

2021



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**Lead  
Coordinator  
Resource  
Manual**

**STATE EMPLOYEES**  
*Giving. Caring. Sharing.*



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## **COLORADO COMBINED CAMPAIGN**

Thank you for your leadership of the Colorado Combined Campaign! Because of you, state employees are empowered to give and, in turn, Colorado nonprofits can fund their important work. The CCC is proud to have more than 550 member nonprofits this year. They represent 20 cause areas, every corner of the state and countless opportunities to be a hero. Since 1987, volunteers like you have empowered coworkers to raise \$34 million for Colorado communities and Coloradans in need. Please take pride in playing a key role in what is not just an annual tradition, but also a statewide charitable institution. Lead Coordinators are the heart and soul of the CCC. Your time, energy and dedication—and the way you embody through your actions the CCC's legacy of state employees giving, caring and sharing—are very much appreciated.

**STATE EMPLOYEES**  
*Giving. Caring. Sharing.*

*Thank  
You*



## Common Lead Coordinator Questions

### **When does the campaign run?**

The campaign officially runs from September 4, 2018, to December 31, 2018. Within this timeframe, individual state agencies and colleges/universities run their own internal campaigns. Many start in October and run for four to six weeks. Wrap up and reporting take place in January, and the process of distributing funds to designated charities begins in February.

### **Who can I call for help if I have questions about our campaign?**

CCC staff members are available to answer your questions, help you plan and troubleshoot, and provide support, materials and resources. Call us at 720-420-3210 or email [info@coloradocombinedcampaign.org](mailto:info@coloradocombinedcampaign.org).

### **Can I get additional brochures and pledge forms?**

Yes. The campaign resource guide and pledge form can be found online at [www.coloradocombinedcampaign.org/campaign-resources](http://www.coloradocombinedcampaign.org/campaign-resources). Also, you can request additional copies by calling the CCC.

### **Where can I find additional campaign resources?**

Campaign resources (such as posters, flyers and emails) can be found online at [www.coloradocombinedcampaign.org/campaign-resources.html](http://www.coloradocombinedcampaign.org/campaign-resources.html). You can also contact the CCC with questions and requests for additional resources.

### **Is there money for me to use to plan a campaign kickoff or other campaign activity?**

Yes. The CCC has allocated "seed money" (a total of \$1,100 in 2018) that departments can use to promote their campaigns and encourage participation. The program has been reformulated this year; learn more on the back cover of this manual. Lead Coordinators will now apply for amounts of either \$50 or \$100, which will be given to them up front to spend on supplies and other items as they see fit.

### **How do other agencies and colleges/universities typically use seed money?**

Seed money can be used for anything that will help inspire employees to participate in the campaign, including:

- Purchasing incentive gifts that are given through weekly drawings to individuals who have opted donate.*
- Purchasing food for campaign kickoffs, nonprofit fairs or other events.*

### **Does the CCC provide incentive gifts?**

Upon request, the CCC can provide to you a limited number of incentive gifts. These can include things like tote bags, travel mugs, pens, magnets, Post-Its and other swag. It is up to you to decide how to use these items. Often Lead Coordinators will use them for door prizes at events, add them to silent auction baskets or give them as a thank-you to employees who have donated or volunteered.

### **Other departments seem to have great giveaways such as gift cards. Where can I get these items?**

Aside from the limited amount of items that you receive directly from the CCC, Lead Coordinators can solicit popular businesses for donations. Tip: approach the stores you already frequent for a donation. Take a walk at lunch time and ask the stores and restaurants close to your office for donations. Sample donation request and thank-you letters are elsewhere in this manual, and on the Lead Coordinator page on the CCC website.

### **What kickoff events and fundraisers have departments hosted to increase participation and pledges?**

Most agencies and colleges/universities will host a nonprofit fair so that employees can learn about the different services being offered in the community. Many times these activities are paired with other events such as chili cook-offs, bake sales and silent auctions.

### **How do I schedule a nonprofit fair or nonprofit speaker?**

Participating nonprofit agencies are always excited to have the opportunity to come and talk to employee donors about their work and how much the contributions they receive through the CCC make a difference in their ability to help the community. To schedule a nonprofit speaker or to set up a nonprofit fair, please contact the CCC at 720-420-3210. For more tips and information on scheduling an agency fair or speaker, look elsewhere in this manual.

### **Where can I find more information about the nonprofits participating in this year's campaign?**

A current listing of participating nonprofits can be found in our campaign brochure, as well as on our website at [www.coloradocombinedcampaign.org/donor-resources.html](http://www.coloradocombinedcampaign.org/donor-resources.html). We also routinely highlight our nonprofit partners on our website at [www.coloradocombinedcampaign.org](http://www.coloradocombinedcampaign.org) and our Facebook page at [www.facebook.com/coloradocombinedcampaign](http://www.facebook.com/coloradocombinedcampaign).

### **What do I do with paper pledge forms that have been completed and returned to my attention?**

If an employee has opted to donate through payroll contribution, a copy of the paper pledge form must be turned in to both your payroll department and the CCC. If the employee has opted to donate with a credit/debit card, check, e-check or cash, the pledge form and the method of payment need only be submitted to the CCC. Paper pledge forms that don't involve cash or check can be scanned and emailed to [info@coloradocombinedcampaign.org](mailto:info@coloradocombinedcampaign.org). In the metro area, you can arrange for a pickup (we come to you) or delivery (you come to us) of pledge forms and funds by calling us at 720-420-3210 or emailing [info@coloradocombinedcampaign.org](mailto:info@coloradocombinedcampaign.org). Outside of the metro area, feel free to ship items via a secure service like UPS or FedEx (see our street address below). Also, don't forget to include a [Pledge Processing Form](#) with every "batch" of forms and funds.

Colorado Combined Campaign  
789 Sherman Street, Suite 230  
Denver, CO 80203  
720-420-3210  
[info@coloradocombinedcampaign.org](mailto:info@coloradocombinedcampaign.org)

### **What is the Pledge Processing Form?**

This form serves as part of our system of checks and balances and ensures that the CCC attributes the pledges to the correct state agency, college or university. The Pledge Processing Form needs to be filled out and submitted with each batch of pledges you submit to the CCC. (Batches should also be separated by subdivision, for instance, Department of Revenue – Lottery Division, with the Pledge Processing Form filled out accordingly.) Please see more elsewhere in this manual.

