



CONNECTICUT STATE EMPLOYEES CAMPAIGN COORDINATOR TRAINING

September 5 2019

Discussion Topics



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Introductions



Name

State Agency

of Years Involved / Coordinator

What is CSEC?



- CSEC stands for Connecticut State Employees Campaign *for Charitable Giving*
- Established in 1992 as a trusted resource that provides an avenue for Connecticut state employees, high education employees, and state retirees to raise money for charities.
- Allows employees to contribute to non-profit charities at the workplace through the convenience of payroll deduction.
- Donations go to hundreds of participating non-profits.

What is CSEC?



Our Mission

To empower Connecticut state employees and retirees to strengthen their communities through the funding and support of charities.

Our Values

- We connect state employees and retirees with non-profits throughout our community to improve our communities through charitable involvement.
- We strive for excellent customer service when interacting with donors, volunteers, and our charities.
- We value and respect employee choices by providing the widest range of giving opportunities.

LEADERSHIP TEAM

Statewide Chair

Lieutenant Governor Susan Bysiewicz

Committee

Tim Newton, Chair – Correction

Peggy Gray, Vice Chair – Retiree

Julie Bernosky – Administrative Services

Cindy Cannata – Freedom of Information
Commission

Valerie Clark – Office of Policy & Management

Kathleen Gensheimer – Judicial

Charlie Kistler – Retiree

Loaned Employees

Sylvia Valquez (New Haven)

Cindy Cannata and Charlie Kistler (Hartford)

Theresa Kouris and Kim Benoit (New London,
Niantic, Norwich, Willimantic)

Partnership Manager

Kelli Byrd – United Way of Central &
Northeastern CT



United Way's Role



United Way of Central and
Northeastern Connecticut



This is NOT a UW Campaign.

Important Factor To
Know

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

Facilitating / Middle
Man Between The
State Of CT And
Employees

Facilitate
Department
Campaign

Distribution Dollars
To Designated
Organizations

Provide Ongoing
Donor And
Volunteer Support

Processing
Everything /
Collecting Pledge
Forms / Fiscal
Agent

Contracted By The
State

CSEC IS A STATE CAMPAIGN WITH A UNITED WAY PARTNERSHIP

Benefits



- Do something different in your agency!
- Become involved in your community!
- ***Friendly*** competition among other state agencies!
- Can benefit any approved 501(c)(3)!
- \$1/month minimum (Monthly donations allow nonprofit better budgeting)!
- Continue your legacy into retirement!

CSEC binds all state workers to one common cause!

Benefits



PAYROLL DEDCUTION

Convenient... Efficient.... Effective!

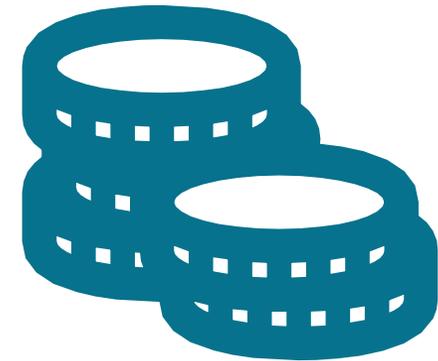
- Automatically withdrawn
- Eliminates the need to write checks
- Eliminates multiple checks for non-profits
- Deducts in small amounts; fits into a budget
- Great impact broken out in smaller portions
- Tax deductible

Campaign Fees



Up to 15 % admin fee taken out from UWCNCT

Up to 25 % admin taken out per agency



LY and PY Results



	2017	2018
Dollars Raised	\$839,915	\$724,035
Designated Dollars	\$736,515	\$651,832
Undesignated Dollars	\$98,068	\$72,203
% of Pledges Designated	96%	90%
Total of all Payroll Gifts	\$733,178	\$633,339
Special Events	\$61,079	\$37,840

2019 Statewide Goal



- 100% Ask
- 10% Participation Increase
- Increase Current Donor Gifts
- Increase Leadership Giving
- Raise \$1 Million
- Put the FUN in FUNdraising!



Roles and Responsibilities



- Ambassador: The primary organizer and supporter for the campaign within your agency.
- Ensures all employees are contacted and given the opportunity to participate
- Educates co-workers about a wide variety of charitable needs that can be met
- Works closely with CSEC Partnership Manager to achieve agency goals
- Answer questions and refer to FAQ's for help
- Conduct campaign presentations, kick-offs and special events at your agency
- Distribute and collect pledge forms
- Ensure employees have properly completed their pledge forms
- Verify Cash/Checks received for one time donations
- Lock and secure all collected pledge forms

Best Practice: Simple Steps



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

Best Practices: Things to Remember



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

Resources



- Coordinator Guide
- Posters
- Envelopes
- Directory
- Pledge Form
- Online Giving
- Website: employeegiving.ct.gov
- Campaign Report: ewaycampaign.org/ctstateemployeecampaign
- Social Media : [Twitter](#) | [Instagram](#) | [Facebook](#)

Snap, Share, Socialize



HOW WILL YOU JOIN THE CSEC?

Share your stories and photos on

Social Media : [Twitter](#) | [Instagram](#) | [Facebook](#)



@CSEC4CG

#CSEC4CG #myCSEC

Common Objection and Response: 1 of 2



“I CAN SEND MY NONPROFITS A CHECK DIRECTLY, WHY SHOULD I GIVE THROUGH THE CSEC?”

One time gifts are greatly appreciated, however by giving through the CSEC you can budget your giving to allow you to give more and your financial support is joined with the financial support others providing a consistent cash flow for the nonprofit.

Common Objection and Response: 2 of 2



“I CAN’T AFFORD TO GIVE MUCH MORE THAN FIVE DOLLARS A MONTH..DOES THAT REALLY MAKE A DIFFERENCE?”

EVERY gift is important no matter what size! When a donor’s gift is combined with the donations of others, it really adds up! Remember, nonprofit agencies have the ability to leverage the dollar unlike you and me.

2019 CSEC Statewide Dates



Date	Event	Location
August 14	Connecticut State Employees Night Out with the Hartford Yard Goats – Theme Night	Dunkin’ Donuts Park
August 28	CSEC Statewide Kickoff Event	State Capitol
September 3	Campaign Begins	N/A
September 7 – September 8	4th CSEC Tennis Tournament	Conard High School
October 16	Annual Leadership Breakfast	Legislative Office Building
December 13	Campaign Ends	N/A
May 7, 2020	Annual Thank You Luncheon	TBD



Q

&

A





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

Contact Information



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Facebook/Twitter/Instagram: @CSEC4CG