The State, Universities of Wisconsin, & UW Health Employees Combined Campaign

Partners in Giving Campaign Manual

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What is Partners in Giving?

Partners in Giving is a once-a-year, volunteer-driven workplace campaign through which State of Wisconsin, Universities of Wisconsin, and UW Health employees can conveniently give to many of their favorite charitable organizations. It combines the efforts of 11 umbrella groups, representing hundreds of charities, into one seven-week annual campaign, running annually from mid-October through the end of November. Pledges are accepted after the active campaign phase through May 15 of the following year--pledges received after May 15 and before the start of the next fall's campaign will be deposited into a "carryover" account and count toward the next campaign.

Partners in Giving is...

Selective

Each of the participating 11 umbrella groups must submit audited financial statements of their activities to obtain approval from the campaign Eligibility Committee (composed of employee volunteers) and the Wisconsin Department of Administration to take part in the campaign. Every participating charity must also meet rigorous eligibility requirements set by the State of Wisconsin.

Full of Choices

You can choose from over 400 charitable organizations (including the umbrella groups) providing a wide range of services. There are so many AMAZING choices! Look for a brief description of each of the 11 umbrella groups and charities the Partners in Giving website - http://giving.wi.gov. You can choose one or several charities to support, and the amount of your donation is up to you. You can give by cash, check, credit card, or payroll deduction. YOUR gift, YOUR choice! You can also donate online at giving.wi.gov.

Efficient

This combined effort saves time and money for the participating charitable organizations. Because the campaign is run by hundreds of volunteers (YOU!), overhead costs are much lower than those of similar campaigns across the country. This means more dollars go to the charities and umbrella groups to support their vital work.

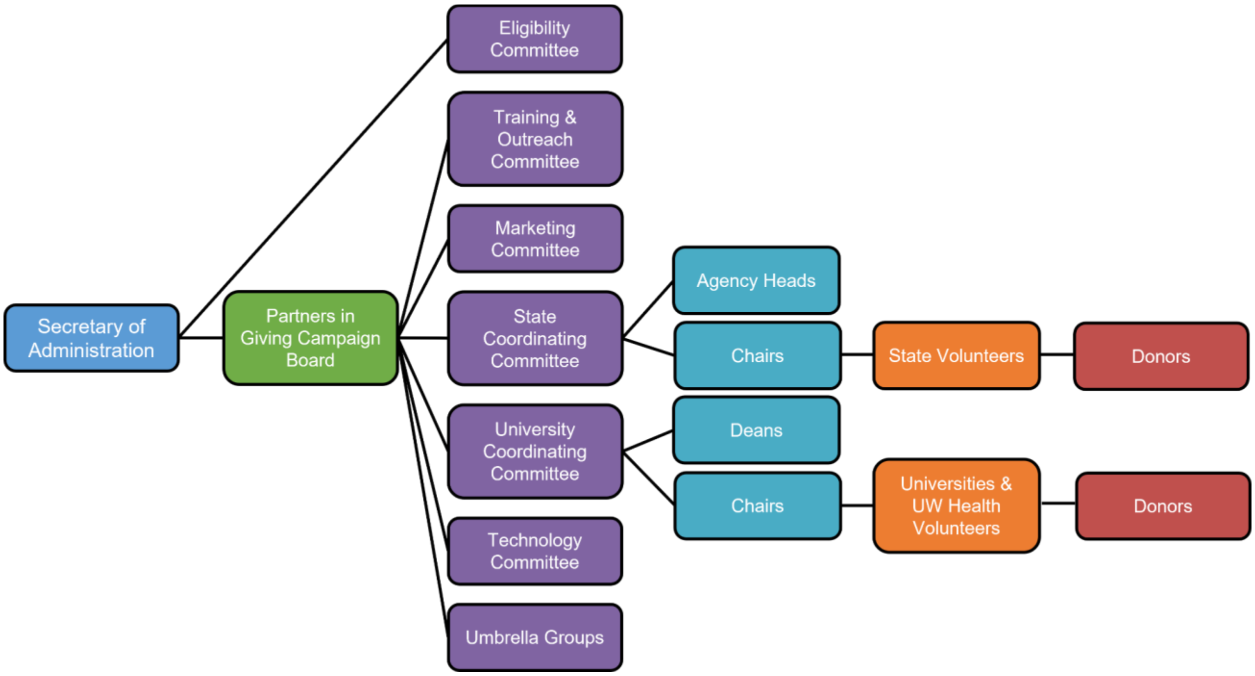
Successful

Since its inception as the State Employees Combined Campaign in 1973, the campaign has raised more than $90 million for charitable causes; last year (2024) alone, the SECC raised $1,945,429!