**Can an employee make a pledge after the campaign has closed on December 31st?**

Employee donors interested in making a credit/debit card, check, or e-check donation can do so at any time throughout the year. Pledges made through payroll contribution can, in most cases, be processed with the January pay period if received by the CCC office by mid-January. The ability to process pledges made through payroll contribution outside of the timeline of the campaign (so, from January to August) varies by institution and is at the institution's discretion. Please contact the CCC with questions about processing pledges that are made after the campaign closes.

**If an employee is hired outside of the campaign season (January through August) can they still make a pledge or do they have to wait until the next campaign year?**

Employee donors interested in making a credit/debit card, check, or e-check donation may do so at any time throughout the year. The ability to process pledges made through payroll contribution varies by agency or school and is at the institution's discretion. Please contact the CCC with questions about processing pledges that are made after the campaign closes.



## Overview of Campaign Logistics and Dates

### Pledging Options

- The iPledge online giving site at <https://www.ipledgeonline.org/coloradocombinedcampaign/>, accessed on a desktop or laptop computer, or with a mobile device through a QR code found on printed materials and the campaign website.
- Paper pledge forms distributed to employees by Lead Coordinators via the Resource Guide & Directory (back cover), singly or as downloaded from the campaign website.

### Donation Options

- Recurring or one-time payroll contribution.
- Recurring or one-time credit/debit card or e-check contribution.
- One-time donation with cash, check or e-check.

### Pledge Management

- CCC staff will provide both paper and electronic versions of the Resource Guide & Directory and pledge form to Lead Coordinators for employee distribution. Quantity and delivery instructions are solicited by staff and provided by Lead Coordinators.
- Lead Coordinators are responsible for collecting completed paper pledge forms and providing a copy to both their payroll department and to CCC staff (if a payroll contribution is indicated).
- CCC staff are responsible for tracking online pledges and sending Excel reports to both the Lead Coordinator and to the department payroll staff.
- CCC staff are responsible for entering pledges made on paper pledge forms into iPledge, the CCC online donation and tracking system.

### Important Dates

- Official campaign dates: Tuesday, September 4, 2018, through Monday, December 31, 2018.  
*-Each institution of state government determines the length of its campaign and its start and end dates. Most campaigns begin in October and run for four to six weeks.*  
*-Some state colleges and universities run their campaigns through the first week of January to accommodate winter break schedules.*
- Tuesday, September 4, 2018: Online giving site opens.
- Friday, January 4, 2019: Online giving site closes to payroll contributions.
- Friday, January 11, 2019: Payroll contribution reports sent by the CCC to department payroll contacts with a courtesy copy to Lead Coordinators.
- After Friday, January 11, 2019: Late pledges and new-hire pledges accepted depending on the individual department's ability to process them. Contact the CCC first at [info@coloradocombinedcampaign.org](mailto:info@coloradocombinedcampaign.org) for help.



## Campaign Marketing Resources

Visit us at [www.coloradocombinedcamapign.org/campaign-resources.html](http://www.coloradocombinedcamapign.org/campaign-resources.html) for a variety of customizable online resources to help you spread the word about your campaign. Please note: all items will be updated for the 2018 campaign by September 4, 2018.

**GENERAL CAMPAIGN POSTERS** can be customized with the Lead Coordinator's name and contact information, and can be placed in various locations such as break rooms, hallways, conference rooms, elevators and restrooms.

**EVENT POSTERS AND POSTCARDS** can be customized for department events and used to publicize incentive drawings and other campaign related functions and events.

The CCC website has several different **EMAIL TEMPLATES** that contain general information about the campaign and nonprofit testimonials that highlight the impact state employee donations have on Colorado communities. These will be updated throughout the campaign.

**PLEDGE REMINDER CARDS AND FLYERS** can be used throughout the campaign to remind employees to give online or turn in their pledge forms. Both can easily be added to paychecks and other mailings.

**CAMPAIGN THANK-YOU CARDS** can be distributed to anyone who has given to the campaign. Employee donors may fill in the name(s) of the nonprofit(s) they have pledged to and display the cards in places like their office windows, doors and cubicles.

