

2021 ALASKA STATE EMPLOYEE FUNDRAISING CAMPGAIN  
TRAINING MANUAL

\* Campaign starts 10/15/2021 and ends 12/15/2021\*  
(Late donations are always welcome!)

Thank you for agreeing to be a SHARE Keyworker for this year's campaign. It's a big responsibility and we hope you will consider it an honor.

The SHARE Campaign is designed and administered by state workers. Giving to the SHARE Campaign is a good way for state workers to show they care about their community and reach out to people who need a helping hand.

As a keyworker you are in a unique position. You'll have the responsibility for collecting pledges that will help support over 100 charities that are helping thousands of people throughout our state and the world.

So you are important because you are the SHARE lifeline between people who need help and people who can help. THANK YOU!

AT LEAST ONCE EACH WEEK, PLEASE VISIT  
THE SHARE CAMPAIGN WEB SITE  
[www.alaskashare.org](http://www.alaskashare.org)

## CONTACT INFORMATION

**Campaign Chair**  
**Jason Brune, Commissioner**  
**Department of Environmental Conservation**

| <b>Members Representing</b> | <b>Name</b>     | <b>E-mail</b>  | <b>Phone</b> |
|-----------------------------|-----------------|--|--------------|
| Campaign Coordinator        | Victoria Shirah | Victoria.shirah@alaska.gov                             | 465-5066     |
| United Way of Anchorage     | Jason Dinneen   | <a href="mailto:jdinneen@ak.org">jdinneen@ak.org</a>   | 263-3809     |
| United Way of Anchorage     | Pailin Khaekram | <a href="mailto:pkhaekram@ak.org">pkhaekram@ak.org</a> | 263-3834     |

For ePledge related questions – contact [datateam@ak.org](mailto:datateam@ak.org) and cc [pkhaekram@ak.org](mailto:pkhaekram@ak.org)

## FOUR STEPS IN GETTING PEOPLE TO DONATE TO THE SHARE CAMPAIGN

### STEP 1:

#### **Learn the facts about the SHARE campaign**

If you know the facts about the SHARE Campaign you will be more confident, more comfortable and much more effective when you invite people to give. The SHARE coordinator handbook has a lot of history on SHARE. The Alaska SHARE website ([www.alaskashare.org](http://www.alaskashare.org)) has a lot of good information as well.

If you still have questions about the SHARE Campaign after reading this guide, contact Pailin Khaekram ([pkhaekram@ak.org](mailto:pkhaekram@ak.org)) or Jason Dinneen ([jdinneen@ak.org](mailto:jdinneen@ak.org)) at United Way of Anchorage.

The SHARE Campaign is an annual campaign for support of voluntary community programs that meet established criteria and provides a method by which voluntary financial support from State of Alaska personnel may be achieved through the state payroll system.

- **You accomplish so much with your SHARE Gift:** A few minutes of your time can mean better lives for many people throughout the state and the world.
- **You control where your gift will go:** All state employees have the right to contribute or not contribute to the SHARE Campaign. The choice is yours. Through your designation, you ensure that your donation goes to meet those needs that you feel are most important. You may indicate your choice by writing the code numbers of up to five agencies in the boxes provided on your pledge form. Except for documented expenses for the operation of the campaign and uncollected pledges, all contributions are distributed as designated.
- **Payroll deduction lets you help all year long:** Payroll deduction is the key to substantial giving by letting you spread your giving out all year long. Last year, majority of all SHARE funds raised were given through payroll deduction. Payments made on payroll deduction begin on the first pay period in January and are made according to your instructions on the pledge form.
- **State employees provide SHARE oversight:** The SHARE Statewide Coordinating Committee is composed of state workers who are members of state employee bargaining units and members of unrepresented employee groups. Jason Brune, Commissioner of Environmental Conservation, was appointed by the Governor as the Campaign Chair. Commissioner Brune's Assistant, Victoria Shirah is the Statewide Coordinator. United Way of Anchorage provides campaign management services to the campaign. The Campaign is operated according to written guidelines adopted by the Statewide Coordinating Committee.

- **Low fundraising costs:** Approximately 12% of the funds raised statewide are spent on printing materials, recognizing donors, training keyworkers, and accounting for and auditing contributions. The 2020 SHARE campaign raised \$180,809.55 and expenses totaled \$19,545.27. Because this cost is so low, every dollar you pledge goes a very long way toward helping others.
- **The spirit of giving is voluntary:** Any contribution you make should be freely given. If you feel you are being improperly influenced in making your decision regarding the making or withholding of contributions, please contact the Statewide Coordinator of SHARE, Victoria Shirah ([Victoria.shirah@alaska.gov](mailto:Victoria.shirah@alaska.gov)) .
- **How do charities qualify for the SHARE Campaign?** The SHARE Campaign has guidelines for qualification to be in the campaign. Charitable 501(c)(3) federations and their affiliated organizations operating in the State of Alaska are the only organizations that are eligible to be a part of the SHARE Campaign.