Who Comprises the Partners in Giving Campaign?

Where you fit in….

Partners in Giving* Campaign Structure



***State Employees Combined Campaign (SECC)** is the official legal name of the workplace giving campaign that includes state employees, Universities of Wisconsin employees, and UW Health employees.

For a full list of all Partners in Giving Board members and Volunteers please visit giving.wi.gov.

Job Descriptions

Unit Campaign Chair and/or Volunteer – Support the campaign through unit engagement and activities that educate and communicate unit employees about what the Campaign is and how they can participate.

Eligibility Committee – Ensures that all participating charities comply with eligibility guidelines outlined in Chapter 30 of the Wisconsin Administrative code.

Umbrella Group – An organization that represents groups of nonprofit charities (an umbrella group is also sometimes called a federation or association). For a complete list of participating umbrella groups and their member charities, see the campaign booklet or website.

State & University Coordinating Committees - Work with agency/school campaign Chairs to provide resources and answer questions to ensure a successful campaign.

Marketing Committee - Design and produce promotional materials for the campaign, including campaign booklet, posters and website.

Training and Outreach Committee - Design and produce training materials, as well as deliver orientation and training to campaign chairs, volunteers, and speakers. Plan and coordinate campaign kickoffs, pre-campaign chairs luncheon and post-campaign volunteer awards celebration.

Loaned Executive – a temporary employee of the campaign fiscal agent trained in fundraising best practices who works directly with chairs and volunteers to support the goal setting, strategizing, planning, and execution of each agency/unit's campaign.

Campaign Timeline

February	Charities submit applications for participation in the campaign.
March	Eligibility Committee reviews and recommends applicants for participation. Volunteer and Unit Recognition Awards Ceremony.
April	Administrative Board sets campaign dates and campaign goal and appoints new volunteers.
May	Campaign Chair(s) are appointed and should begin recruiting Volunteers.
August	Campaign Chairs attend Orientation. Chair(s) establish strategies and unit goals.

September	Chair and Volunteers attend campaign volunteer training .
Early October	Materials delivered to Chairs. Volunteers coordinate special kick-off events and additional events for the campaign. Promote campaign to organization.
Mid-October	The active phase of the campaign begins. Educate unit(s) on convenient, online options for giving, and encourage volunteers to utilize ePledge and GiveSmart.
November	Mid-Campaign Check-In takes place. Encourage volunteer recognition award nominations.
December	The active phase of the campaign closes. Pledges are accepted until May of the following year.
January	Contributions must be made prior to January 31st in order to count towards awards calculations.

Tasks for Chairs and Volunteers

Teamwork and communication between the chairs and volunteers are essential to a successful campaign. The chairs manage the campaign and communicate the overall campaign goals to their organization.

Prior to the campaign (August - September):

- Chair attends the Orientation
- Seek out leadership support
  - Ask your Dean or Secretary, or other Executive Leader to publicly support the campaign
- Recruit your volunteers! Make sure you have enough people to support you.
  - Ask your supervisor for suggestions on volunteers
- Attend a training session
- Schedule volunteers to attend training
- Set your participation and dollar goals
- Review and analyze prior year's giving history
- Use your resources (e.g. Loaned Executives, Coordinating Committee member, website, etc.)
- Loaned Executives will contact the chair to explain how they can support planning and goal setting
- Hold an organizational meeting with the chair and volunteers
  - Share Partners in Giving Campaign Overview
  - Establish a routine meeting schedule for volunteers
  - Discuss dollar and participation goals and review prior year's giving history

- Establish campaign timelines
- Educate volunteers on giving options and emphasize e-pledging as the preferred option
- Discuss plans to promote your organization's campaign
- Plan an in-person and/or virtual kick-off event for your organization
- Discuss any virtual special events and begin planning

During the campaign (October - November):