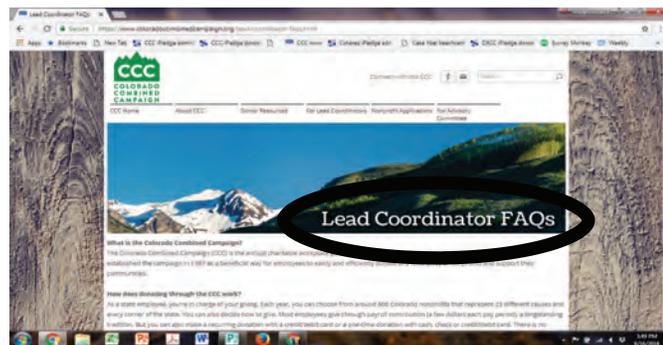
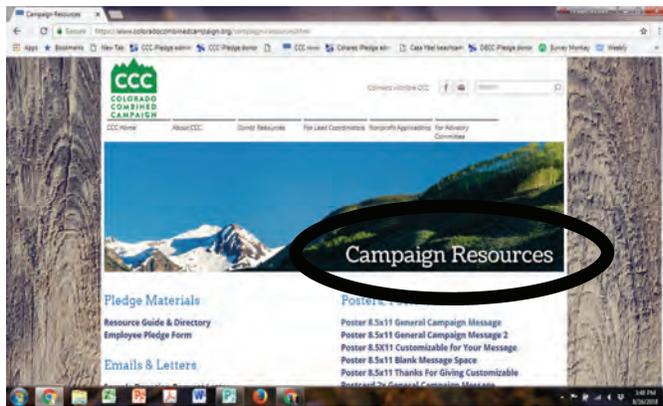
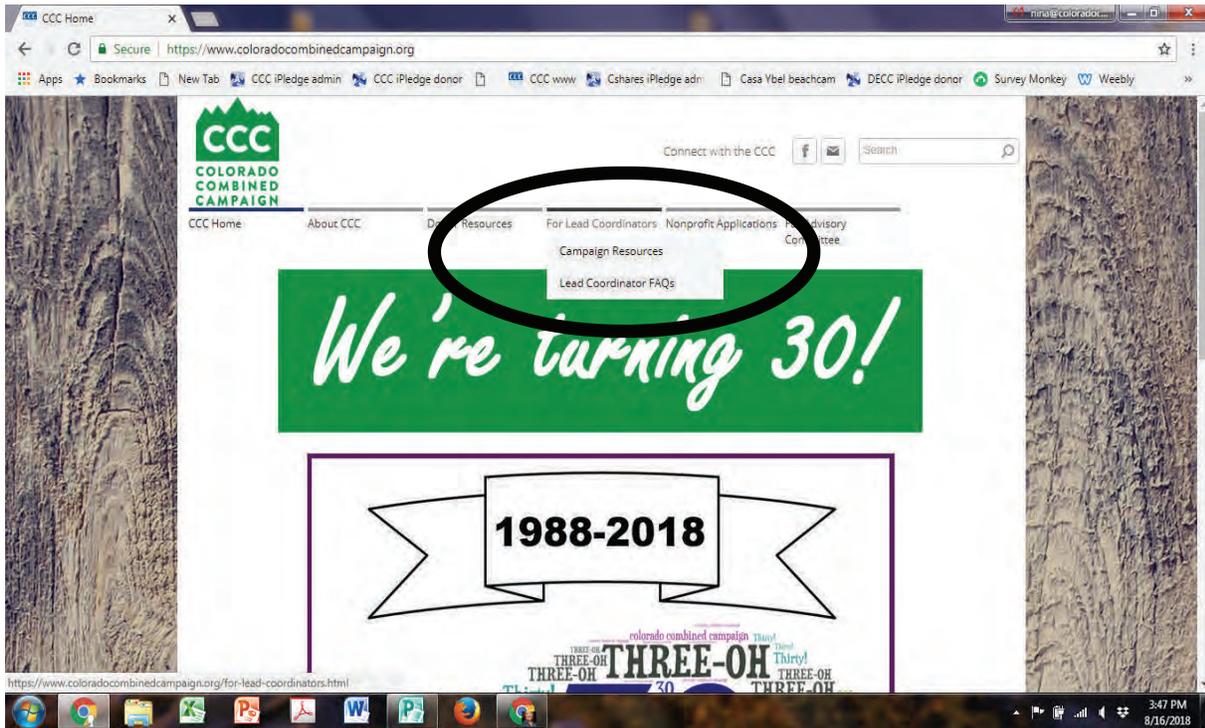
**MAKE YOUR OWN MATERIALS USING OFFICIAL CAMPAIGN GRAPHICS.** The latest logos and images are available for your easy download and use.

**GIVING TOOLS**, like the 2018 Resource Guide and Directory, the pledge form and a link to the CCC giving site, [www.ipledgeonline.org/coloradocombinedcampaign](http://www.ipledgeonline.org/coloradocombinedcampaign), are easily accessible.

**A WIDE ARRAY OF PROMOTIONAL MATERIALS MAY BE FOUND ON THE WEBSITE**, including videos, proclamations and lists of member nonprofits. If an item relates to the CCC, it's available to you at [www.coloradocombinedcampaign.org](http://www.coloradocombinedcampaign.org).

