heart Association	913-0000	Shelby Darnell	312-476-6617 shelby.darnell@heart.org	www.heart.org	Yes	Yes
America's Best Charities	911-0000	Jesse Beisler	800-477-0733 campaigns@best-charities.org	www.best-charities.org	Yes	Yes
America's Charities	910-0000	Jennifer Watkins	703-674-5375 jwatkins@charities.org	www.charities.org	Yes	Yes
Black United Fund	950-0000	Iris Dunmore	iris@bufi.org	www.bufi.org	Yes	Yes
Community Health Charities	800-5500	Karen Torges	512-717-4995 ktorges@healthcharities.org	www.healthcharities.org	Yes	Yes
Community Shares of Illinois	903-0000	Keri Hathhorn	708-991-7284 keri@communitysharesillinois.org	CommunitySharesIllinois.org	Yes	Yes
		Susan Bramlet-Lavin	217-898-3152 susanbramletlavin@gmail.com			
EarthShare	909-0000	Darren Blankenship	608-274-1173 Darren@earthshare.org	www.earthshare.org	Yes	Yes
Global Impact	901-0000	Priti Derrick	703-717-5232 charitypartnerships@charity.org	www.charity.org	Yes	Yes
		Deanna Neiers	703-717-5259 Deanna.neiers@charity.org			
Special Olympics Illinois	905-0000	Matt Johnson	309-888-2563 mjohnson@soill.org	www.soill.org	Yes	Yes
UNCF	900-0000	Christal Stinson	cstinson@uncf.org	www.uncf.org	Yes	Yes
United Way	100-0000	John Kelker	217-726-7000 jkelker@uwcil.org	www.springfieldunitedway.org www.liveunited.org www.us-mc.org	Yes	Yes
		Jarid Brown	217-726-7000 jbrown@uwcil.org		Yes	Yes
		Lauren Welke	lauren.welke@liveunitedchicago.org	www.uw-mc.org		

GLOSSARY

Advisory Board – The SECA Advisory Board is created by statute and members are state and university employees and retirees. The Board Members can serve up to three three-year terms in an unpaid capacity. The Board is responsible for creating and implementing all aspects of the SECA Campaign.

Agency Code – On the pledge form, this is the 4 digit number for the specific member charity to which the donor will donate.

Ambassador – A state or university employee who is the main contact in charge of organizing and running the SECA Campaign at their agency or university.

Charity Code Number – On the pledge form, this is the 7 digit number that is the combination of the AGENCY CODE (3 digits) and ORGANIZATION CODE (4 digits).

Charity Fair – A gathering of several SECA charities at one location (e.g. state agency break room, conference room, etc.) with informational tables set up so that state and university employees can visit to learn more about the charities

Liaison – A state or university employee who assists the agency's Ambassador with administering the SECA program at that location. An agency or university may have a Liaison in each section or building. There is no limit to the number of Liaisons at an agency/university.

One-time Direct Gift – An employee may choose to write a check directly to a SECA charity with a one-time donation. This must be designated on the pledge form.

On-Line Giving - The online giving portal allows employees to donate online by payroll deduction only.

Organization Code – On the pledge form, this is the 3 digit code for the main Charity Federation.

Payroll Deduction – An employee may choose to donate to the charity (ies) of his/her choice by completing the Pledge form and designating how much money should be deducted from each pay period.

Pay Periods – The number of times per calendar year that an employee gets paid.

Payroll Office – Each state agency and university has a payroll office that needs to receive originals of any pledge forms that ask for a payroll deduction.

Pledge Form – The form used by each contributor to designate to which charity to donate to. The form is used for payroll deductions and one-time contributions.

Release of Information – This is the section on the pledge form where the donor checks the appropriate box(es) to NOT be included for recognition or receive gifts.

SECA – The acronym used for the (S) State and University (E) Employees (C) Combined (A) Appeal.

Special Events – Any activity planned by an agency or university to promote the SECA campaign. (Bake sale, chili cook off, used books sales, charity fair, etc.)

Transmittal Form – The form used by Ambassadors to tally amount of pledge forms when sending batches of no more than 40 forms to SECA for processing.

Sample Letter from Agency Head to All Employees

To All (ENTER YOUR AGENCY/UNIVERSITY NAME HERE) Employees:

Since its inception in 1983, the State and University Employees Combined Appeal (SECA) has given state and university employees the opportunity to give generously and selflessly to hundreds of charities supporting our communities all over the world.

Knowing that (ENTER YOUR AGENCY/UNIVERSITY NAME HERE) employees recognize their responsibilities to their communities, both local and abroad; along with their continued involvement in SECA each year is deeply heartening.

Participating in the SECA Campaign each year empowers us to make the changes needed for the greater good of all, individually and as a whole. Each and every one of us has the privilege of choosing one or more charities and donating whatever we can afford to give. Even the smallest donations can make the difference in the lives of many. I hope that many of you will choose to participate in this year's campaign. However, participation is voluntary and not required.

Remember, all of us working together can make a difference in the lives of others.

Sincerely,

(AGENCY HEAD SIGNATURE HERE)

SECA Donation Request Letter

Dear Sir or Madam:

My name is (name) and I work for (work agency). I am writing to you to request a donation for this year's State and University Employees Combined Appeal (SECA) charitable campaign.