- Hold a kick-off event for your organization.
  - Announce your goals, campaign timelines, incentives, and special events.
  - Invite a virtual speaker from one of the charities to a meeting, kick off, or special event with your staff. Ask your loaned executive, or request a speaker on https://giving.wi.gov/volunteer-and-chair-hub/#specialevents.
- Consider pledging first, it may feel easier to ask others to give when you have already given.
- Contact members of your organization. Use this opportunity to:
  - Ask them to give
  - Share electronic donation options
  - Educate employees about the campaign
  - Answer questions about the campaign
- Each week review your e-pledge reports to monitor pledge activity and update progress with volunteers
- Follow up
  - Remind individuals of the deadline and ask if they plan to give.
  - Include retirees from your organization (if applicable).
  - Give new employees, limited-term employees, and contract employees the opportunity to participate.
- Hold special events throughout the campaign. For special event ideas, check out the special events guide in the Volunteer and Chair Hub section of giving.wi.gov
- Continue communication with volunteers throughout the campaign
- Share progress of the campaign (campaign electronic newsletter, campaign results), solve problems, and provide encouragement
- SAY THANK YOU!
  - Magnets are available to all donors
  - Thank each contributor and let donors know the incredible impact they are making.
  - Hold a special thank you event to celebrate your donors.
  - Thank volunteers for volunteering and ensure they are invited to the post campaign volunteer awards celebration in March.

Post Campaign:

- Feature results and highlights of the campaign in your organization's newsletter or intranet site.
- Tabulate and post your results.
- Pledges are accepted after campaign ends
  - All pledges received by January 31 will be included in the award calculations for the prior year's campaign.
  - For pledges received after January 31, encourage the donor to write a check or adjust the number of pay periods for payroll deduction.

Making a Gift

The Partners in Giving campaign encourages electronic pledging. If you cannot give via e-pledge, paper pledge forms will still be accepted through the mail. Here are your options for giving:

1. Give through E-pledge. Click the Donate Now button on giving.wi.gov. Payroll deduction, credit/debit card, PayPal, are all options for giving.

2. Access a .pdf of the pledge form and charity booklet on our website https://giving.wi.gov/. Please mail your completed form to Partners in Giving, PO Box 7548, Madison, WI 53707-7548 OR e-mail your completed form to partnersingiving@uwdc.org. You may give through payroll deduction and check with this option.

3. Pick up a pledge form and booklet in a centralized location for your division or state agency. Chairs can request physical materials be mailed to your building by emailing jackie.ruggles@uwdc.org.

4. Donors may request a paper pledge form and booklet be mailed to their home. Donors can complete the Mailed Materials Request form to sign up for materials to be mailed to your home. When you receive your materials, complete your pledge form with the options of payroll deduction or check and mail it back using the provided return envelope.

Important Reminders

- Donors are responsible for mailing or e-mailing in their own paper pledge form if they choose to give via paper.
- Volunteers will not be responsible for collecting any forms or special event money.
- There will no longer be report envelopes or the need to go to the Credit Union to drop off pledge forms.

- Special event money should be collected through GiveSmart whenever possible, a website that allows for credit card transactions to pay for virtual special events.
    - Cash for Special Events is acceptable, LE will pick up and take care of depositing.
- There will no longer be personalized pledge forms for each employee. If your department would like paper forms and booklets in your office, contact jackie.ruggles@uwdc.org.
- As much as possible, encourage electronic pledging. When paper pledging is desired, refer to the How to Give page on the website.

Common Concerns and How to Address Them

1. **I'm paying more out of every paycheck now for health insurance and toward my retirement. Why should I give?**
   All employees in this campaign find themselves in this same difficult situation; however, there are many good reasons to give:
   - The need has never been greater. Because of the ongoing challenges with the economy, the funds raised through this campaign are vitally important. Your contribution, large or small, makes a critical difference.
   - Many in our community are unemployed or barely making ends meet. Those of us with steady jobs have an opportunity to help.
   - Your donation is tax deductible-no matter the size of the gift

2. **Why should I make my employer look good by contributing to this campaign?**
   Partners in Giving has always been an independent, employee-driven campaign. Although endorsed by your employer, it is run entirely by employee volunteers who want to help ensure that charities and the valuable services they provide are available to all who need their assistance. Remember that charities may help your co-worker(s), friend(s) or family, not your employer, who benefits when you contribute.

3. **I'm planning to retire soon. Can I continue to give to the campaign?**
   Yes. Access the campaign website at giving.wi.gov for information and news. Everyone, including retirees, can pledge online via the website by clicking on the "Give Online" link. Retirees also can receive an annual reminder from the campaign by mail. To have your name and address added to the mailing list, contact the campaign's fiscal agent (United Way of Dane County); specifically, Ashley Hosking, (608) 246-5486.