# Finding CCC Campaign Resources Online

www.coloradocombinedcampaign.org



# CCC 2017 Results

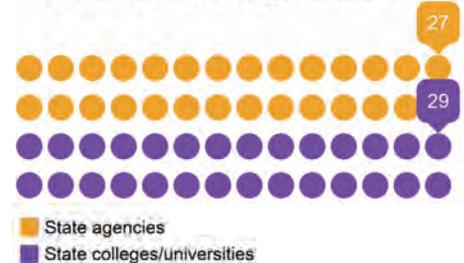
State College/University	\$ to date	% change	Actual chg	Donors	% chg	Actual chg
Arapahoe Community College	\$240.00	-84%	-\$1,260.00	1	-67%	-2
Auraria Higher Education Center	\$4,022.00	4%	\$140.00	7	-13%	-1
Colorado Community College System <sup>^</sup>	\$5,700.00	13%	\$645.00	16	14%	2
Colorado Mesa University <sup>+</sup>	\$3,440.00	4%	\$120.08	10	-23%	-3
Colorado Northwestern Community College	\$1,980.00	-27%	-\$744.00	7	-42%	-5
Colorado School of Mines	\$12,930.00	-29%	-\$5,200.00	16	-47%	-14
Colorado State University <sup>+</sup>	<b>\$123,257.00</b>	-6%	-\$7,299.00	<b>284</b>	5%	13
Colorado State University – Pueblo <sup>+</sup>	\$5,846.00	-23%	-\$1,727.96	28	33%	7
Community College of Aurora	\$1,540.00	-33%	-\$749.00	5	-58%	-7
Community College of Denver	\$120.00	-50%	-\$120.00	1	0%	0
Fort Lewis College <sup>+</sup>	\$2,224.00	15%	\$290.00	12	-20%	-3
Front Range Community College – Boulder <sup>+</sup>	\$420.00	13%	\$48.00	1	-75%	-3
Front Range Community College – Fort Collins	\$2,580.00	-16%	-\$500.00	7	-22%	-2
Front Range Community College – Westminster	\$3,770.00	-14%	-\$624.00	4	-20%	-1
Metropolitan State University of Denver	\$1,140.00	-59%	-\$1,622.00	3	-79%	-11
Morgan Community College <sup>^</sup>	\$3,251.00	<b>136%</b>	<b>\$1,876.00</b>	<b>27</b>	<b>170%</b>	<b>17</b>
Northeastern Junior College <sup>+</sup>	\$7,484.00	55%	\$2,657.00	26	0%	0
Pueblo Community College	\$1,200.00	0%	\$0.00	1	0%	0
Red Rocks Community College	\$1,140.00	-10%	-\$120.00	2	-50%	-2
University of Colorado Boulder	\$22,625.00	-11%	-\$2,681.00	41	-27%	-15
University of Colorado Colorado Springs	\$18,243.00	-17%	-\$3,657.00	52	-30%	-22
University of Colorado Denver/Anschutz Medical Campus <sup>+</sup>	\$96,045.00	2%	\$1,709.00	130	-10%	-15
University of Colorado System Administration <sup>+</sup>	\$33,986.00	11%	<b>\$3,272.00</b>	32	-14%	-5
University of Northern Colorado	\$10,430.00	-12%	-\$1,381.00	22	-21%	-6
<b>STATE COLLEGE/UNIVERSITY TOTAL</b>	<b>\$363,613.00</b>			<b>735</b>		
<b>State Agency</b>						
Colorado Supreme Court <sup>+</sup>	\$100.00	11%	\$10.00	1	-50%	-1
Department of Agriculture	\$5,210.00	-10%	-\$572.00	23	-34%	-12
Department of Corrections	\$12,628.00	-28%	-\$4,888.00	48	-60%	-73
Department of Education <sup>+</sup>	\$8,552.00	3%	\$218.00	14	-13%	-2
Department of Health Care Policy & Financing <sup>^</sup>	\$32,288.00	48%	\$10,540.00	120	69%	49
Department of Higher Education <sup>+</sup>	\$1,580.00	6%	\$90.00	4	-20%	-1
Department of Human Services	\$38,468.75	-27%	-\$14,276.05	149	-48%	-140
Department of Labor & Employment	\$17,809.00	-21%	-\$4,610.30	69	-22%	-19
Department of Law / Office of the Attorney General <sup>^</sup>	\$30,918.50	34%	\$7,798.50	99	80%	44
Department of Local Affairs <sup>^</sup>	\$22,682.96	7%	\$1,390.96	74	4%	3
Department of Military & Veterans Affairs <sup>+</sup>	\$5,307.00	4%	\$207.00	18	0%	0
Department of Natural Resources <sup>^</sup>	\$41,090.24	21%	\$7,156.24	135	9%	11
Department of Personnel & Administration <sup>^</sup>	\$26,727.00	222%	<b>\$18,422.00</b>	46	119%	26
Department of Public Health & Environment <sup>+</sup>	<b>\$54,142.00</b>	7%	\$3,443.92	160	-3%	-5
Department of Public Safety <sup>+</sup>	\$33,081.80	6%	\$1,942.05	112	-1%	-1
Department of Regulatory Agencies	\$43,481.19	-2%	-\$970.96	163	-23%	-48
Department of Revenue <sup>^</sup>	\$26,444.01	40%	\$7,574.81	130	69%	53
Department of Transportation	\$28,437.00	-7%	-\$2,264.00	96	0%	0
Department of Treasury <sup>+</sup>	\$2,895.08	-25%	-\$976.88	16	45%	5
Governor's Office <sup>^</sup>	\$20,400.50	<b>325%</b>	<b>\$15,600.50</b>	39	<b>225%</b>	27
History Colorado <sup>^</sup>	\$3,600.00	46%	\$1,140.00	9	29%	2
Judicial Department	\$41,840.50	-20%	-\$10,459.50	105	-26%	-36
Legislative Department <sup>^</sup>	\$37,110.00	0%	\$77.00	59	4%	2
Office of Information Technology <sup>+</sup>	\$25,276.09	29%	\$5,655.89	73	-8%	-6
School for the Deaf and Blind <sup>^</sup>	\$2,640.00	24%	\$504.00	5	26%	1
Secretary of State <sup>+</sup>	\$5,285.00	18%	\$797.00	9	-10%	-1
State Public Defender's Office	\$13,037.00	-60%	-\$19,882.00	37	-39%	-24
<b>STATE AGENCY TOTAL</b>	<b>\$581,031.62</b>			<b>1,813</b>		
<b>CURRENT CAMPAIGN TOTAL</b>	<b>\$944,644.62</b>	0.72%		<b>2,548*</b>	-8.11%	
Dollar difference year-over-year	\$6,740.30			-225		
Average donation	\$370.74					
Dollar difference year-over-year	\$32.50					
Percentage difference year-over-year	9.61%					
12 agencies/schools <sup>^</sup>	Exceeded 2016 dollars and donors					
14 agencies/schools <sup>+</sup>	Exceeded 2016 dollars					
3 agencies/schools <sup>-</sup>	Exceeded 2016 donors					
CSU; CDPHE	Most dollars					
CSU; DORA	Most donors					
Morgan CC; Governor's Office	Largest % increase - dollars					
Morgan CC; Governor's Office	Largest % increase - donors					
CU System Admin; Personnel & Admin.	Largest increase actual numbers - dollars					
Morgan CC; Revenue	Largest increase actual numbers - donors					

\* Note: most CCC donors give to more than one charity, 2,548 donors made 5,846 separate donations (see graphic this page).

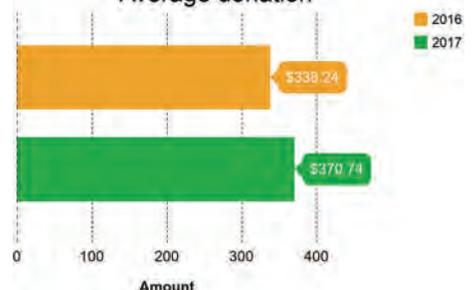
Revenue growth



Participating organizations



Average donation



**COLORADO  
COMBINED  
CAMPAIGN**

STATE EMPLOYEES Giving. Caring. Sharing.

# Ten Steps to Campaign Success

## A BLUEPRINT

### STEP 1: Learn campaign basics

- What is the CCC? (page 29)
- What is the role of the Lead Coordinator? (page 27)
- Why should employees give? (page 29)
- How can employees give? (page 29)
- What are key campaign dates (pages 6 and 7) and resources? (page 8)
- Who can help me at the CCC? (page 28)
- How do I turn in pledge forms and money? (page 21)
- What is iPledge and how do I use it?
- What were my department's 2017 results? (page 10)
- What are my department's channels of communication and how can I access them?
- What do I want to get out of this experience (meet more people in my department, get more visibility to leadership, develop professionally, display my creative or organizational skills)?

### STEP 2: Set a goal

- Set a goal around participation (number of donors) or dollars (amount of funds raised) or both.
- Refer to your department's prior-year results (page 10) and ask what's feasible.
- Consult with your department's leadership and your volunteer team.
- Set a goal that is realistic yet challenging. Share it with the CCC.

#### TIPS

➤ This manual contains all of the information you need to successfully plan and run a campaign. Look at the Table of Contents to familiarize yourself with what's available.

