

# SHARE Charitable Giving Coordinator Manual

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## SHARE Structure and Key People

### Campaign Management Organization (CMO)

The United Way of Anchorage has been hired by the SHARE chair each year to manage the campaign. The CMO is responsible for developing materials, serving as fiscal agent, processing pledge forms, and helping train campaign volunteers.

### SHARE Campaign Staff

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## Facts and Background

### Facts

With almost 16,000 Alaska State Employees, the SHARE campaign has the opportunity to have a significant impact on people in need, whether here at home or around the globe. If half of all Alaska state employees donated \$5 per pay period (\$120 per year), the SHARE campaign would reduce the number of hungry Alaskans, develop new leaders, clean the environment, rescue lost animals and give hope to our friends, neighbors and co-workers. With the millions we could raise, we could build a better Alaska for all of us. When we help one, it affects us all. It is our collective gift that allows this to transpire. It doesn't have to cost any of us too much to make this kind of impact.

### What is the SHARE Campaign?

The SHARE Campaign is the charitable giving campaign of Alaska's state employees. The Governor appoints a Commissioner to run the campaign, and the Commissioner then appoints the Statewide Coordinator. Commissioner Nancy Dahlstrom of the Department of Corrections has named Betsy Holley as the Statewide Coordinator. The Commissioner, Statewide Coordinator, Coordinating Committee, and the SHARE staff make all decisions surrounding the campaign.

### How long has the SHARE Campaign been in existence?

The state workforce has long recognized our communities' needs and has generously contributed to local non-profits. Although there is no solid date of inception, the campaign has run under various names almost as long as Alaska has been a state. As the years went by, the

campaign was updated and regulated to fit the changing times. The campaign now offers many giving options—e-pledging, payroll deduction, cash, check and credit card.

## Questions & Answers

### **Why should I contribute through SHARE rather than directly to the charity?**

1. Charities can plan their budget and activities because they know at the beginning of the year how much donors pledged to them for the following year.
2. Payroll deduction, which is only available through SHARE, is an easy way to donate a small amount each pay period, which in the end creates a larger donation than most people would be able to give all at once.
3. By contributing and encouraging others to contribute, an environment of giving is created, producing more donations for the charities.
4. Charities prefer to process one check rather than many checks from each individual donor.

### **After turning in a pledge form what happens to my money?**

If giving by payroll deduction, your payroll office will begin reducing your paycheck by the amount indicated after the first of the New Year and your donation will be sent to the CMO for processing. Cash and check donations are also sent to the CMO for further processing. The CMO processes all pledge forms, deducts overhead costs, and sends quarterly checks to the agencies designated. If you did not designate to a specific agency, your donation will be added to the undesignated fund, which is split between all federations (not independents), and the federations can choose how they want to use that money.

### **What else do I need to know about the designation process?**

1. By filling out the “Recognition” section of the pledge form, you are permitting your designated charity to send you an individual letter of thanks. They are only allowed to send you a thank you letter; any other correspondence should be reported to the SHARE staff or coordinator. If you wish to receive other information from the charity, you must contact them directly. We encourage you to do this because when you see the impact that your donation has made, it makes you feel good about what you are doing.
2. You can only designate money to charities included on the current campaign year’s Charity List.
3. As all agencies on the Charity List are 501(c) (3) charities registered with the IRS, contributions are tax-deductible if you itemize your taxes.

### **What are SHARE’s administrative costs and where do they come from?**

The SHARE administrative and fundraising rate – AFR - was 11.53 percent for the 2019 campaign, very low compared to most fundraising campaigns.

Administrative costs for the campaign include but are not limited to: campaign materials, office supplies, incentives, printing, shipping, personnel, recognition gifts, and a yearly audit.

### **Why are some charities listed, and others are not?**

In the past, the SHARE campaign has only accepted federations and members of federations. However, four years ago, the SHARE Committee decided that in areas of the state where there are no federations, independents may apply. SHARE opened the application process to allow any independent non-profit providing services to Alaska to apply annually to the campaign. Charitable organizations must meet specific criteria to ensure they are financially responsible and using a majority of donated money for services.