4. **I'm too busy with work to think about giving to the campaign.**
   Contributing to Partners in Giving is quick and easy. Just spend a few minutes reviewing the list of eligible charities, then fill out your pledge form or go online to pledge. That's all there is to it.

5. **I'd like to give, but I want to remain anonymous. How do I do that?**
   It is easy to remain anonymous. Simply check the box requesting that the campaign keep your name and address private: "Please do not release my name to any designated charities or associated umbrella groups. I prefer to remain anonymous."

6. **I can't afford to give.**
   It's not the size of your gift that matters, what matters is that you give what you can and participate in the campaign. Small gifts from many people add up and make a real difference. Payroll contribution enables you to spread your gift over a period of time. If you are paid every two weeks, for example, donating just $1 per pay period contributes $26 per year to a charity of your choice.

7. **I feel I am being pressured to give to the campaign.**
   No one should be forced or intimidated into giving. The Partners in Giving campaign is made possible through the efforts of volunteers. When a volunteer pressures a coworker, he or she is defeating the very idea of voluntary giving. Each potential giver should understand the facts, the needs of the charities, the importance of each contribution, and then decide privately and freely how much, to whom, and whether to give.

8. **My spouse/partner gives at work.**
   Partners in Giving asks contributors to give in proportion to their own income. One alternative is to divide the family contribution, so that some is given in both workplaces.

9. **I work for a living and pay my own way. I'm never going to use these services. Why should I pay for them?**
   Anyone who never needs these services is fortunate. No one is immune to the potential threats of illness, accidents, or natural disasters. When these things happen, almost everyone asks, "Where can I turn?" The answer will be the charities supported by the campaign, but only if we all help to make sure they are there when people need them.

10. **There are just too many worthy causes. I can't give to all of them.**
    Nobody expects you to give to all of them. This campaign makes it easy to contribute to hundreds of worthy causes, but each contributor decides personally how many and which to support. You may pick only one or two, if you wish. The choice is entirely yours.

11. **If I give to Partners in Giving my pledge will go to Charity X, and I don't like Charity X, so I'm not giving.**
    By designating your Partners in Giving contribution to specific charities and/or umbrella groups, you ensure that your gift goes only to those charities or umbrella groups. This way, none of your gift will go to any organization that you do not wish to support.

12. **I like to give in person or to help by volunteering for a group.**
Personal service is a wonderful way for workers of limited financial means to help without spending much money, and Partners in Giving provide many opportunities to volunteer. (See the campaign website for details.) Employees are encouraged to make a financial contribution in addition to volunteering.

13. **It's too difficult to find the charity I want to give to in the booklet.**
An alphabetical listing of all participating charities is located in the back of the booklet and online at giving.wi.gov

14. **Is my contribution tax-deductible? I want to make contributions that are tax-deductible.**
Yes, as allowed by law. Only umbrella groups and charities that qualify for federal tax-exempt status may participate in the campaign. Please note: The Pension Protection Act of 2006 requires taxpayers who claim deductions for charitable donations to provide proof of all contributions should they be audited. Be sure to keep a copy of your pledge form for tax purposes. In addition, if you choose payroll contribution, keep copies of all pay stubs and/or other documents from your employer that indicate the amounts you have given to charities.

    If you contribute by cash, check, or credit card, keep all receipts, canceled checks, and/or bank statements that verify the amounts and recipients of your contributions. Donors who give by cash, check, or credit card will receive a receipt for tax purposes for a single payment of $250 or more. Receipts for gifts of less than $250 are available upon request. If you have any questions about tax deductions for charitable gifts, consult a tax professional.

Tips for Publicizing the Partners in Giving Campaign

The campaign Marketing Committee produces an e-newsletter that all Chairs and Volunteers receive. Forward this to your coworkers or repurpose articles and photos in your own department campaign communications. If you would like to receive the e-news directly, e-mail Jelena (jelena.predaina@gmail.com). The website is a good source of other information about the campaign as well. Check it periodically for updates.

The best way to get the word out is through YOU.

One-on-One Communication

If possible, call, e-mail, or instant message each person individually inviting them to participate, particularly to new employees who may not have heard of the Partners in Giving campaign yet. Explain briefly what it is and let them know you're available if they have any questions.

Use Email

1. Send all employees a brief message to let them know the campaign is beginning and to encourage participation.

2. Publicize virtual kick-off celebrations and other virtual special events.

3. Update your employees every couple of weeks, or as you feel appropriate, on the progress of the campaign within your agency or department.