➤ Explore the CCC giving platform and database, iPledge, at [https://www.ipledgeonline.org/\\_coloradocombinedcampaign](https://www.ipledgeonline.org/_coloradocombinedcampaign).

#### TIPS

➤ A goal is essential. It's your destination. Without it, you won't get anywhere.

➤ Dollars come from donors, so focus first on setting a participation goal.

# Ten Steps to Campaign Success

## A BLUEPRINT

### STEP 3: Create a plan

- Set campaign dates that work best for your department. (The CCC in general runs from September 1 to December 31.)
- Evaluate honestly what has and hasn't worked for your department in the past.
- Decide if your campaign will be digital or paper-oriented, or a combination. Order paper materials (pledge forms and resource guides) from the CCC and decide how they'll be distributed.
- Decide what additional CCC resources (email templates, posters, flyers, graphics) you'll use and how.
- Decide how you'll use your department's existing channels of communication (website, emails, mail delivery system, newsletters, staff meetings, common spaces and bulletin boards) to raise awareness and get participation.
- Decide how you'll kick off your campaign on its first day.
- Decide what types of campaign events would be appreciated and successful in your environment (chili cook-off, nonprofit fair and nonprofit speakers). (See more ideas on page 33.)
- Develop a simple timeline of what needs to happen when.

### STEP 4: Recruit your team

- If you're new, talk with your predecessor to get their take on the campaign.
- Ask your supervisor to support the campaign and to seek support from other department leaders. Their endorsement is critical for success.
- Share your plan with your department's public information officer and payroll manager.
- Don't go it alone. Recruit a team of enthusiastic and resourceful coworkers to help you distribute materials, plan events and spread the word.
- Ask coworkers who are committed to giving in general or to a specific nonprofit to serve as ambassadors who will actively encourage others to donate. volunteer

#### TIPS

- A plan can be as simple or as complicated as you choose to make it. Sometimes less is more.
- Types of kickoffs that are successful include an all-employee email from the head of the department, and a short presentation at a standing staff meeting.
- Find CCC resources at [www.coloradocombinedcampaign.org/campaign-resources.html](http://www.coloradocombinedcampaign.org/campaign-resources.html).

#### TIPS

- A rule of thumb for recruiting a volunteer team is at least one volunteer per location and/or one volunteer for 25-30 employees (based on the size and scope of your department).
- The CCC was developed by the state for the benefit of state employees. Don't hesitate to ask for help.

# Ten Steps to Campaign Success

## A BLUEPRINT

### STEP 5: Grow awareness and have fun!

- Activate your plan by distributing pledge materials, sending emails and hosting events.
- In everything you do, share your department's goal and encourage everyone to participate.
- Send links to the online giving site ([https://www.ipledgeonline.org/\\_coloradocombinedcampaign](https://www.ipledgeonline.org/_coloradocombinedcampaign)), hand out flyers and promotional items, and put up posters in breakrooms, conference rooms, hallways and elevators.
- Use a fundraising thermometer to consistently track and communicate progress.
- Use seed money (page 25) and seek donations (page 27) for prizes, food and beverages for your activities.
- Ask your supervisor about securing Employee Appreciation Funds for department events.
- Make life easy for yourself by regularly collecting paper pledge forms and funds, and getting them to the CCC. Use a pledge processing form (page 24) as a cover page and be sure to separate forms by division.

### STEP 6: Make the ask

- The CCC is a fundraising campaign. People expect to be asked to make a donation. The number-one reason people don't give is that they aren't asked to. So ask!
- Based on the personality of your department, consider different ways of asking for a donation: in a group, one-on-one, through email and through the mailbox.
- If you're not comfortable making the ask, find someone who is and recruit them to your volunteer team.
- Payroll giving (a little bit at a time) is relatively painless and how the vast majority of CCC donors contribute. Place the emphasis in your ask on this time-tested way to give.
- Giving through the CCC is easy, efficient and empowering (page 29). It endures after nearly three decades because state employees like it. Rely on its appeal to feel comfortable in asking employees to participate.
- Why do you give? Why is it important to you? Share your personal story.

### TIPS

- Use events to hand out campaign materials, connect donors to charities, and encourage payroll contributions. A \$5 event entry fee will not benefit your campaign as much as a \$5 per month payroll gift.
- Find a fundraising thermometer at [www.coloradocombinedcampaign.org/campaign-resources.html](http://www.coloradocombinedcampaign.org/campaign-resources.html).
- Get help from the CCC to secure nonprofits for fairs and speaking opportunities (pages 17 and 18).
- The CCC will provide you with a small supply of logo promotional items (things like pens, clips, notepads, magnets) that you can give away to say thanks and grow awareness.
- Seed money is marketing funds made available by the CCC to help you promote your campaign. Learn more on page 34.

### TIPS

- The CCC is open to all employees. There is no minimum donation. And, there are many ways to give, based on what's best for the individual. Everyone can participate.
- Never assume that someone can't give or doesn't want to. You don't know of another's intent unless you ask.
- Research shows that giving feels good! It's rewarding, pleasurable and gives you a warm glow. See the article on our website at [www.coloradocombinedcampaign.org/for-lead-coordinators.html](http://www.coloradocombinedcampaign.org/for-lead-coordinators.html).

# Ten Steps to Campaign Success

## A BLUEPRINT

### STEP 7: Monitor and track

- The CCC offers multiple ways for you to monitor and track your campaign.
- One: From September 1 on, you can check your department's overall running total anytime at [https://www.ipledgeonline.org/\\_coloradocombinedcampaign](https://www.ipledgeonline.org/_coloradocombinedcampaign). Once there, click on the "results" graphic (stack of dollar bills) on the left-hand side of the screen. (If your department is set up by division within iPledge, click on the green plus sign to see that view.)
- Two: Every other week, from mid-September through the end of the campaign, the CCC will email you a report that shows your department's donors, current fundraising total, current-year goal and prior-year results.
- Three: If you'd like more detailed reports more often, please sign up as a donor at [https://www.ipledgeonline.org/\\_coloradocombinedcampaign](https://www.ipledgeonline.org/_coloradocombinedcampaign). The CCC can then give you special coordinator privileges to access iPledge reporting features. (If you signed up for iPledge in 2017 or earlier, we've already given you this access. Look to the right to learn more.)
- If your campaign is lagging, consider: sending out additional communications (sometimes, all it takes is one more email), offering an incentive for signups and making group or one-on-one asks.

