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ECAP 2011

WELCOME!

Thanks for joining the ECAP Team.

As an ECAP representative you are a key player in our effort to help thousands of people in hundreds of ways. Last year ECAP team members like you raised over \$433,000 for local agencies in Pima County.

This guide provides the information and resources you will need to plan and carry out a successful campaign. You can also call upon your Pima County ECAP Steering Committee and the United Way staff listed on page 23 to help you with every phase of the campaign.

The ECAP experience is both professionally and personally rewarding. Good luck with your campaign. We're confident that you can make this your department's best ever ECAP campaign.

YOU are the key to ECAP's success!

Thanks for caring and sharing.

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What is ECAP?

The Employees Combined Appeal Program (ECAP) is the single solicitation effort at the work site, which provides financial support for over 270 charities.

Why contribute through ECAP?

1. ECAP helps people who really need help.
2. ECAP is extremely cost effective and easy by utilizing payroll deduction.
3. ECAP makes sure your money is well spent. An agency list is available for review.
4. ECAP makes sure your donation helps here in your community.
5. You can choose which agency your donations go to.

ECAP Campaign Goals

1. Increase participation.
2. Increase average contribution.
3. Increase the use of payroll deduction.
4. Increase the number of presentations to educate employees about agency services available to them.
5. To build a better community!

ECAP 2011

Pima County ECAP Steering Committee

2010-2011

<u>Name</u>	<u>Department</u>	<u>Phone</u>
Shelley Rose, Chair	KVMCC/Stadium	243-6348
Rachel Affield, co-Vice Chair	Health Dept	243-7703
Audrey Rogers, co-Vice Chair	Health Dept	243-7914
Eileen Priest, Secretary	Public Defender	243-6963
Lorraine Simon, Publicity Reporter	RWRD	740-6643
Ana Guerrero	KVMCC/Stadium	740-4652
Debra Rodriguez	Cultural Resources	740-6416

United Way of Tucson and Southern Arizona

Matthew Ellis Resource Development Director 903-3928

Eight Steps to a Model Fund-Raising Campaign

1. Department Coordinator/Solicitor

Job Descriptions for Coordinators and Solicitors

- Provide information so that your area's employees can make an informed decision about giving through ECAP.
- Lead, instruct, and motivate your fellow employees.
- Make sure every employee (assigned to you) has the opportunity to attend a presentation.
- Collect and return all pledge forms from employees (assigned to you) whether or not they make a donation.
- Tabulate and report donation totals for your area.
- Complete the campaign within the allotted time frame.

You are the visible link between your co-workers and those who need help in our community!

Coordinator's Job Duties:

- ✓ Recruit Solicitors
- ✓ Schedule ECAP Presentations

Solicitor's Job Duties:

- ✓ Meet with Coordinator
- ✓ Schedule Unit Presentations
- ✓ Provide Information
- ✓ Collect ECAP Campaign Pledge Forms from Employees
- ✓ Tabulate Totals
- ✓ Return Completed Contribution envelope to ECAP Coordinator

2. Plan Your Strategy

Things to consider for planning a successful campaign:

- Educate yourself on the importance of the ECAP Campaign.
- Have a committed department head send a letter to employees encouraging participation.
- Conduct campaign meeting for management advising them of campaign plans, goals and time line.
- Recruit pro-active employees to serve as coordinators and solicitors.
- Conduct ECAP Employee meetings/rallies during work hours or initiate one on one contact with employee.

3. Creating Letter/Memo from Department Heads in Support of ECAP

Every good campaign begins with a letter or memo sent to all employees from their department head. Here is a testimonial from the Pima County Administrator on his commitment to this cause:

"I was born and raised in Tucson, and in that time this community has grown by leaps and bounds, and it is expected to continue in that vein. In order to meet the needs of our community, we as individuals and as a group must recognize the needs of our fellow citizens. ECAP is just one of the instruments Pima County has used in order to provide our fellow citizens with that much needed help. For the past 24 years ECAP has played a major role in helping this community and I consider ECAP to be one of the most important resources we as Pima County employees have to offer. Therefore, it is my hope that all Pima County employees are provided the opportunity to make a difference. This difference can only be made by providing the resources, support, and guidance needed to show each individual that they can and do make a difference."