4. Send reminders to let people know when the campaign will end.

5. When the campaign is over, send a thank you message to ALL employees. Example - "Thanks to all of you who helped make the Partners in Giving campaign a big success. Your generosity is very much appreciated."

Highlight What's New

1. There is new information on the Partners in Giving website (giving.wi.gov), regularly throughout the campaign.

2. Tell employees about any new campaign activities or projects within your agency or department.

Get fellow employees to tell their stories

Find employees from within your bureau, department, school, or college who have benefited from the work of charities in the campaign, or who volunteer for those charities. Ask if they would be willing to share their story, perhaps in the agency/unit newsletter, via e-mail, a video shared via e-mail or at an event, or at a kick-off event or staff meeting.

Use the current Partners in Giving Speaker Request form to schedule an umbrella/charity representative to speak

By completing a simple online form, you can request a speaker from a charity to join a virtual event. These speakers have been trained to talk about the campaign in general and provide examples of how the funds raised have benefited their charity and the community.

Encourage the use of the Partners in Giving website (giving.wi.gov)

1. Find information and news about the campaign.

2. Find contact names and phone numbers along with links to umbrella groups and charities.

3. Send comments or questions about the campaign to the Administrative Board via the website.

4. Remember, employees can contribute online at the Partners in Giving website! (giving.wi.gov)

Use the "dollar buy" statements

The lists are updated annually with new information from the charities. The lists can also be found on the website (giving.wi.gov). The statements of what a dollar a pay period can do are especially useful to encourage first-time donors.

Sample Letters

Sample letters for a variety of campaign-related purposes are available on the website at giving.wi.gov.

- Endorsement Letter
- Follow-up Letter to Prospective Donors
- Request In-Kind Donation from Business Letter
- Thank You Letter to Contributor
- Email Template for Instructions on Giving
- Partners in Giving Letter from the Provost – 5 languages

Special Event Guidelines

Raffles

No raffles are permitted, as the Partners in Giving campaign does not have a raffle license. In addition, the purchase of raffle tickets is not tax deductible.

Drawings

Drawings are permitted.

- All employees must be eligible to participate in a drawing.
- There must be no requirement that an employee give to participate in the drawing.
- As long as there is a free entry offered to everyone, it is ok to offer an opportunity to purchase additional entries.

Auctions

Auctions may be conducted under the following guidelines:

Proceeds from an auction cannot be designated to specific umbrellas or charities.

- However, the donor of any item may designate an umbrella or charity within the campaign to receive proceeds from the sale of the donated item up to a minimum suggested bid set by the donor.
- The winning bidder may also designate an umbrella or charity to receive any proceeds beyond the minimum suggested bid. The campaign Chair or volunteers

for the agency or department holding the auction is responsible for communicating specific designations of this kind to the campaign fiscal agent

- Bidders in the auction and persons donating items to the auction should be notified that the deductibility of the bid or donated item should be discussed with their tax advisor The participants in the auction should not be included in the donor count for the participation calculation determining agency awards.
- Auction receipts should not be included with regular Partners in Giving donations. The receipts should be sent in a separate envelope. Designations to specific umbrellas or charities (as permitted under #1 above) should be tabulated and noted with the receipts.
- A separate form must be used to make bids and designations. The Partners in Giving pledge form may not be used.

Bake, craft, or other sales*

Bake, craft, or other types of sales may be conducted under the following guidelines:

1. No specific umbrella or charity may be promoted as the "designated" beneficiary of the event. The funds must either be undesignated or the person purchasing a specific item may designate a charity or umbrella to receive his/her donation.

2. Participants in the sale should not be included in the donor count for the participation calculation for determining agency awards.

3. Purchasers and donors of sale items should be notified that the deductibility of the purchase or donated item should be discussed with their tax advisor.

4. Receipts from the special event sale should not be included with regular Partners in Giving donations. Receipts should be sent in a separate envelope. If the buyers are given the option of designating their purchases to specific umbrellas or charities, the Partners in Giving volunteers coordinating the sale need to tabulate and report the designation breakdown in the receipt envelope.

5. A separate form must be used for designations. The Partners in Giving pledge form may not be used.

6. All sale proceeds must go to the Partners in Giving campaign and cannot be shared with any other organization or individual.

*University locations may not allow food sales. Check with your building manager.

