



10

years of supporting our Louisiana!

2023 Coordinator Guide

**Thank you for inspiring your team
to be part of the 10th campaign!**

Louisiana Association of United Ways proudly serves as the Principal Combined Fundraising Organization for the Louisiana State Combined Charitable Campaign.



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Responsibility of editorial content is solely that of the LA SCCC.*

**Louisiana Association
of United Ways**



SCCC
— STATE COMBINED —
CHARITABLE CAMPAIGN

2023 Campaign Coordinator Guide



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Dear LA SCCC Campaign Team,

As we launch the 10th campaign season we are honored to have your support and thank you for your time and dedication. Your investment in being a *Campaign Coordinator* for the 2023 Louisiana State Combined Charitable Campaign (LA SCCC) is greatly appreciated!

Over the years, your support in coordinating campaign activities within each of your departmental teams has helped to inspire more than \$2 million in employee donations to the LA SCCC. Last year alone, our statewide team exceeded our campaign goal by raising more than \$344,000, which is \$40,000 over 2021 results!

Our goal for 2023 is to raise \$375,000 for Louisiana charities! As a first step, please participate in one of the campaign coordinator training opportunities. This year, we are excited to offer an in-person training on July 18th and invite you to attend. Please see page 8 for full details on all training options.

The Louisiana Association of United Ways (LAUW) proudly serves as the Principal Combined Fundraising Organization (PCFO) for the LA SCCC, working closely with the Office of State Uniform Payroll (OSUP) in the Division of Administration. LAUW is here to assist you in your campaign efforts. Please reach out for help using the contact information provided on the back cover.

Thank you for supporting the LA SCCC and our Louisiana.

Sincerely,


Jay Dardenne
Division of Administration,
Commissioner


Sarah H. Berthelot
Louisiana Association of United Ways,
President and CEO

Campaign Leadership

Meet the LA SCCC Campaign Cabinet

Campaign Chair: Commissioner Jay Dardenne, Division of Administration

Cabinet Leaders:



Colonel Lamar Davis,
Deputy Secretary -
Department of Public Safety
and Corrections, Superintendent -
Louisiana State Police



Dr. Eric Kalivoda,
Secretary - Department
of Transportation and
Development



**Secretary
James M. LeBlanc,**
Department of
Public Safety and
Corrections



**Secretary
Kevin Richard,**
Department of
Revenue



**Commissioner
Mike Strain,**
Department of
Agriculture and
Forestry

2022 Highlights

Have photos from your campaign? E-mail them to sccc@launitedway.org.

2022 Top 5 Fundraising Agencies

1. DOC-B.B. "Sixty" Rayburn Correctional Center	\$28,892.28
Agency #: 416	
2. GOV-Department of Military Affairs	\$23,082.00
Agency #: 112	
3. GOV-Division of Administration	\$19,072.21
Agency #: 107	
4. DVA-Department of Veterans Affairs	\$17,734.14
Agency #: 130	
5. HED-Board of Regents	\$14,790.90
Agency #: 671	

Cabinet Raffle:

Last year, the LA SCCC Campaign Cabinet hosted a raffle for tickets to the LSU vs. Alabama football game, raising over \$2,800 in just three days! Deputy Secretary Malcolm Myer, with the Louisiana Department of Public Safety and Corrections, presented Darlene Manuel, with the Louisiana State Police, the winning tickets.



Events for all Seasons: The Louisiana Workforce Commission hosted a number special events throughout their campaign. From a charity fair to a holiday pop-up shop and Halloween costume contest, they brought excitement to their campaign through events and raised over \$7,000 towards their 2022 LA SCCC fundraising total.



Cook-offs: Last fall, the Louisiana Board of Regents showed off their culinary skills and hosted a red beans and gumbo cook-off to help raise money for the LA SCCC. These fun events showcased staff talent and brought their team together for a great cause and great food.



Touchdown: Annually, the Northwest Louisiana Veterans Home kicks off their campaign by inviting employees to stop by for treats and to learn about how they can help support charities through the LA SCCC. Last year's event was a touchdown and staff joined in on the fun by wearing their favorite team's attire!