Chuck Huckelberry
County Administrator

Check List:

- [] Have you received your materials for the ECAP Campaign?
- [] Have you met with your supervisors to discuss needs and plans for the campaign?
- [] Have you composed an endorsement letter/memo from your supervisor which shows support for the ECAP campaign?
- [] Have you planned your strategy?
- [] Have you recruited and organized as many volunteers as needed to help cover all presentations and paperwork?
- [] Have you talked with your coordinators and solicitors and scheduled presentations?
- [] Have you publicized your campaign goal, plans and dates?
- [] Have you contacted everyone in your assigned area?
- [] Have you made arrangements to talk to employees who did not make it to one of the scheduled informational meetings?
- [] Have you collected pledge cards and prepared report envelope?
- [] Have you said, "THANK YOU."?
- [] Due date for envelopes is November 04, 2011 to:

Shelley Rose, ECAP Chair
 Kino Veterans Memorial Community Center
 2805 E. Ajo Way
 Tucson, AZ 85713
 (520) 243-6348

**If you have any questions, please call anyone listed on page 32.*

4. Recruiting Motivated Volunteers to Assist

Recruiting motivated individuals is a key in the success of your campaign. Individuals with excellent communication skills or first hand knowledge of services provided by any one of the ECAP organizations can be a valuable resource. If these individuals are able to share their experience with fellow employees, employees may realize that their contributions do in fact, help in their local community.

- Select individuals that have experience with ECAP agencies and that are willing to share their experience.
- Select individuals that are strong supporters of ECAP.
- Select individuals that are enthusiastic about the ECAP program and offer strong support for the program.

5. Carry-Out Your Strategy

Advertise the day, date, and time of group meetings/rallies. Get commitments from employees to attend.

Explain how the employee can help by pledging and how ECAP makes a difference. *Responses to common objections:*

- ***Too much money raised by ECAP goes for administrative costs.***
One hundred percent of your pledge will go directly to the agency that you designate through ECAP.
- ***I didn't get a raise this year or last. Why should I help my department raise money when they can't give me more money?***
Remember, you aren't contributing to your department but to your community.
- ***It is no one's business how much I give. Besides, the giving guidelines are too high.***
The guideline is just that, a guide. Using payroll deduction spreads your gift over a year.
- ***These agencies only help the poor.***
Services help many people throughout all sectors of our community for the benefit of everyone. These services that are listed in the Agency Directory include youth programs, family counseling, day care, education and diagnostic programs, and drug and alcohol treatment programs. None of us knows when tragedy will strike or when we'll need help.

HEALTH

- 200,000+ Pima County residents are over age 60. Many who live alone feel isolated, lonely and abandoned. This can lead to physical illness, clinical depression and suicide. The suicide rate for Arizona seniors is 46% above the national average.

Last year, through the United Way and its partners' efforts, more than 15,300 seniors received assistance and in-home services, and more than 160,000 volunteer hours were provided by seniors to help the community and improve their health.



ECAP 2011

INCOME

- 14% of residents in Pima County live at or below the poverty level. Up to 5,000 people are homeless in our community. Many families have zero savings.



- For the 2009 tax year, Volunteer Income Tax Assistance (VITA) Volunteers prepared 7,787 tax returns helping families properly claim their tax credits and refunds equaling more than \$2 million in Earned Income Tax Credits and \$8.9 million in overall federal tax refunds for the Tucson area. Additionally, taxpayers were saved more than \$2 million in tax preparation fees and interest on refund anticipation loans.

ECAP 2011

We all benefit from living and working in a healthier, happier community.

Distribute pledge forms, agency directories and incentives at presentations. Answer any questions employees may have. Encourage immediate completion of the pledge form.

How to Make a Gift

Use a ballpoint pen. Press firmly. PRINT all information legibly.