Partners in Giving Board Policies Revised 2010

Virtual Special Event Guide

The goal of a special event is to encourage participation, promote enthusiasm, and generate interest in the campaign. The funds raised during Special Events go into the general funds for the 11-Umbrella organizations, and do not count towards the overall participation. They are fun, encouraged, and a wonderful way for some people to participate in giving who otherwise wouldn't be able to.

Event Best Practices

- Remember events are not only about fundraising, but also to drive enthusiasm and participation in the Partners in Giving campaign
- Start early and plan new events and/or themes with your team
- Build on event success from previous campaigns
- Do a variety of large and small events
- Involve leadership in your agency to approve events as some business units may have restrictions on certain activities such as bingo, drawings, etc. Remember drawings must include a way for participants to enter the drawing without donating as no contribution is required to participate

Communication Best Practices

- Publicize events, tailoring communications to your agency and/or work groups
- Use a variety of methods to announce events and send reminders to agency staff
- E-mail announcements
- Digital announcements and updates on agency intranet and digital bulletin boards in common areas
- Signs in common areas
- Table tents on breakroom/common area tables
- Decorate a bulletin board in common areas with campaign updates, goal thermometer, schedule of upcoming events

During the campaign

- Post and distribute results from events, include pictures and anecdotes from events
- Stay focused by sending/posting weekly reminders for upcoming events
- Include campaign goals and current progress
- Include anecdotes about participating charities or dollar buy statements to increase emotional impact
- Drive participation in the campaign with awareness, keep in mind an employee who gives throughout the year usually continues giving to future campaigns. Making sure impact statements including dollar buy information can drive campaign participation outside of special events

Campaign Resources and Web Tools

- Campaign website: giving.wi.gov/

- Your Loaned Executives are a valuable resource and can help plan/execute events
- Online Auction Tool suggestion - www.32auctions.com/ which has both free and paid options
- Polls, voting on content/pictures for costume contests, pet pictures, pumpkin decorating, or “Who is this?” can be done using online survey tools such as Survey Monkey that allows embedded photos. Check with your business unit to see if you have a survey software available to easily poll your staff on contests.
- Wellness tools such as step tracking software and online free services offer options to host teams for steps and stair tracking events. Also, if your agency participates in Well Wisconsin – www.wellwisconsin-staywell.com/ there are team options for monthly wellness events and steps

Special Events – Virtual & In-Person

You can adapt events usually held in-person to a digital or virtual format. Feel free to reach out to the Training and Outreach committee for assistance in converting events to virtual in this year’s campaign.

Challenging times call for creative solutions to drive excitement and participation in the campaign. Some past events will be difficult or impossible to hold with pandemic limitations but don’t be discouraged. Adapt past successes into virtual events or experiment with new events.

Work with your Loaned Executive to develop online/virtual events or for assistance with special event planning or ideas to convert past events into virtual events.

“Why do you give?” Online Posts – set up a place online for your employees to post stories or statements about why they give to the campaign. Similar to setting up an easel in a high traffic area but online so people can participate virtually. Set up a blog on your intranet, a shared document, or a social media page and encourage employees to share stories or statements about why they give. Consider allowing people to post anonymously as well to encourage participation by either having an option of leaving a name or not in the post or designating a volunteer to collect statements via e-mail and then posting them so anyone who prefers privacy feels comfortable.

Virtual step/stair challenge, 10K, or Walk-a-Thon – participants/team volunteer to walk a specific distance or get credit for a specific number of steps during a set timeframe. Participants are sponsored by other members of their work group or agency.

Get agency or work group volunteers to be runners/walkers, set up sponsors for each participant. Sponsors can be other members of the work group, volunteers can get their own sponsors, leadership could sponsor specific participants. Sponsors would agree to pay either a donation based on completed distance/steps/etc. or a flat donation for participating.

During the competition time frame participants would then walk around their neighborhoods, yards, parks, and other socially distant venues. Fitness trackers could be used to track steps/distance. Encourage participants to submit selfies and pictures of their travels to share with your agency.

Virtual Bingo – create Bingo cards and “sell” for a donation, get creative and use pictures or symbols or just go classic numbers. Post bingo numbers on your agency intranet or communicate to participants over several days. Provide prizes to winners.

Scavenger Hunt – create a scavenger hunt that can be done remotely. Ask participants to find specific things in their home, yard, or neighborhood and submit pictures of them as they are “found” such as wildlife, plants/flowers, or certain types of vehicles such as delivery trucks or specific make/model/color. Create a “clue based” scavenger hunt making participants solve the clue and provide a photo as proof awarding the individual or team with the most correct answers. For example, “Underground train for hunger” would be a picture of a Subway Restaurant sign.

