

2016 Partners in Giving Campaign



State and UW Chair & Coordinator Training
Fall 2016

Agenda

- Welcome and introductions
- About the Campaign
- Your Role
- Campaign Mechanics
- Umbrella Representatives
- Let's Talk: Network & Facilitate
- Wrap Up



Trainers Today

- Committee Member(s)
- Umbrella Reps
- Loaned Executives

Introductions

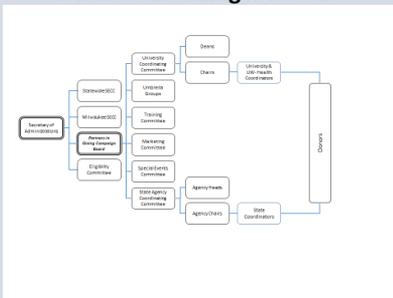
- Your name and where you work?
- New or returning chair/coordinator?
- What are you hoping to get from today's training or questions or concerns?

About the Campaign

- Workplace campaign for State of WI, Univ. of Wisconsin and UW-Health employees in Dane County
- Since 1973, the campaign has raised over \$71 million.
- More than 500 charities participate under 11 umbrella organizations



Partners in Giving Structure



How We Did in 2015

- Dollars Raised = \$2,553,110
- Number of Donors = 7,171
- Average Gift = \$338
- Special Events Receipts = \$128,991 or 14.37% of total campaign amount



2016 Campaign

- Dates: October 10th through November 30th
- Goal: Increase participation by 5% over last year



Your Role What is a Chair or Coordinator?

- Chair – primarily responsible for the Campaign, they recruit Coordinators and assign tasks.
- Coordinator – roles will vary – please see page 5 of Training Manual.



Your Role

- Create Buy-In
- Mechanics
- Educating
- Buddy system in your organization

Your Role

- Establish strategies, timelines, goals, special events, etc.
- Promote, promote, promote
- Communicate campaign progress to coordinators and employees – celebrate successes!
- Promote, promote, promote



Your Role

- Track donations and manage deposits
- Campaign Chair & Coordinator Tasks pages 7-10
- Review last year's info



About the Campaign Timeline

- **February**
 - Charities submit participation application
- **March**
 - Campaign Eligibility Committee reviews and recommends participation applications
- **April**
 - Campaign dates and goals are set
- **August**
 - Training Committee conducts Chair Orientation
- **September & October**
 - Training Committee conducts Training for Coordinators and Chairs
 - Early October Materials are delivered to the Chairs
- **Campaign Dates October 10th - November 30th**
 - Donations and special event funds accepted through April 2017



Campaign Mechanics: New Website



Website – Training Videos

- Complete a Pledge Form
- Complete a deposit envelope
- How to ...?

Campaign Mechanics: E-Pledge System

- Login
- History from previous pledges will be there.
- Both credit card and payroll deductions can be completed online.



Do you know what an umbrella organization is?

An umbrella is...

- Sometimes called a federation or association, an 'umbrella' is an organization that represents groups of nonprofit charities in the Partners in Giving campaign.
- Some umbrellas bring together charities with common missions, such as health care or environmental conservation. Others are associations of nonprofits with wide-ranging interests.
- To participate in this campaign, a charity must belong to an umbrella organization, and both the charity and the umbrella must meet the campaign eligibility requirements set by the Wisconsin Department of Administration.

Why Give to Umbrella Organizations and their Charities?

- Charities are the tool that we have chosen as a society to address many of the local and worldwide community needs and help create a better quality of life for everyone.





Philanthropy and Values



What Umbrella's Can Do to Help You

- Fundraising Strategies
- Loaned Executive Support
- Speak about the impact of your gift
- Hold Tabling Events
- Attend Kick-off events
- Assist at Special Events
- Making the Ask

Let's Talk: Network & Facilitate

THANK YOU FOR ATTENDING AND FOR YOUR WORK ON THE CAMPAIGN!

- Reminder: Partners in Giving nomination forms can be found online under Volunteer Resources
- Any last minute questions

Feel free to contact us!

- Lindsay Johnson – Lindsay.Johnson@etf.wi.gov
- Tammy Kuhn Martin – Tamara.Kuhmartin@wisc.edu
- Cat Phan – Catherine.Phan@wisc.edu
- Jennie Brady – Jennifer.Brady@dot.wi.gov
- Jon Eckelberg – Jeckelberg@travelwisconsin.com
- Renaë Beier – RABeier@medicine.wisc.edu
- Rosemary Valentine – Rosemary.Valentine@dwd.wisconsin.gov
- Roxy Walker – Roxanne.Walker@wisconsin.gov