A charitable federation is a group of voluntary charitable organizations established for purposes of supplying common fundraising, administrative, and management services to its members. Federations in the SHARE Campaign are: Alaska Community Share; Global Impact; and the six United Ways, one each in Anchorage, Kenai, Mat-Su, Tanana Valley, and Southeast Alaska and Valdez.

You may designate your contributions either to the federations or their member organizations. Because the SHARE campaign is a federation campaign, there is no provision for writing in organizations that are not listed on the pledge form. If you wish to give to an organization not listed on the pledge form, you may give directly to the organization.

## **STEP 2:** **Make your own gift first**

You'll discover that making your contribution before you ask others to give shows you believe in what you are doing. It will make it easier for you to invite others to give to SHARE.

## **STEP 3:** **Ask others to give**

One of the best ways to tell people you work with about SHARE is to speak to them at a meeting. It provides a standard message to many employees while reducing the time it takes to conduct the campaign. You might ask to be placed on the agenda of a scheduled

meeting, invite employees to a special meeting, or schedule a potluck or other informal event with food as a focus of the gathering. Many ideas for mixing fun with fundraising are included in the SHARE FUNdraising supplement to this training manual.

You can request a speaker from one of the charities listed in the service directory in your community. One of the local participating federations in your community can help arrange an appropriate speaker for your group.

When you conduct the meeting, make sure that pledge forms are available. If a group meeting is not possible, talk to individuals one-to-one about the benefits of the SHARE Campaign. This also gives you an opportunity to answer questions and address concerns.

Remote job sites and different work shifts may prevent direct contact. In this case, you are the best judge of the way to make contact. Strive to achieve contact with all the employees in your group so that everyone has an opportunity to SHARE.

### **What do you say?**

Remember four things and you'll do a very effective job

- **Personalize your comments**
- **Talk about payroll deduction**
- **Talk about the recognition program**
- **Ask for a contribution**

### **Personalize your comments**

- Talk about one or more of the charities with which you have had personal experience
- Share the story of someone you know who was helped by a SHARE agency
- Tell them at least 80 cents of every dollar collected will be forwarded to the agencies
- Tell them their gifts will help thousands of people who really need help

### **Talk about payroll deduction**

- Encourage a payroll deduction because it is an EASY way to give. (It will also usually be larger than a cash gift)
- Talk about how a small amount from each paycheck translates into a large gift that will help many people in different ways.

## **Tell the contributor about the donor recognition program**

Point out the donor recognition program in the “Share Giving” box in the lower right hand corner of the pledge form. For as little as \$120 (\$5.00 semi-monthly), a contributor can receive a limited edition gift available only through the SHARE Campaign.

**\*\*This year you will receive a custom made coin for any donation amount.**

Once you’ve finished your talk, ask for a contribution and be ready to help donors fill out pledge forms. Signatures of donors are required only for payroll deduction authorization.

**Paper Pledge\*\*\* We will not print out any paper pledge forms. However, we have a PDF copy of the pledge forms for those who wish to use paper pledge. You should receive the pdf copy of the pledge form. If you do not have it, please reach out to [pkhaekram@ak.org](mailto:pkhaekram@ak.org) for a copy. You can also visit [www.alaskashare.org](http://www.alaskashare.org) and go under “Resources”, the pdf copy can be downloaded on there as well.**

**Step 4:**  
**Say Thank You**

Thank everyone who takes time to learn about SHARE and thank those who contribute. Present the donor with the appropriate thank you gift.

**Who can supply key workers with thank you gifts and other materials? Refer to the Donor Gift Order Form at the end of this manual. Additional copies of the order form are in the Appendix to this manual.**

**Please complete the Donor Gift Order form and submit them to [Victoria.shirah@ak.gov](mailto:Victoria.shirah@ak.gov) with the complete list of donors.**

## **INSTRUCTIONS: HOW TO FILL OUT SHARE PLEDGE FORM**

**Please review each completed pledge form to ensure the following items have been correctly and legibly entered.**

- 1. Fill in name, department, division, phone and work location. Union affiliation is optional** and helps highlight total union participation in philanthropy.
- 2. Fill in the Total Gift amount.** If your gift is split in portions between cash/check and payroll deduction, please indicate the amount of each portion in the spaces to the left of Total Gift.
- 3. Designations for up to five agencies can be filled in on the form.** If you wish to designate, turn your form over and select the code numbers for agencies you wish to receive your donation. Fill in the code number(s) on the front and indicate the dollar amount of each agency's share of your Total Gift. The agency list can be found on the **SHARE website: [www.alaskashare.org](http://www.alaskashare.org) under tab "Donate" then under "Charity List"**

Pledges that are not designated are distributed among all participating agencies in your work location based on the distribution of the designated pledges.