What is the LA SCCC?

Exclusive
giving campaign
available to
37,000+
state employees



120+
Campaign Coordinators
working across
Louisiana to inspire
participation & support

Select from
65
health and human service
charitable organizations
serving our state



Designate to
up to
5
charities
of your choice

10
campaign years
since the launch
of the LA SCCC
in 2014



\$2 million+
in total
employee contributions

138
charities participating
over the years

Giving options are
100%
accessible online via LEO
(or submit a pledge form found inside the Charity List)



Give through the convenience of
payroll deduction

Donate a
one-time, full-paid gift

Contribute to a
special event
hosted by your agency

FAQs



When do payroll deductions start and end?

Payroll deducted contributions made during the 2023 LA SCCC will begin January 2024 and continue through the last pay period in December 2024.



Is an employee required to designate their individual pledge or donation?

Employees are required to designate all payroll and one-time contributions to at least one of the charities listed in the 2023 LA SCCC Charity List. Employees' gifts to special events cannot be designated.



An employee does not see their favorite charity on the 2023 Charity List. Why?

Annually, all health and human service non-profit agencies, registered in good standing with the state, can apply to be a part of the LA SCCC. Applications are required to participate. Eligibility requirements must be met in order to participate. Not all charities apply.



Do I include online contributions as part of my Report Envelope?

No, thank you. You do not need to include totals for contributions made online.



How are funds distributed to charities?

LAUW distributes proceeds according to LA SCCC procedures each quarter. Charity proceeds are based on the percentage of funds designated to each charity through individual employee contributions. Upon the conclusion of each campaign, each charity receives notification of their expected proceeds percentage. Contributions are then collected and disbursed quarterly to all charities using this calculation, after all state-approved fundraising and administrative expenses are reimbursed. Funds received by charities are then invested in providing services or benefits to the citizens of Louisiana and not used to cover administrative and fundraising costs.



Am I allowed to solicit for in-kind contributions to assist with fundraising?

Please check with your legal department prior to soliciting for and accepting any contributions from vendors/companies to ensure you are following the Louisiana Code of Governmental Ethics.



Can our agency designate special event revenue to a 2023 LA SCCC charity?

No. Money raised from special events is considered undesignated donations to the LA SCCC.



I am interested in having a charity speaker/charity fair. How do I request this?

Simply visit [LASCCC.org/charity-request-form](https://lasccc.org/charity-request-form) to complete a Charity Request Form and submit at least two weeks prior to event.



Who do I contact should I have questions or need help with my campaign?

Please e-mail sccc@launitedway.org or call (225) 295-6631.

For a full list of FAQs, please visit [LASCCC.org/coordinator-faqs](https://lasccc.org/coordinator-faqs)

Your LA SCCC Campaign Materials

Please use these materials for your department's campaign.

List of materials available:

- 2023 Charity List & Pledge Form
- Campaign Report Envelope
- Promotional Table Tent
- Thermometer Poster
- Thank You Poster
- Committee Flyer/Door Hanger

If you have any questions or need more materials delivered, please call LAUW at (225) 295-6631.

Campaign Coordinators will receive these materials by August 16th

10 years of supporting our Louisiana!

Charity List & Pledge Form

Inside: Learn how you can be part of the 10th campaign
 & donate to participating charities of your choice!

Louisiana Association of United Ways proudly serves as the Principal Combined Fundraising organization for the Louisiana State Combined Charitable Campaign.

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United Way
 Louisiana Association of United Ways

[illegible][illegible]

Please give every employee a 2023 Charity List & Pledge Form.

A pledge form can be found on page 10. **Donors can also securely donate online.**

Please see back cover for online giving instructions via LEO.

Submit all pledge form and special event contributions in a *Campaign Report Envelope*. To learn more about reporting your results, see page 11.



SCCC
— STATE CHARITIES —
— CHARITABLE CAMPAIGN —

Our Goal:

\$ _____

Campaign Dates & Reminders:

Please donate today!
Visit LEO.com/online



LASCCC.org

LouisianaSCCC
[@LouisianaSCCC](https://twitter.com/LouisianaSCCC)

Louisiana Association of United Way
generally receives and disburses contributions
on behalf of the Louisiana State Charitable Campaign.
No portion of the proceeds will be received by the
Louisiana Association of United Way.