SECA is an annual campaign which allows state and university employees an opportunity to donate. Monies raised provide crucial services to those who otherwise would be without. All charities involved are tax exempt under Section 501 (c) (3) of the Internal Revenue Code. SECA has raised over \$80 million dollars for charity since 1983.

This year the workplace charitable campaign runs from ____ through _____. Would (business name) be willing to donating (request for donation) for this year's campaign? (State how the donation will be used) Any donations are greatly appreciated and tax deductible. I will be happy to provide you with SECA's tax identification number upon request.

If you have any questions or need additional information, please contact me at _____.

Thank you for your time and consideration for this worthwhile event.

(Your name)

Sample Email and/or Letter to Staff

To All (Agency) Employees:

It is the time of year when the State and University Agencies Combined Appeal (SECA) gets underway. This year's theme is _____ and runs from _____ to _____. This year (agency name) will be hosting X events including (list your events). Attached is a listing of event dates and times. For information regarding any of these, please contact your SECA Liaison (List Your Liaison's name).

SECA allows you to help a charity that is meaningful to you. Member charities offer a variety of services, including helping older adults in need, preventing child abuse, protecting the environment or animals, and finding cures for disease, among other topics.

The SECA website has been updated and is available at www.secaillinois.org. On the website you can search for different charities and find information on their missions. The participating charities database is searchable by charity name or code to find participating charities. Donations may be made by check, money order, or payroll deduction. I have attached a copy of the SECA Pledge form to this (letter or email) for your convenience.

The needs of the charities are greater than ever, so I hope you will find it in your heart to give to the charity of your choice - whether it's through a one-time gift, spread over time through payroll deduction or participation in some of this year's scheduled fund raising raffles and events in our headquarters.

All pledge forms should be sent back to (Ambassador). Should you have any specific questions about any of the information, please don't hesitate to give me a call at (Phone #).

Thank you
(Your Name)
SECA Ambassador for the (Your Agency)



State and University Employees Combined Appeal
PLEASE TYPE OR PRINT LEGIBLY

Name: Last _____ First _____ MI _____
 E-mail _____ Last 4 of Social Security # or ID #
 Home Address _____ Required for Payroll Deduction
 City _____ IL Zip Code _____ Agency/University _____

PAYROLL CONTRIBUTION

I wish to contribute through SECA by payroll deductions the pay amounts shown below
 (A minimum of \$2.00 per period is requested to reduce administration cost.)

1) Organization Code	Agency Code	Amount Per Pay	Charity Name
		-	
		-	
		-	
Total Amount Per Pay for This Organization			

2) Organization Code	Agency Code	Amount Per Pay	Charity Name
		-	
		-	
		-	
Total Amount Per Pay for This Organization			

3) Organization Code	Agency Code	Amount Per Pay	Charity Name
		-	
		-	
		-	
Total Amount Per Pay for This Organization			

4) Total per Pay (Total Lines 1 - 3) _____

5) Number of Pay Periods _____

6) Annual Payroll Deduction (Line 4 times Line 5) _____

I authorize my employer to deduct from my paycheck the amount recorded in line 6 beginning with the January pay period.

Signature _____ Date _____

ONE-TIME DIRECT GIFT

I wish to donate to the listed charities by writing a personal check or money order made payable to the organization of my choice.
 (No checks made payable to SECA. Please include the organization or agency code(s) in the memo section on your check)

Organization Code	Agency Code	Amount
7)		-
8)		-
9)		-
10) Total One-Time Direct Gift		

Please omit my name and information from the following:

SECA Web page appreciation (for donations \$250 or more)

Donor Gifts from SECA

To the recipient charity(ies) for acknowledgment.

Total SECA Gift
(Total lines 6 and 10)

www.secaillinois.org

Thank You

STATE AND UNIVERSITY EMPLOYEES COMBINED APPEAL
CONTRIBUTION TRANSMITTAL (2020)

Ambassador

Agency/University

Email

Agency Code

Mailing Address

Telephone #

Please check one:

Payroll Deduction - Please limit pledge forms to 40 per batch.

Date: Number of Forms: Total: \$

One-Time Direct Gift - Please limit pledge forms to 40 per batch.

Date: Number of Checks: Total: \$

Fundraiser and Events- Please limit pledge forms to 40 per batch.

Date: Number of Checks: Total: \$

This form is to be completed by you and returned with batches of no more than 40 completed pledge forms and check/money orders to SECA. Batch payroll deductions, check/money order, and fundraiser/event pledge forms separately. Review all pledge forms to make sure they are properly completed. DO NOT SEND CASH. Keep a copy of the transmittal form and pledge form for your records. A copy of the transmittal form will be returned to you from SECA upon verification of information. Send all transmittal forms containing one-time direct gifts and fundraiser/event donations to:

Illinois Office of Comptroller
Attn: Aimee Ayers Mansfield
325 W. Adams 3rd Floor
Springfield, IL 62704
217-524-6198

Send all batches containing payroll deductions along with the transmittal form electronically to:
SECA@illinois.gov

Save as

Submit by email