Good resources include quick internet searches for “Virtual Scavenger Hunt” or “Digital Scavenger Hunt” or “Nature Scavenger Hunt” “Scavenger Hunt for Adults” and some specific websites with suggestions and instructions:
www.girlsguidetopm.com/scavenger-hunt-teambuilding
www.doinggoodtogether.org/bhf/nature-scavenger-hunt
www.greenmatters.com/p/nature-scavenger-hunt-ideas
www.goosechase.com/blog/planning-a-scavenger-hunt-for-adults/
www.diva-girl-parties-and-stuff.com/scavenger-hunts.html

Team Theme Days – develop various themes that can be done remotely during video calls or meetings such as “Crazy Hat Day” or “Band T-Shirt Day” to drive awareness of the campaign. Tie in with Pledge Form drawings to build participation. (Remember, donations are not required for drawings so make sure you have a participation option for those who don’t wish to donate.)

Local Restaurant/Event Auctions – buy or solicit donations of gift cards for local restaurants, theaters, sporting events and auction them off for people to use in the future.

Pumpkin Carving/Painting Contest (Virtual) – buy pumpkins or solicit donations from a local farm and sell them for $5 each. Arrange pick up for the participants of the pumpkins and have participants decorate at home. Put pictures of all the entries on intranet, blog, etc. so employees can vote for the winners. The top three get prizes.

Halloween Costume Contest (Virtual) – solicit volunteers to dress up for Halloween and submit pictures for judging or post them online and have other staff vote on costumes. Provide prizes to the top three contestants.

Halloween (or just because) Pet Costume Contest – solicit pictures from volunteers of their pets dressed up in Halloween or silly costumes for judging or have other staff vote. Provide prizes to the winners. Local pet stores often will donate gift cards or products for charity so solicit early in the campaign for pet friendly prizes.

“Who is that?” Digital Version – solicit pictures of co-workers when they were younger and post the pictures on agency intranet, blog, etc. with a number. Sell guessing “sheets” with names for a donation ($5.00) and the person with the most correct answers wins a prize.

“Back to Normal” Food Event – sell tickets to a food event to be held at a TBA time once social distancing and food restrictions are lifted. Get volunteers to sign up for dishes they will bring. Combine with auctions for gift cards to local restaurants as food options to help keep people safe.

Special Events – Activities

Basket / Gift Auction – solicit donations of completed gift baskets, gifts, or themed items from individuals, teams, departments, or leadership in your agency. Determine the value of the donations/basket to determine starting prices for the auction. Take pictures and post on intranet or online auction sites , display baskets in a central location, set a timeline for the auction, and all proceeds go to benefit Partners in Giving.

Try to keep the value of baskets reasonable, WI sports team themed baskets usually sell well, advertise as potential holiday gifts, smaller baskets with more variety tend to sell better. Be creative, items should be new or gently used.

Successful themes and examples:

- Coffee: Coffee beans, flavored syrups, mugs, French Press, biscotti
- Chocolate: Variety of truffles or chocolates, chocolate themed items such as tea towels, mugs, magnets
- Italian Feast: Olive Oil, spice mixes, kitchen tools, checkered table cloth
- Spa: Variety of bath products, eye mask, spa socks, cotton gloves, lotion, gift cards for services
- Game Night: Board games, microwave popcorn, cards/card games like Uno
- Movie Night: DVDs or Blu-ray movies, popcorn, movie tickets or theater gift cards

Post auctions on your intranet or internal agency blog if resources are available. Otherwise, online auction tools are available at low cost. A successful tool used in the campaign is www.32auctions.com/ which allows you to post up to 20 items for free. You can solicit donors to pay for the service for larger auctions or do multiple auctions throughout the campaign to reduce costs. If you have many different donations for auction you can always do shorter auctions using a theme and group like items into separate auctions.

“Who is that?” – solicit pictures of co-workers when they were younger and post the pictures digitally on agency intranet, blog, etc. with a number. Sell guessing “sheets” with names for a donation ($5.00) and the person with the most correct answers wins a prize.

Donate your "Skills" – ask employees to donate their time and skills and sell or auction off. Some people are good at photography, carpentry, baking, sewing, cleaning, dog sitting, and all kinds of other things. Ask employees to donate their talents to be auctioned off to benefit Partners in Giving. Plan a way for the skills to be delivered virtually such as using Skype, TEAMS, etc. or delivered in a socially distant way. Maybe someone will donate time to rake yards, or teach a mini "online class" to benefit the campaign.