Priority members of the State and the State
Legislature are encouraged to donate. Appropriate
recognition is made by the State.

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%

To download campaign materials, please visit
LASCCC.org

10 Thank you
years of supporting our Louisiana!

LASCCC.org f/LouisianaSCCC @LouisianaSCCC #GiveHOPELA

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Louisiana Association of United Ways



**Thank
you!**

Your contribution will help support charities serving Louisiana!

**LASCC.org
#GiveHOPELA**

*Louisiana Association of United Way priority serves as the
Principal Continental Foundation Organization for LASCC.*





Louisiana Association of United Way

*Your LA SCCC pledge
supports your community!*

Visit [LEQ](#) to make your 2023 pledge today!

LASCCC.org
#GiveHOPELA

Lacrosse Association of United Way priority serves as the
Primary Combined Foundation Organization for the LASCCC.

 **SCCC**
SOUTHERN CALIFORNIA COMBINED COUNCIL

 **United Way**
Lacrosse Association of United Way

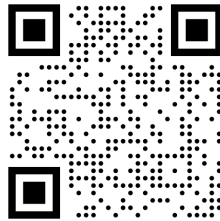
Use these *posters* and *campaign images* to promote your LA SCCC campaign. You can post hard copies and e-mail to all employees within your department/agency to assist in advertising the campaign.

Special Event Resources

NEW - Online Giving for Special Events

- ✓ Make special event contributions of \$5 or more online*
(with no reporting required by Campaign Coordinators)
- ✓ Pay via Bank Draft or Debit/Credit Card
(with safe and secure transactions provided via Stripe)
- ✓ Use e-mail receipt as proof of payment/participation

**for individual contributions only and not for group collections/conversions.*



Visit [LEO](#) or www.launitedway.org/LASCCC-Special-Event-Online

Charity Speaker or Fair Request Process

Charity Speaker: Trained charity speakers come to your department/agency to give an overview of the LA SCCC and share information about their charity.

- Minimum of 10 employees should be present for a presentation
- Minimum of 5 minutes of speaking time per charity must be allowed

Charity Fair: Multiple charities set up displays at your office so employees can visit all at once.

- Host during peak hours (ex: 11 a.m. - 1 p.m.) (max. time - 2 hours)
- Coordinate in a high traffic area
- Incorporate other incentives, such as music, food, flyers, etc. to encourage participation

Recommended employee/charity ratio:

- 50 - 150 employees or less: 5 charities
- 150+ employees: no more than 10 charities



Visit LASCCC.org/charity-request-form to complete a Charity Request Form and submit at least two weeks prior to event.

Milestones to an Effective Campaign

1 Gain leadership support

ACTIONS TOP LEADERSHIP CAN TAKE FOR CAMPAIGN SUCCESS:

- Establish campaign goals (monetary and participation)
- Endorse participation in the LA SCCC
- Send out campaign communications to staff
- Thank and recognize donors

2 Recruit a campaign committee

- Recruit 1 person for each 25-30 employees and/or each different geographic work site
- Assign tasks for each committee member, using the campaign timeline (see next page)
- Look for employees with strong leadership skills and an interest in the LA SCCC

3 Leverage training opportunities

(You will receive an e-mail invitation with registration information.)

- Attend the in-person Group Training to meet other coordinators and learn about the LA SCCC
- Watch the recorded LA SCCC Campaign Coordinator Training Webinar and share with your committee
- Participate in a LA SCCC Q & A Webinar to address any questions you may have

Group Training: *(Recommended)*

Tuesday, July 18, 2023, 10 - 11:30 a.m.
1201 North Third Street - Claiborne Bldg.
Thomas Jefferson Room 136 A & B
Baton Rouge, LA 70802

Q & A Webinars:

Thursday, August 10, 2023, 10 - 10:30 a.m.
Thursday, August 17, 2023, 10 - 10:30 a.m.
Tuesday, August 22, 2023, 10 - 10:30 a.m.