### STEP 8: Wrap up

- Remind your department's employees of the closing date for your campaign and what action is needed from them (complete a paper pledge form, or sign up and give online).
- Turn in all paper pledge forms and funds to the CCC (page 21) at least monthly and then by the end of the general campaign in December. Don't forget to give copies of paper pledge forms that indicate payroll contributions to your payroll department, too.
- Make sure your department knows about any donation incentives offered by the CCC.
- The CCC will send a report to your payroll department by mid-January that shows all payroll contributions for your department. You'll get a copy, too. Please look it over and verify its contents, letting the CCC know if you have questions or concerns.
- Announce results to your department when you've turned in all paper pledge forms and funds, and have verified that they've been entered into iPledge by the CCC.

### TIPS

- Lead Coordinators who routinely monitor their results run more successful campaigns, a two-year study of CCC data suggests. They're more likely to increase donors and dollars, and to reach their goals.
- To access additional iPledge reporting features, login to your donor account and go to: my tools/coordinator/view donor data. From here you can expand details (click green plus sign) and run an Excel report (look for, Download CSV of this report).
- Turn in paper pledge forms and funds to the CCC at least monthly (page 21), to fully track what your department is raising.
- Information about donors is provided to you in confidence, as a volunteer leader. Please use it discretely and appropriately.

### TIPS

- Remember that the general CCC campaign ends on December 31. Technically, all employees can still give until then. If your campaign ends sooner, be prepared to continue processing paper pledge forms and funds (page 21).
- Don't forget to make your own donation! Give to the charities, causes and communities you care about.

# Ten Steps to Campaign Success

## A BLUEPRINT

### STEP 9: Say thank you

- Thank as you go, appreciating everyone who volunteers, listens to an ask, donates, or helps in any way.
- Use your communication channels to announce and celebrate results (number of donors, amount of dollars), and highlight department successes (exceeding last year's results, hitting this year's goal).
- Use staff meetings, email and common spaces to thank your department as a whole, Use letters, notecards or face-to-face communication to thank your donors, volunteer team, payroll department and executive leadership.
- Encourage your executive leadership to send a thank-you email or letter to department employees.

### STEP 10: Evaluate and prep for next year

- After you've turned in all paper pledge forms and funds (page 21) compare your results (donors and dollars) to your goal. Did you get where you wanted to go? Why or why not?
- Talk with your volunteer team members and get their take on what worked (and maybe didn't).
- Write up brief notes on what aspects of your plan should be repeated and built on next year.
- Attend the thank-you event hosted by the CCC and take any post-campaign surveys.

#### TIPS

- The CCC will send thank you/tax acknowledgement letters to all donors after the campaign ends. The CCC will also share contact information about donors with their charities of choice, for the purpose of sending letters of thanks.

#### TIPS

- When all is said and done, take pride in what you accomplished! You enabled and empowered your colleagues to give. Charities, causes and communities across Colorado will benefit. Know that you're awesome, and very much appreciated by the CCC and your department.



# COLORADO COMBINED CAMPAIGN

# PLANNING WORKSHEET

<b>2017 results</b>			
Number of donors			
<b>2018 goal</b>		<b>(Suggested: + 7%)</b>	
Number of donors			
<b>My team</b>			
<i>Volunteer 1</i>			
<i>Volunteer 2</i>			
<i>Volunteer 3</i>			
<b>Digital?</b> <input type="checkbox"/>	<b>Paper?</b> <input type="checkbox"/>	<b>Both?</b> <input type="checkbox"/>	
<b>How we'll distribute materials and messages</b>			
<i>Channel 1</i>			
<i>Channel 2</i>			
<i>Channel 3</i>			
<b>Events that our department would enjoy and participate in</b>			
<i>Idea 1</i>			
<i>Idea 2</i>			
<i>Idea 3</i>			
<b>CCC resources we'll need</b>			
<b>Our campaign start date</b>		<b>Our campaign end date</b>	
<b>Our campaign timeline</b>			
<i>Sept.</i>	<i>Oct.</i>	<i>Nov.</i>	<i>Dec.</i>
<b>How we'll kick off our campaign</b>			

Notes to self...





## **How to Schedule Nonprofit Representatives and Speakers**

### **SCHEDULING NONPROFITS**

One of the best ways to excite your donors is to give them a chance to meet CCC nonprofits and learn firsthand the needs in the community. It's our pleasure to help you identify and secure nonprofit representatives for fairs and speaking opportunities.

### **BEST PRACTICES**

To make the most of a nonprofit fair or speaking opportunity, here are some helpful suggestions, courtesy of other Lead Coordinators and CCC charity friends.

- Know what nonprofits and causes were your department's top ten in 2017. (We can provide you with this information upon your request.)
- Make the fair or the speaker the focal point, versus trying to combine a variety of activities.
- Schedule your event at a time people are most likely to be taking a break (for instance, lunch time).
- Promote your event up front, and don't forget to include food and a prize or giveaways of some sort. (We can help with these; just contact us.)
- Encourage interaction by (for instance) making it necessary to visit every nonprofit's table in order to be entered into a contest.
- Condense the timeframe (say, from two hours to 90 minutes). This can actually spur participation (both for employees and nonprofits).

### **A FINAL NOTE**

The fall is workplace giving season, and nonprofits are being asked to attend many events, for the CCC and a variety of other governmental and private-employer campaigns. Be sure to submit your request to us as soon as you can (within at least three weeks of your desired event date). Finally, animals have long been a popular staple at nonprofit fairs, but increasingly animal groups are unable to bring them, due to logistical and liability concerns. What other nonprofits or causes would be of interest to your department? Think outside of the box a bit to create an engaging, interesting and meaningful event for your coworkers and potential donors.