Pumpkin Carving/Painting Contest – Buy pumpkins or solicit donations from a local farm and sell them for $5 each or allow people to provide their own pumpkins to decorate at home. If you are selling pumpkins, work with your agency/business unit to arrange safe, socially distant pick up of the pumpkins and have participants decorate at home. Put pictures of all the entries on intranet, blog, etc. so employees can vote for the winners. The top three get prizes.

Turn the Radio On! – Your favorite radio station may be willing to contribute prizes such as lunches, pizza, beverages, flowers, event tickets to help promote your campaign. Get the word out and let listeners know that the state, Universities of Wisconsin, and UW Health employees are involved in the Partners in Giving Campaign. In past years, WOLX (94.9 FM) and WMMM (105.5 FM) have participated by donating prizes to silent auctions.

Confidential Pledges

The Partners in Giving campaign has received requests from employees to develop a process that enables employees to avoid revealing the amount of his/her pledge to Campaign Volunteers.

While most employees will continue to return their pledge forms through their Volunteers, the Partners in Giving campaign hopes the process outlined below will address the needs of contributors wishing an additional measure of confidentiality. The process below will also allow employees to have their pledges included in the campaign total and give the employee the option to contribute by payroll contribution.

The process is similar whether the employee contributes through payroll contribution or with cash or check.

1. The employee should complete the pledge form and place the pledge form (and cash/check, if not payroll contribution) in an envelope and seal.
2. Give the envelope to the department Campaign Chair.
3. The Chair will:
    a. Review the pledge form for accuracy,
    b. Distribute a copy to the employee and the payroll office (if payroll contribution) OR, if cash/check distribute the pink copy to the employee.
    c. Record the contribution amount on the agency totals for depositing at the credit union.

Employees may also choose to make confidential donations directly to their favorite charities. However, contributions made directly to a charity will not be included in the campaign and the employee will not have the opportunity to use payroll contribution. (<u>Note:</u> a check is always preferable to cash, if the employee decides not to use payroll contribution.)

Who is Counted?

- Your department's "participation rate" is the number of people who donate to Partners in Giving — including permanent, project, seasonal, limited-term employees, and retirees — divided by only the number of permanent employees. (We do not count contract employees for participation, as they are not employees of the state agency or university unit. We can only accept credit card, cash or check because they are not paid by the state and their contributions cannot be made through payroll deduction. They may also participate in special events if they choose.) See the table below.

- Does this mean that it is possible to have a participation rate over 100%? Yes, indeed! Go for it.

- Report to your department's Partners in Giving Chair any corrections in your list of employees.

HOW TO DETERMINE THE TOTAL NUMBER OF PERMANENT EMPLOYEES

Total number of employees within the department (do not use the full-time equivalent number)		(1)
Employees on extended leave	(2)	
Employees not headquartered in		
Dane County	(3)	
Limited Term Employees/Grad Assistants	(4)	
Total number of employees to be subtracted (2 + 3 + 4)		(5)
Net Permanent Employees (1-5)		

Eligibility Requirements for Charities

Each charity participating in the State, Universities of Wisconsin, and UW Health Employees Combined Campaign is screened by a committee of state and university employees to ensure that the charity meets the following eligibility requirements:

- Is a charitable organization;
- Is a member of a participating umbrella group;
- Uses the funds contributed by state employees for the announced purposes;
- Submits a copy of an IRS certificate showing that it is a tax-exempt, non-profit organization under Section 501 (c) (3);
- Has registered with the Department of Financial Institutions and filed annual reports;
- Has a detailed annual budget prepared and approved at the beginning of each fiscal year by its board of directors;
- Follows accepted fundraising practices;
- Has a formal policy and procedure of non-discrimination;
- Prepares an annual report that
  - ◊ is available to the general public,
  - ◊ includes a full description of its charities,
  - ◊ identifies the types of solicitation it uses to obtain contributions,
  - ◊ gives the names of its chief administrative personnel,
  - ◊ makes full disclosure of the sources and uses of contributions.
- Has furnished information with a certification by an independent certified public accountant showing that it follows standards of accounting and a financial system that is based on generally accepted accounting principles.

➢ **The Eligibility Committee is issue-neutral.**

If you disapprove of a charity simply designate the charities you wish your gift to support!

Be assured that your gift will go only to the charities you choose.

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Partners in Giving