4 Schedule campaign activities

- Schedule using the timeline provided on page 9
- Consider activities such as campaign committee conference calls and trainings, campaign kickoff and special events
- Place dates on departmental calendars and announce dates to staff

5 Set campaign goals

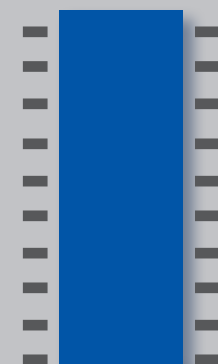
- Review past giving history and experiences
- Create a monetary and participation goal that is realistic, yet challenges your team to exceed your 2022 results

*(See attached **Campaign History Report(s)** for historical fundraising data and suggested 2023 LA SCCC goal.)*

6 Promote and publicize

- Promote the goals by posting your LA SCCC thermometer posters
- Publicize campaign dates and deadlines
- E-mail campaign images to employees on a weekly schedule to help advertise the campaign

2023
Campaign
Goal!



\$375,000

- Assign committee members to make a personal outreach to 25-30 employees to ensure everyone understands their opportunity to participate and the deadlines
- Send reminders to co-workers when the deadline is 3-5 days away

7 Host campaign presentations/charity fairs

- Inspire giving through organized campaign presentations or charity fairs
- Visit [LASCCC.org/charity-request-form](https://lasccc.org/charity-request-form) to learn how you can submit a request

8 Accurately report your results

- Turn in your pledge form results by **October 31st** and special event results are due by **December 1st**
- Refer to the reporting check list on page 11 for tips on submitting your results
- Securely send your *campaign report envelope(s)* to:

Mail: Office of State Uniform Payroll
P.O. Box 94095
Baton Rouge, LA 70804-9095

Deliver: Office of State Uniform Payroll
1201 North Third Street
Claiborne Bldg., Ste. 3-210
Baton Rouge, LA 70802

9 Celebrate and appreciate

- Report your final campaign totals to your agency
- Send a personal note of thanks to committee members and employees using the campaign images
- Encourage top leadership to thank all donors

10 Evaluate and plan for the 2024 LA SCCC

- Debrief with your committee and evaluate
- Ask for feedback from co-workers and leadership
- Complete the post-campaign LA SCCC online survey

Timeline

JULY AND AUGUST:

- ☐ Gain top leadership support
- ☐ Recruit your committee
- ☐ Participate in a training
 - Group Training - July 18 (10-11:30 a.m.)
 - Q & As - Aug. 10, 17 or 22 (10-10:30 a.m.)
- ☐ Confirm your campaign timeline
- ☐ Set campaign goals (use Campaign History Report)
- ☐ Receive materials by August 16th

SEPTEMBER:

2023 LA SCCC LAUNCHES September 5th
(with online donations available)

- ☐ Promote goals
- ☐ Publicize campaign events
- ☐ Host presentation or charity fair
- ☐ Post thermometers
- ☐ Conduct outreach efforts

OCTOBER:

Pledges are due on October 31st

- ☐ Send reminders to submit pledge forms
- ☐ Remind staff to complete LEO online pledges by October 31st
- ☐ Collect all employee pledge forms
- ☐ Submit all pledge forms to OSUP by October 31st (see page 11 for check list)

DECEMBER:

2023 LA SCCC ENDS December 1st

- ☐ Wrap up all special events
- ☐ Report your special event results to OSUP by December 1st
- ☐ Thank committee and donors
- ☐ Evaluate

Example of a completed Pledge Form

- ✓ Donor information is printed clearly
- ✓ Form of payment has been selected
- ✓ Designation to at least one charity is indicated
- ✓ **Total Donation** (step 2) = **Total of Designations** (step 3)
- ✓ Pledge form has been signed by employee

2023 Employee Giving Pledge Form (SED-8)



SCCC
STATE COMBINED
CHARITABLE CAMPAIGN

Please print firmly in ink and COMPLETE all steps listed below.