Employees Combined Appeal Program 2011-2012

Step 1. I want my donation to help the following agencies:

I want my donation to help the following agencies listed in the ECAP Directory. Please refer to the Agency List on the back for the Agency Codes, list as many agencies as you wish. The complete directory can be found at www.pima.gov/ecap or www.unitedwaytucson.org/pccap

AGENCY CODE	AGENCY NAME	*AMT PER PAY PERIOD	*YEARLY AMT

*amt will have 12 pay periods in the calendar year

I want my donation to help these agencies **NOT** listed in the ECAP Directory: (MUST BE A 501(C)(3) AGENCY APPROVED BY IRS FOR DONATION)

AGENCY NAME	*AMT PER PAY PERIOD	*YEARLY AMT

#1 DESIGNATION CHOICE: Print the four-digit agency code, agency name, amount per pay period and total yearly amount of your gift. ECAP agencies and codes are listed in the Agency Directory.

Step 2. Make Your Gift

A. Easy Payroll Deduction
 Authorize my employer to deduct the following amount in my paycheck each pay period.
 \$ _____
For donations of \$500 or more please print recognition name as you wish it to appear in the United Way Leadership Book or enter Anonymous (Please Print):

B. One Time Donation (Check one box only)
 CHECK (payable to ECAP) \$ _____
 CASH \$ _____
 Payroll Deduction (One time only) \$ _____

ACKNOWLEDGEMENT OF GIFT INFORMATION:
 I wish to remain anonymous in United Way printed materials
 I wish to remain anonymous to the agency(ies) receiving my donation
 Yes, I wish to be acknowledged. Home address below: _____

My total annual donation is \$ _____
(Annual donation of \$500 or more qualifies you as a Leadership Giver)

Step 3. Please sign, date and return if donation is made:

Employee Signature _____ Date _____
 I do not wish to participate at this time: _____ Please Initial & Return _____

Contact Information:
For internal use only
 Work Phone: _____
 E-mail Address: _____
Print name if not shown above

100% OF YOUR DONATION GOES TO ADDRESS COMMUNITY NEEDS. THANK YOU FOR YOUR SUPPORT!
I acknowledge that no goods or services were received by me for this donation. All gifts are tax deductible to the extent provided by IRS regulations.

To designate your gift to an agency other than those listed in the ECAP brochure, PRINT the name of the local health and human care agency on the line provided.

#2 A.) EASY PAYROLL DEDUCTION: is an effective way to give throughout the year. Write the amount of your gift for each pay period.
B.) ONE TIME DONATION: Mark either check, cash or payroll deduction and enter amount of onetime gift.
WRITE YOUR TOTAL ANNUAL DONATION on the final

NOT PARTICIPATING- All employees should return their pledge form whether they wish

#3 SIGN and DATE your pledge form. PRINT your home address if you wish the agency(ies) to acknowledge your gift.

Make check payable to ECAP. Attach cash/check securely to the pledge form.

Client Outcomes:

EDUCATION



- Juvenile crime rates surge between 3 and 6 p.m. and triples the first half hour after school. Youth who are not meaningfully occupied after school are more likely to engage in criminal behavior during out of school time.

With support from the Boys and Girls Club, YMCA, Tucson Urban League, Pio Decimo Center and Children & Family Resources, 6,652 racially and ethnically diverse youth participated in high quality, after-school programs offered five days a week from 3 to 6 p.m.

- The National Association for the Education of Young Children (NAEYC) accredited childcare centers promote healthy social and emotional development practices which mitigate many of the traumatic experiences high risk (poor, abused and neglected) children experience that can influence later negative behavior.

In 2009-2010, 4,350 children attended high quality childcare centers.

8. Thank the Employees

It is important to thank those individuals that contributed to ECAP. Letting them know just how much they are appreciated is a small gesture compared to what kind of help their contribution will provide.

Here is a sample thank you letter:

Dear ECAP Donor:

Once again you have gone the extra mile for our community. Your donation through ECAP helped make Tucson a better place for everyone. Thank you for contributing to this year's ECAP Campaign.

Because of our continued support, local agencies will receive the ongoing help needed to provide vital health, family, and youth services for the neediest in greater Tucson. We cared enough to help one another and to meet the needs of those around us. Together we are building a better community.

Thanks again.

Sincerely,

Ask employees if they have any questions.