Note: If an agency is not listed, the SHARE Campaign is not a vehicle for making such a contribution. If you want to contribute to an agency not listed, you should contact that agency directly.

- 4. If you do not want your donation to be anonymous, fill in the box that requests your address** and check the box that says you wish to be thanked. The agencies will respond with thank-you notes.
- 5. If you are giving by payroll deduction,** in the payroll deduction section, fill in your **Social Security number, name, deduction amount each pay period, the Total Amount by Payroll Deduction signature, and date.** The amount reduced from your pay each period should be the Total Amount by Payroll Deduction divided by 24, unless you want the total amount deducted in less than a year.

**Note: Remember to sign and date the Payroll Deduction Authorization on the face of the pledge form. A payroll deduction cannot be made without your signature.**

- 6. If you do not wish for your name to be published as a donor, please check the box at lower left of the form that states "Please do not publish my name".**



## **INSTRUCTIONS FOR KEYWORKERS: WHERE TO DISTRIBUTE PLEDGE FORM COPIES**

### **Distribution of Pledge Form Copies**

- 1. Keep a copy : Make a copy of the pledge form and give to donor as a receipt, another copy for payroll, the original copy goes to [Victoria.shirah@alaska.gov](mailto:Victoria.shirah@alaska.gov)**
- 2. Each week gather and mail copies of completed pledge forms with pledge report form cover sheet to **Pailin Khaekram** at United Way of Anchorage. Please do not wait until the end of the campaign to send in pledges. We want to track campaign progress and report back to you.**
- 3. Original Copy: Mail the original of pledge form to Victoria Shirah**

Department of Environmental Conservation  
Attn: SHARE Statewide Coordinator  
555 W Cordova Street  
Anchorage, AK 99501

## **INSTRUCTIONS ON HOW TO DONATE ONLINE OR EPLEDGE**

Our epledge site can be accessed via [www.alaskashare.org](http://www.alaskashare.org) under a drop down tab called “DONATE” AND “DONATE TODAY”. You will get a link to the epledge site. If you have trouble logging in, please contact Pailin Khaekram ([pkhaekram@ak.org](mailto:pkhaekram@ak.org)) . Please review at your convenience.

## **INSTRUCTIONS ON HOW TO PULL EPLEDGE REPORTS**

**\*\*KEYWORKERS & COORDINATOR: FOR INSTRUCTIONS ON HOW TO PULL EPLEDGE REPORT OR CHECK THE STATUS OF YOUR DEPARTMENT, PLEASE REFER TO **THE ePledge Administrator Instructions**. This document is on the website [www.alaskashare.org](http://www.alaskashare.org) under ‘Resources’.**

## **Instructions: How to Fill Out the Weekly Report Form**

**Please see the sample form on the following page:**

1. Complete each Friday during the campaign when you have pledges to report.
2. Fill in the date for the week ending on Friday.
3. Check the region from which your pledges are coming.
4. Fill in your department, division, your name and work phone.
5. Separate the yellow forms and group and total them by the following categories:
  - Total the number of cash donors and the total amount of cash enclosed
  - Total the number of check donors and the total amount in checks enclosed
  - Total the number of payroll deduction donors and the total payroll deduction dollars.
6. Fill in the above amounts in the proper spaces on the form and total the columns for total donors and dollars for this report.
7. Enclose the cover sheet, pledge sheets, cash, and checks in a plain manila envelope and mail to:

Department of Environmental Conservation  
Attn: SHARE Statewide Coordinator  
555 W Cordova Street  
Anchorage, AK 99501

|  |
|--|
| <b>For United Way Use Only:</b><br><br><b>Envelope #:</b> _____<br><br><b>Batch #:</b> _____ |
|--|

**WEEKLY PLEDGE REPORT FORM**  
(ATTACH THIS FORM AS A COVER SHEET TO A LARGE ENVELOPE WITH YELLOW PLEDGE FORM COPIES INSIDE ENVELOPE)