## Nonprofit Event Request Form

*Complete and return to [info@coloradocombinedcampaign.org](mailto:info@coloradocombinedcampaign.org)*

<b>Department/division name</b>	
<b>Date of event</b>	
<b>Event type (fair, speakers, chili cookoff, etc.)</b>	
<b>Location (name of location and address)</b>	
<b>Type of location (indoor, outdoor, conference room, etc.)</b>	
<b>Start/finish time</b>	
<b>Set-up time (if different than start time)</b>	
<b># of charities desired</b>	
<b>Specific charities or cause areas desired (animal groups, environmental, etc.)</b>	
<b>Are you requesting animals? Yes/no</b>	
<b>If requesting animals, have you verified they're allowed at your facility?</b>	
<b>What's provided for nonprofits (tables, chairs, etc.)</b>	
<b>Type of materials charities should bring (printed materials, promotional items to give away, etc.)</b>	
<b>Number of employee attendees expected</b>	
<b>Security instructions if necessary</b>	
<b>Parking instructions</b>	
<b>Brief description of your plan to promote fair or speakers (posters, email, etc.)</b>	
<b>Event contact name</b>	
<b>Event contact email</b>	
<b>Event contact phone</b>	



Date

Name

Company/Business Name

Address

City, State Zip Code

Dear **Name**,

As a proud Colorado state government employee, I am pleased to introduce you to the Colorado Combined Campaign (CCC). This workplace giving campaign provides state employees with the opportunity to donate to charities that directly benefit Coloradans. Donations are made through payroll contribution and directed to one or more of over 600 participating nonprofit organizations. Since the first campaign in 1988, the CCC has raised \$34 million for worthwhile causes and groups.

We know **Company/Business Name** believes in charitable giving, which is why we would like to highlight you as a CCC supporter. We're inviting you to donate a product, service or gift card, which will be used as an incentive to encourage campaign participation. Coming from a well-regarded business, your donation will go a long way toward helping **letter writer's state agency** encourage new and returning donors, and increase the total amount of contributions. Both of these significantly impact Colorado nonprofits and the communities they serve.

The CCC is a 501(c)(3) organization, so your donation is tax deductible as allowed by law. (The CCC's tax ID number is 74-2401941. It shares this number with its parent organization, Community Shares of Colorado.)

If you have questions or would like additional information, please contact me at **email** or **phone number**. To learn more about the history, impact and work of the CCC, visit [www.coloradocombinedcampaign.org](http://www.coloradocombinedcampaign.org).

Thank you for your consideration! I look forward to connecting with you soon.

Sincerely yours,

Letter writer's name

Letter writer's state agency

**Note to letter writer:** a customizable version of this letter can be found at: [www.coloradocombinedcampaign.org/campaign-resources.html](http://www.coloradocombinedcampaign.org/campaign-resources.html).

**State Employees Giving. Caring. Sharing.**



Department of the Treasury  
Internal Revenue Service

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248462390  
Jan. 14, 2013 LTR 4168C E0  
74-2401941 000000 00  
00019288  
BODC: TE

COMMUNITY SHARES OF COLORADO INC  
789 SHERMAN ST SUITE 230  
DENVER CO 80203-3529



042857

Employer Identification Number: 74-2401941  
Person to Contact: MR. PATTERSON  
Toll Free Telephone Number: 1-877-829-5500

Dear TAXPAYER:

This is in response to your Jan. 03, 2013, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in APRIL 1986.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Richard McKee, Department Manager  
Accounts Management Operations



## What to Do With Paper Pledge Forms and Funds

### First...

- Remind employees of the deadlines you've set to submit paper pledge forms and funds.
- Once you've collected paper pledge forms and funds, organize them by division (if your department is organized that way on iPledge).
- Fill out a Pledge Processing Form (one per division, if applicable).
- Submit **ALL** paper pledge forms and funds (cash, check, credit/debit card information) to the CCC (see contact information below).
- Submit *copies* of paper pledge forms that show payroll contributions only to your payroll department.

### Then...

- In mid-January, the CCC will email you and your payroll department a report that shows all of your department's payroll contribution pledges (those made both online and through paper pledge forms).
- Review this report and make sure it confirms what you believe you raised and turned in. Share any inconsistencies with the CCC.
- Make sure your payroll department got the report and is prepared to enter payroll contribution pledges into the system for deductions beginning in late January.

### Finally...

- Thank your CCC donors and everyone who helped you organize and run your campaign.
- Use your department communication channels to celebrate and highlight department successes.

### And remember...

- Lead Coordinators are responsible for submitting to their payroll departments *copies* of all paper pledge forms that show payroll contributions only.
- **ALL** paper pledge forms for every type of donation (payroll, check, recurring, one-time, etc.) must be submitted to the CCC for processing and reporting.
- Paper pledge forms that have no tangible funds attached (like payroll contributions and credit/debit card donations) can be scanned and emailed to the CCC at [info@coloradocombinedcampaign.org](mailto:info@coloradocombinedcampaign.org).
- Paper pledge forms with tangible funds (cash, check) attached must be mailed or securely shipped to the CCC at:

Colorado Combined Campaign  
789 Sherman Street, Suite 230  
Denver, CO 80203

- To arrange a pickup or drop-off of paper pledge forms and funds, contact the CCC at 720-420-3210 or [info@coloradocombinedcampaign.org](mailto:info@coloradocombinedcampaign.org).





# CREDIT CARD DONATION EXAMPLE



## PLEDGE FORM

Scan to give on your mobile device



Complete this form and return it to your agency's Lead Coordinator

Save time and donate online at [www.ipledgeonline.org/\\_coloradocombinedcampaign](http://www.ipledgeonline.org/_coloradocombinedcampaign) or on your mobile device by scanning the code to the right

DEPT & DIVISION Revenue/Lottery LOCATION CODE (Only used when printing custom forms)

NAME (PLEASE PRINT LEGIBLY) Jane Smith EMPLOYEE ID (8-DIGIT) 123456789

WORK ADDRESS 1234 Combined Campaign Way CITY Colorado City ZIP 12345

PREFERRED PHONE 303-123-4567 PREFERRED EMAIL jane.smith@state.co.us

I would like to be acknowledged. Please let my designated charity know my preferred mailing address:  Home  Work

123 Charity Lane Denver 12345

HOME ADDRESS CITY ZIP

OR  I would like to remain anonymous. Please do not release my name or contact information to my designated charities.