- ✓ Ask the employees to fill out the pledge form. Remind them of the department deadline for forms to be returned to you if not returned at meeting.
- ✓ Collect pledge form after presentation, if possible.
- ✓ Conduct one-on-one meeting with employees that were not able to attend a meeting or presentation.
- ✓ Thank participants.
- ✓ Turn in all pledge forms to your coordinator.
- ✓ *Providing incentive gifts at presentations might encourage immediate completion of pledge form.*

6. Collect, Check, Return Pledge Form

Please make sure each pledge form has been correctly completed. Each of the following sections should be completed depending on the type of contribution.

Step 1. I want my donation to help the following agencies:

Step 1 should be completed along with the Agency Code, Agency Name, amt. per pay period and the yearly contribution the employee wishes to make to that organization. Please see Agency Directory for a listing of Agency Codes.

If the employee chooses an organization that does not appear in the Agency Directory please use the 2nd set of boxes in Step 1 titled "I want my donation to help these agencies not listed in the ECAP Directory".

If the employee does not designate to any particular agency, the donation will be divided equally among three community impact areas: children, families and seniors. The employee can choose a prelisted donation or write in an amount of their choice.

Step 2. Make Your Gift:

A.) The employee needs to write the total amount that will be deducted from each pay period.

B.) If the employee is making a one time donation they need to mark Check, Cash or Payroll Deduction. Then enter the total amount of the one-time gift. All checks must be payable to ECAP.

The employee should write their total annual donation on the line provided.

Step 3. Please sign, date and return if donation is made:

Finally, the employee must sign and date the pledge form. If they are

7. Divide the pledge forms into three groups:
 - a. Payroll deduction pledge forms
 - b. Cash/Check/Money Order
 - c. No donation pledge forms

Paper clip or rubber band the cash/check/money order pledge forms and corresponding contributions, and place inside the report envelope.

Paper clip or rubber band the payroll deduction pledge forms, and place inside the report envelope.

Paper clip or rubber band the "non donation" pledge forms, and place inside the report envelope.

8. Return signed and sealed envelope to your ECAP department coordinator.
9. Due date for envelopes is November 4, 2011 to:

Shelley Rose, ECAP Chair
 Kino Veterans Memorial Community Center
 2805 E. Ajo Way
 Tucson, AZ 85713
 (520) 243-6348

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Partial _____
 Complete _____
 Number of Pledges _____



1
REPORT ENVELOPE

PIMA COUNTY ECAP

2
Dept. Division Names: _____
 3
Cost Center #: _____
 4
Dept./Division Coordinator: _____
 5
Solicitor: _____

6 METHOD OF CONTRIBUTION	NUMBER OF GIVERS	AMOUNT
Payroll Deduction	a	b
Cash	c	d
Check	e	f
TOTALS	g	h

THIS BOX FOR UNITED WAY USE ONLY

UW Account # _____ Cash: \$ _____
 Batch: _____ Checks: \$ _____
 Auditor's Initials: _____ Payroll Ded: \$ _____
 Date Received: _____ LEADERSHIP GIVING
 Number of Givers _____ Total \$ _____

United Way of Tucson and Southern Arizona 330 N. Commerce Park Loop, Suite 200 Tucson, AZ 85754 903-9000

INIT/DATE
 D.E. ____/____
 D VER ____/____
 POSTED ____/____

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NOT PARTICIPATING they should initial Step 3. If an employee does not wish to participate and refuses to initial, please write refused on the pledge form.

If there are any discrepancies please contact the employee and have them make the necessary corrections.

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7. Reconciliation of Envelope

1. Pre-numbered Envelopes are part of the audit trail.
Return ALL envelopes, filled or unfilled.
2. Department Name, i.e. Central Services
3. Enter Cost Center Number, i.e. 2500204.
One per envelope, please.
4. Department/Division Coordinator, PLEASE PRINT
5. Solicitor, PLEASE PRINT
6. Sort pledge forms by method of contribution:
(Please no more than 50 pledges per envelope)
 - a. Payroll deduction: total number of givers using this method.
 - b. Total dollar amount given through payroll deduction.
 - c. Cash contributions: total number of givers using this method.
 - d. Total dollar amount of cash from pledge form.
 - e. Check contributions: total number of givers using this method.
 - f. Total dollar amount of checks from pledge forms.
(Note: Verify that checks have been made payable to ECAP).

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- g. Total number of givers ($a + c + e = g$).
- h. Total amount of contributions ($b + d + f = h$).