**Please report only the amount included with this report**

**Please keep checks and cash attached to the individual pledge form**

**Week ending:** \_\_\_\_\_

**Region - Check one:**      Anch      Kenai      Mat-Su      Southeast  
     Tanana      Valdez      Other

**Department:** \_\_\_\_\_

**Division:** \_\_\_\_\_

**Name of Keyworker:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

|   |       |                                  |          |
|---|-------|----------------------------------|----------|
| <b>Number of Cash Donors</b>              | _____ | <b>Amount Cash</b>               | \$ _____ |
| <b>Number of Check Donors</b>             | _____ | <b>Amount Checks</b>             | \$ _____ |
| <b>Number of Payroll Deduction Donors</b> | _____ | <b>Amount Payroll Deductions</b> | \$ _____ |
| <b>Total Number of donors</b>             | _____ | <b>Total Contributions</b>       | \$ _____ |

**Instructions: Fill out form and make a copy for your records**  
**In an envelope:**  
**Enclose yellow copy of pledge forms**  
**Enclose cash or checks attached to individual pledge forms**  
**Include this cover sheet with above materials in the envelope and mail to:**

Department of Environmental Conservation  
Attn: SHARE Statewide Coordinator  
555 W Cordova Street  
Anchorage, AK 99501

|  |
|--|
| <b>For United Way Use Only:</b><br>Envelope #: _____<br>Batch #: _____ |
|--|

**WEEKLY PLEDGE REPORT FORM**  
 (ATTACH THIS FORM AS A COVER SHEET WITH YELLOW PLEDGE FORMS INSIDE ENVELOPLE)

Please report only the amount included with this report

Please keep checks and cash attached to the individual pledge form

Week ending: \_\_\_\_\_

Region - Check one:      Anch      Kenai      Mat-Su      Southeast  
     Tanana      Valdez      Other

Department: \_\_\_\_\_

Division: \_\_\_\_\_

Name of Keyworker: \_\_\_\_\_ Phone: \_\_\_\_\_

Number of Cash Donors \_\_\_\_\_ Amount Cash \$ \_\_\_\_\_

Number of Check Donors \_\_\_\_\_ Amount Checks \$ \_\_\_\_\_

Number of Payroll Deduction Donors \_\_\_\_\_ Amount Payroll Deductions \$ \_\_\_\_\_

Total Number of donors \_\_\_\_\_ Total Contributions \$ \_\_\_\_\_

**Instructions: Fill out form and make a copy for your records**  
**In an envelope:**  
**Enclose yellow copy of pledge forms**  
**Enclose cash or checks attached to individual pledge forms**  
**Include this cover sheet with above materials in the envelope and mail to**

Department of Environmental Conservation  
 Attn: SHARE Statewide Coordinator  
 555 W Cordova Street  
 Anchorage, AK 99501

For United Way Use Only:

Envelope #: \_\_\_\_\_

Batch #: \_\_\_\_\_

## WEEKLY PLEDGE REPORT FORM

(ATTACH THIS FORM AS A COVER SHEET WITH YELLOW PLEDGE FORMS INSIDE ENVELOPE)

Please report only the amount included with this report

Please keep checks and cash attached to the individual pledge form

Week ending: \_\_\_\_\_

Region - Check one:  Anch  Kenai  Mat-Su  Southeast  
 Tanana  Valdez  Other

Department: \_\_\_\_\_

Division: \_\_\_\_\_

Name of  
Keyworker: \_\_\_\_\_ Phone: \_\_\_\_\_

Number of Cash Donors \_\_\_\_\_ Amount Cash \$ \_\_\_\_\_

Number of Check Donors \_\_\_\_\_ Amount Checks \$ \_\_\_\_\_

Number of Payroll  
Deduction Donors \_\_\_\_\_ Amount Payroll  
Deductions \$ \_\_\_\_\_

Total Number of donors \_\_\_\_\_ Total Contributions \$ \_\_\_\_\_

**Instructions: Fill out form and make a copy for your records**

**In an envelope:**

**Enclose yellow copy of pledge forms**

**Enclose cash or checks attached to individual pledge forms**

**Include this cover sheet with above materials in the envelope and mail to:**

Department of Environmental Conservation  
Attn: SHARE Statewide Coordinator  
555 W Cordova Street  
Anchorage, AK 99501

**KEYWORKER INFORMATION**

Directions: Please fill out a “Keyworker Information” form for each Keyworker and email it to [Victoria.shirah@alaska.gov](mailto:Victoria.shirah@alaska.gov) and cc [pkhaekram@ak.org](mailto:pkhaekram@ak.org)

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Department: \_\_\_\_\_

Division/Section: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Physical Location (if different from mailing address): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

How many employees are in the group for which you are a Keyworker? \_\_\_\_\_  
(We need this estimate so we know how many pledge forms and other materials to gather for you.)