### **Why donate when I do not use any of the services provided by the charities in the listing?**

There are not many of us who can say they have never been impacted by one of the organizations that are part of SHARE. Whether it is a parent that needed hospice care or kids who play sports or a family member who was helped by the knowledge gained through disease research, we've all been impacted by the work of our community nonprofits. Even if you are not directly impacted by one of these charities, you probably know someone who has been, and we all benefit from a community that is strong and able to help others. All of us may one day need a service provided by a SHARE agency, thus it is important to make sure they survive and are strong.

## **Top 5 Reasons to Support SHARE**

1. This is YOUR charitable giving campaign! The SHARE Campaign exists to protect the state workforce from over solicitation and being coerced into uninformed donation practices.
2. The process is easy, convenient, and confidential.
3. SHARE Campaign staff screen more than 200 charities each year to ensure your designation is going to financially responsible organizations.
4. The SHARE Campaign model is based on a tried and true campaign method – the Combined Federal Campaign. CFC has been a successful method of raising millions of dollars for charities for more than 55 years.
5. Not everyone has the opportunity to work in the humanitarian fields, but everyone can support them by just showing up to your regular job.

## Know Your Organization

1. Be aware of how your department/division's size, location, and daily office environment impact your co-workers.
2. Use a variety of solicitation methods to reach everyone: staff meeting announcements, email asks, events, personal asks, top-down support, and competitions.
3. 100% informed consent is the key to success. It is important that everyone be given the opportunity to donate and is informed about SHARE so they can make an educated decision when deciding whether or not to donate.
4. Be generous with your thanks. Thank everyone that listened, helped, donated, and/or declined to listen. This campaign is a positive opportunity to give to your community, and we want to leave people with a positive impression of the SHARE campaign whether or not they donate.

## SHARE Website

The Alaska State Employee SHARE website – <http://www.alaskashare.org> is an excellent tool for the 2020 campaign.

Department Coordinators and Key Workers can access training materials to educate themselves about the SHARE Campaign. They can find campaign materials to administer and conduct a successful campaign within their departments. They can also view their progress throughout the campaign to see department totals that will be updated on a weekly basis.

## E-Pledging

In addition to this exciting website, the option of e-pledging (or electronic pledging) is available. E-pledging is the most efficient way of making a pledge, and it provides the donor a more **SECURE** and **CONFIDENTIAL** method of pledging than ever before. On the SHARE website <http://www.alaskashare.org> there is a menu tab on the home page that reads "DONATE". When you click on that menu tab, the first drop down choice is "Donate Today" Click that option to go to the donation page. The picture with a computer mouse is a hyperlink "Make Your Pledge Online" that routes the donor to a secure site for electronic pledging. The process is simple and self-guiding. We strongly encourage you to use the e-pledge system yourself first so that you can properly educate your co-workers on the process. Please note that if any employee has a problem with the system or at any time needs to cancel a pledge and re-pledge, please direct them to contact Angela Kapinos (907) 263-3834 [akapinos@ak.org](mailto:akapinos@ak.org) for help.

## Pledge Form Instructions

The pledge form is the donor's most valuable piece of information. It is important to fill the pledge form out **completely** and accurately as this will expedite the process and keep pledge processing costs to a minimum.

There are four main areas to complete:

- 1) Background information: Name, phone number, department, division, and work location. It is important for tracking purposes to write in your location if it is not already represented by one of the check boxes.
- 2) Giving Options: Decide which method of giving is right for you and check the corresponding box. Fill in the requested information under the chosen giving option. For payroll deduction, check your math to make sure the per pay period allotment equals the total annual pledge once you multiply it by your total number of pay periods. It is also important to sign and date the pledge form when donating via payroll deduction as it will not be processed otherwise. Checks should be made payable to: Alaska SHARE Campaign (**NOT** to the designated agency).
- 3) Charity Codes: Enter the four digit code of the corresponding agency, which can be found on the website at <http://www.alaskashare.org> or the agency list provided. It is also important to be aware that you may only designate to a charity in the 2018 approved Charity Listing. No write-ins will be accepted. After choosing your charities, indicate the annual amount you would like to donate to each selected charity.
- 4) Recognition & Gift Options: If you would like to be recognized by a thank you letter from the charitable organization you designated select the box "Yes please provide my information to the agencies selected." Fill in the contact information in the spaces provided. If you do not wish to be recognized, please check the box that says, "Please DO NOT release my information to the agencies I designated." Also, indicate whether or not you wish to receive your qualifying gift. Please note--you must donate at between \$500 to \$999 to receive a set of Todd Salat notecards and at least \$1000 to receive the Todd Salat print. However, if you donated \$1000 and would rather receive the notecards, we will accommodate that request. You cannot receive all items. Gifts are not accumulative.

## Gift Options & Requests

A gift request can be submitted on the pledge form, based on a donation amount and eligibility based on the amount the donor pledges. There are two levels for receiving a gift – Todd Salat notecards for pledges ranging from \$500 to \$999 and a Limited-Edition print by Todd Salat for pledges of \$1000 and above.

There are 2 methods for tracking gift requests:

- a) *Hard Copy Pledge:* Donors who pledge with a hard copy pledge form should check the box if they are eligible and if they choose to receive a gift. The gift request information needs to be tracked by each Keyworker AND by each Department Coordinator. This will allow for transparency in the delivery of the gift items after the pledges are turned in. If donors ask about a gift they have selected, it is the responsibility of the Keyworker or Coordinator to ensure their Department Coordinator has requested the gift from Statewide Coordinator Betsy Holley.
- b) *E-Pledging:* For donors who choose to pledge online (again the most efficient method) the gift requests will be tracked by SHARE staff Angela Kapinos. She will ensure donors' gift requests are filled. The key worker and department coordinator will NOT have to track these but may play a role in delivery of gift items.

**NOTE:** If a donor tells you they have NOT received their gift, or inquiries about a gift they never received from a previous year, please have them contact Angela Kapinos at [akapinos@ak.org](mailto:akapinos@ak.org).

## Envelope Instructions

The envelope is a very important information source. It helps quickly track the total number of donors, type of payment, and location of donors. It is vital to fill out the envelope face correctly.

- 1) Fill in the department **AND** division the donations have come from as well as the address. Separate donations from different locations (cities) into separate envelopes. Include the department coordinator and keyworker names, unless no keyworker was involved.
- 2) It is important to include the correct donation amounts separated between payroll deduction, credit card, and checks and to keep cash separate in its own envelope. Include the number of donors for each and then complete the totals for both total

donors and total pledges on the front of the envelope. Current statistics and department progress are determined by the information on the face of the envelope.

- 3) It is extremely important to distinguish whether or not the donations came from a fundraiser. If the donations came from a fundraiser, you do not need to know how many donors contributed. For example, it would be extremely difficult to determine how many people donated at a bake sale. We do not include those donations in the total number of people donating as the fundraisers are used as a way to encourage people to donate via payroll deduction or check and are not supposed to take the place of the official donation.
- 4) **Keyworkers:** Please send your completed envelopes directly to your Department Coordinator and confirm that they received them.
- 5) **Department Coordinators:** Please put all SHARE Campaign Envelopes in the 11X14 manila envelopes you are provided with. **You are expected to mail one of these envelopes to Betsy Holley for each week of the campaign, for a total of 6 weeks.** You will be provided 2 extra manila envelopes in the case that SHARE Campaign envelopes do not fit into one manila envelope. These envelopes are already labeled for your convenience. All CASH should be transformed into a cashier's check before being dropped off. (\*No Picking up Envelopes)

***Please mail the completed envelopes and a list of gift requests to:***

Department of Corrections  
Attn: SHARE Statewide Coordinator  
550 W 7<sup>th</sup> Avenue Suite 1800  
Anchorage, AK 99501

Department Coordinators must confirm receipt of envelopes with Betsy Holley by email ([betsy@alaska.gov](mailto:betsy@alaska.gov)) each week.