1. My Information:

Jane Doe
Full Name
Division of Administration
Agency Name
123 Any Avenue
Home Address
Any Town LA
City State
Jane.Doe@la.gov
E-mail Address
PO222222
Employee Personnel Number
107
Agency Number
70802
Zip Code
(225) 222-2222
Phone Number

☐ Please keep my gift anonymous.

2. My Pledge: (Donations can also be securely made online, with no paper pledge forms required. Please visit [LEQ](#))

- ☒ **Payroll Deduction (recurring):**
\$ 15.00 X 26 pay periods = TOTAL ANNUAL DONATION OF \$ 390.00
- ☐ **One-Time Donation of \$** _____
- ☐ Cash ☐ Check #: _____ (payable to the Louisiana Association of United Ways) ☐ One-Time Payroll Deduction
- ☐ Credit Card #: _____ Expiration Date: _____ CID #: _____
- ☐ VISA ☐ Mastercard ☐ Discover ☐ American Express

3. My Designation:

All donors are **REQUIRED** to designate to at least one charity from the **2023 LA SCCC CHARITY LIST** (see pages 5 - 8). Please select up to five charities by indicating the 4-digit code, charity name & the total annual designation amount for each charity.

4-Digit Code:	Charity Name:	Total ANNUAL Designation for each Charity:
1001	Alzheimer's Services of the Capital Area, Inc.	\$ 78.00 Required
1002	American Cancer Society, Inc.	\$ 78.00
1004	American Heart Association, Inc.	\$ 78.00
1005	American National Red Cross	\$ 78.00
1006	Arc of Greater New Orleans	\$ 78.00
TOTAL of Designations (should match TOTAL DONATION made in Step 2) =		\$ 390.00

Jane Doe
REQUIRED SIGNATURE (By my signature, I authorize this contribution.)

September 5, 2023
Date

Thank you for your support!

Louisiana Association of United Ways (LAUW) proudly serves as the Principal Combined Fundraising Organization for the Louisiana State Combined Charitable Campaign (LA SCCC). LAUW's Federal Tax ID (EIN) is 20-4586416. An estimated 15.6% of funds collected will be used for the administrative and fundraising expenses for the LA SCCC.



DONOR: Please submit completed pledge form to your Campaign Coordinator.
COORDINATOR: Please submit Original Pledge Form in Report Envelope & make copies for Payroll, Donor and Coordinator records.
NOTE: Donations made online do not require a pledge form and are not to be reported by Coordinators.

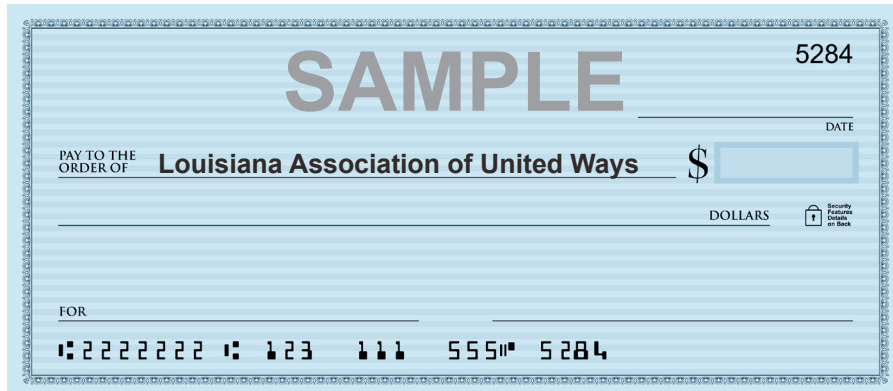
NOTE: After January 3, 2024, any pledge form received, requesting donations to be deducted from 2024 payroll, will be processed as an undesignated contribution.

