# iShare

# Reference Manual

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Revised 8/21/09

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# SHARE Structure and Key People

**Campaign Management Organization**

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 a fiscal agent, processing pledge forms, and helping training campaign volunteers.

**SHARE Campaign Staff**

Jennifer Wukasch, Director
Jessie Bettin, Relationship Manager

# Facts and Background

**Facts**

With more than 16,000 Alaska state employees, the SHARE campaign has the opportunity to be one of the largest charitable giving campaigns in Alaska. If half of all Alaska state employees donated $5 per pay period ($130 per year), the SHARE campaign would raise more than $1 million for the non-profit community. In 2008, about $320,000 was raised by 765 donors. Seventy-three percent of donors contributed $265,000 via payroll deduction.

**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 Clark Bishop of the Department of Labor & Workforce Development has been named to head the 2009 campaign. Commissioner Bishop chose Beth Leschper, Communications Director for the Department of Labor & Workforce Development, 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 upfront.
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 the federations (not independents), and then 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.
2) You can only designate money to charities listed in the current campaign year's Service Directory.
3) As all agencies in the Service Directory 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 13% for the 2008 campaign. 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, the 2009 SHARE Committee decided that in areas of the state where there are no federations, independents may apply. 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. Most children's sports and recreation leagues are run by your local YMCA or Boys & Girls Club. Friends and family may have been helped by the knowledge gained through disease research. Or your family may enjoy the local waterways and trails. 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 a financially responsible organization.
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 40 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 in 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 new Alaska State Employee SHARE website – AlaskaSHARE.Org is an exciting new tool for the 2009 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 campaign progress throughout campaign to see department totals that will be updated on a weekly basis.

## E-Pledging

In addition to this exciting new website, the option of e-pledging (or electronic pledging) is available. E-pledging it 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 www.alskashare.org there is a button "Click here to pledge online" that routes the donor to a secure site for electronic pledging. The process is simple and self guiding. For our first year of using this system, we are offering a giveaway item to anyone who registers to pledge online. Donors do NOT have to make a pledge to be eligible for the giveaway, they simply have to register. 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 anytime needs to cancel a pledge and re-pledge, please direct them to contact Jennifer Wukasch or Jessie Bettin 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: 2009 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 inside cover of the pledge form, in the Service Directory, or on the website at www.alaskashare.org. It is also important to be aware that you may only designate to a charity in the 2009 approved Service Directory. No write-ins will be accepted. After choosing your charities indicate the amount you would like to donate to each chosen charity.
4) Recognition & Gift Options: If you would like to be recognized by a thank you letter from the charitable organization you designated, 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 info to the agencies I designated." Also, indicate whether or not you wish to receive a gift, and which gift you would like to receive. Please note, you must donate at least $500 to receive the eco-tote and at least $1000 to receive the print. However, if you donated $1000 and would rather receive the eco-tote, we will accommodate that request. You cannot receive both items.

## 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 – a SHARE logo eco-tote for a $500 pledge and a Limited Edition Print of Todd Salat's "Wrangell Eruption" for a $1,000 pledge. These items may be viewed on the website.

There are 2 methods for tracking gift requests:

a) *Hard copy pledge*: Donors who pledge with a hard copy pledge form, should check the appropriate box if they are eligible and if they choose to receive a gift. The gift request information needs to be tracked by each Key Worker, AND by each Department Coordinator. This will allow for transparency in the delivering of the gift items after the pledges are turned in. If donors ask about a gift they selected, it is the responsibility of the Key Worker to ensure their Department Coordinator has requested the gift from Statewide Coordinator Beth Leschper.

b) *Epledging*: For donors who choose to pledge online (again most efficient method) the gift requests will be tracked by the SHARE Staff, Jessie Bettin and Jennifer Wukasch. They will ensure donors' gift requests are filled. The key worker and Department Coordinator will NOT have to track these.

**NOTE:** If donor tell you they haven't received their gift, or inquire about a gift they never received from a previous year, please have them contact Jessie directly at jbettin@ak.org or 907-263-3843.

## 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. Also 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 is 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 the received them.
5) **Department Coordinators:** Please put all SHARE Campaign Envelopes into the 11*14 Manila Envelopes that you are provided with. You are expected to mail one of these envelopes to Beth Leschper for each week of the campaign, for a total of 6 Weeks. You will be provided 2 extra manila envelopes in the case that the SHARE Campaign envelopes don't fit into one manila envelope. These Envelopes are already labeled for you convenience.

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

Beth Leschper-State SHARE Coordinator
Alaska Department of Labor & Workforce Development
1016 W 6th Avenue, Suite 105
Anchorage, AK 99501

Department Coordinators must confirm receipt of envelopes with Beth Leschper by email beth.leschper@alaska.gov each week.