Campaign Reporting Check List

- ☐ **Verify every pledge form is completed in full. See sample of a completed pledge form on page 10.**
Check each pledge form for at least one designation and a signature by donor.
Pledge forms missing this information will be returned to coordinators to be completed.
- ☐ **Ensure that your campaign report envelope does not include online giving (individual pledges and/or special event) in your results.**
All contributions (individual pledges and/or special event) made online will be managed and reported by LAUW.
To get an update of online giving for your department/agency, please call (225) 295-6631.
- ☐ **Tabulate special event revenue collected and ensure your totals are accurate on the campaign report envelope.**
Keep in mind that special event revenue cannot be designated.
- ☐ **Convert all cash received into a check or money order.**
Please do not enclose cash.
- ☐ **Confirm that all checks or money orders are made payable to the Louisiana Association of United Ways or LAUW. (please see sample below)**
Checks that are miswritten will be sent back to the coordinators for correction.
- ☐ **Calculate your report totals and have another committee member proof your campaign report envelope to ensure accuracy.**
- ☐ **Make 3 additional copies of every pledge form and distribute:**
 1. Give a copy to each donor individually.
 2. Send a copy of each payroll deduction pledge form to your department's payroll office.
 3. Retain a copy of the campaign report envelope and all pledge forms for your file.
- ☐ **Enclose all pledge forms and checks/money orders, seal envelope and submit to OSUP by the deadlines listed below:**
 - ✓ Individual pledges due by **October 31, 2023**
 - ✓ All other special event revenue due by **December 1, 2023**

Mail: Office of State Uniform Payroll - P.O. Box 94095 - Baton Rouge, LA 70804-9095

Deliver: Office of State Uniform Payroll - 1201 North Third Street - Claiborne Bldg., Ste. 3-210 - Baton Rouge, LA 70802

A sample check from the Louisiana Association of United Ways. The check is light blue with a large "SAMPLE" watermark in the center. The number "5284" is in the top right corner. The "DATE" field is blank. The "PAY TO THE ORDER OF" field contains "Louisiana Association of United Ways". The dollar amount field is blank, with a "\$" symbol and a "DOLLARS" label. The "FOR" field is blank. At the bottom, there is a MICR line with the number "2222222 123 111 555 5284". A small "Security Features Open on Back" logo is in the bottom right corner.

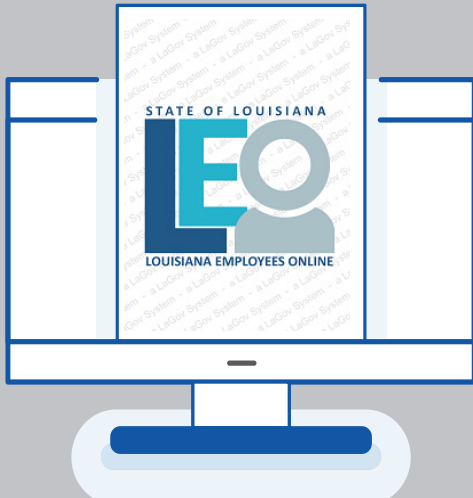
Have a question about reporting?

Call (225) 295-6631 or e-mail sccc@launitedway.org

Donating Online

Most convenient way to give.

(with no reporting required by Campaign Coordinators)



- Log in to the **Louisiana Employees Online (LEO)** system
- Click the **"My Benefits"** tab
- Select **LA State Combined Charitable Campaign (SCCC)** and choose from the following giving options:
 - Payroll deducted contribution
 - One-time, full-paid gift
 - Special event donation - **NEW Option!**
(minimum \$5, individual contributions only)

NOTES: Individual pledges made online are accepted from Sept. 5 - Oct. 31, 2023.
Individual special event contributions made online are accepted from Sept. 5 - Dec. 1, 2023.
For special events, please use e-mail receipt as proof of payment and participation.



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— STATE COMBINED —
CHARITABLE CAMPAIGN



**Louisiana Association
of United Ways**

Louisiana Association of United Ways proudly serves
as the Principal Combined Fundraising Organization
for the Louisiana State Combined Charitable Campaign.

Estimations of fundraising and administrative expenses as per the approved 2023 LA SCCC budget is 15.6%.
The actual FRA percentage for the 2023 LA SCCC is contingent on the final fundraising outcome.

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Contact Us:

e-mail: sccc@launitedway.org

phone: (225) 295-6631

Stay Connected:

Website: LASCCC.org

Facebook/Twitter: [@LouisianaSCCC](https://www.facebook.com/LouisianaSCCC)