Designation choices: If you wish to donate to more than 3 nonprofits attach another form listing your additional designations or donate online

Charity Name	Charity Code	Yearly Total Amount
1) <u>We Love Puppies</u>	<u>5555</u>	<u>\$120</u>
2) <u>Happy Healthy People</u>	<u>7777</u>	<u>\$120</u>
3) <u>Kitties are the Best</u>	<u>8888</u>	<u>\$120</u>
<b>TOTAL</b>		<b><u>\$360</u></b>

I select the following giving options:

**PAYROLL CONTRIBUTION:** I will contribute the following amount **per pay period**:

\$ \_\_\_\_\_ per paycheck X 12 = \$ \_\_\_\_\_ total yearly contribution

I will contribute the following amount through payroll contribution **one time**:

\$ \_\_\_\_\_ per paycheck X 1 = \$ \_\_\_\_\_ total yearly contribution

PLEASE NOTE:

All payroll contributions will begin in January and end in December. One-time payroll contributions will take place in January. One-time credit card contributions will take place as soon as received.

Suggested Contribution Amounts	
\$10 x 12 =	\$120
\$15 x 12 =	\$180
\$20 x 12 =	\$240
\$25 x 12 =	\$300
\$30 x 12 =	\$360
\$40 x 12 =	\$480
\$50 x 12 =	\$600
\$60 x 12 =	\$720
\$75 x 12 =	\$900

**CREDIT CARD, CASH, CHECK CONTRIBUTION:** Please attach cash or check to pledge form.

CASH  CHECK  CREDIT CARD (ONE-TIME) In the amount of \$ \_\_\_\_\_

**RECURRING CREDIT CARD** I would like to make a recurring credit card donation once per month for 12 months.

\$ 30 per month X 12 = \$ 360 total yearly credit card contribution

Visa  MC  AMX  DISC Card Number 1 2 3 4 5 6 7 8 9 1 0 1 1 1 2 1 Exp. Date 07/22

The charge on your statement will read Community Shares USA. Your donation(s) will be distributed to the charities you have designated by the Colorado Combined Campaign.

Authorizing signature:

Signature Jane Smith Date 9/6/18

THANK YOU FOR YOUR CONTRIBUTION!

Please retain a copy of this pledge form and a copy of your final pay stub in order to claim a charitable contribution on your federal income taxes. No goods or services were provided in consideration for this contribution.

Learn more about the campaign: [www.coloradocombinedcampaign.org](http://www.coloradocombinedcampaign.org)

# PLEDGE PROCESSING FORM EXAMPLE



**COLORADO COMBINED CAMPAIGN**  
 789 Sherman Street, Suite 230  
 Denver, CO 80203  
 720-420-3210

BATCH # \_\_\_\_\_  
 (For CCC use only)

## PLEDGE PROCESSING FORM

Use this Pledge Processing Form to accurately report your department and division's contributions. Complete this form and include pledge forms, cash, checks and special event/fundraiser funds accordingly. Refer to the checklist below to ensure that all steps are complete and the form is completed correctly.

*Human Services/Office of Admin Solutions*

State Department and Division

1234 Services Blvd Denver 12345

State Department/Division Address City Postal Code

Lisa Simpson 10-1-18

Lead Coordinator

Lead Coordinator Phone Number

WE HAVE JOINTLY VERIFIED THE CONTENTS OF THE ENVELOPE AND AGREE THAT THE AMOUNTS REPORTED ARE ACCURATE.

Lisa Simpson 10-1-18

Lead Coordinator Signature

Date

Marge Bouvier 10-1-18

Division Coordinator Signature

Date

Pledge Information:			For CCC Use Only	
Type of Contribution	Total # of Contributors	Total Amount of Contributions	Audit Amount	Audit Amount
Payroll Contribution	16	\$ 8,300		\$
One-time Donation - Cash	2	\$ 600		\$
One-time Donation - Checks	6	\$ 1,800		\$
One-time/Recurring Donation - Credit cards	2	\$ 240		\$
Special Event/Fundraiser		\$ 250		\$
# of Participants Attended: 50				
<b>Grand Total</b>	<b>26</b>	<b>\$ 11,190</b>		<b>\$</b>

### Checklist

<input checked="" type="checkbox"/>	Every employee pledge form has a charity designation, signature and is <b>COMPLETED</b> in full
<input checked="" type="checkbox"/>	A pledge form copy is included for every contributor reported on this form
<input checked="" type="checkbox"/>	<b>Contributions made online are not reported on this form</b>
<input checked="" type="checkbox"/>	All checks are made out to the <b>Colorado Combined Campaign</b>
<input checked="" type="checkbox"/>	A copy of each payroll contribution pledge form has been given to your department/division's payroll department
<input checked="" type="checkbox"/>	Pledge Processing Form has been signed by the Lead Coordinator and, if applicable, Division Coordinator
<input checked="" type="checkbox"/>	Only one division is represented on this form. If multiple divisions have funds/pledge forms to process, use a separate Pledge Processing Form for each division

FOR CCC USE ONLY		
	Date	Initials
Form Received		
Audited By		



## ADVISORY COMMITTEE LIST

Updated: August 9, 2018

### PERSONNEL & ADMINISTRATION

#### **Doug Platt – COMMITTEE CHAIR**

Dept. of Personnel & Administration  
1525 Sherman St.  
Denver, CO 80202  
303-866-6095 / [doug.platt@state.co.us](mailto:doug.platt@state.co.us)

### REGULATORY AGENCIES

#### **Tim Villarosa – COMMITTEE VICE CHAIR**

Dept. of Regulatory Agencies  
1560 Broadway, Suite 200  
Denver, CO 80202  
303-894-2126 / [tim.villarosa@state.co.us](mailto:tim.villarosa@state.co.us)

### NATURAL RESOURCES

#### **Jan Santistevan – COMMITTEE ADMINISTRATOR**

Dept. of Natural Resources  
1313 Sherman St., Room 415  
Denver, CO 80203  
303-866-2667 x8647 / [janice.santistevan@state.co.us](mailto:janice.santistevan@state.co.us)

### AGRICULTURE

#### **Karen Lover**

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305 Interlocken Pkwy.  
Broomfield, CO 80021  
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### AGRICULTURE (AT LARGE)

#### **Carol Feiler**

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303-869-9138 / [carol.feiler@state.co.us](mailto:carol.feiler@state.co.us)

### COLORADO STATE UNIVERSITY

#### **Katie Esquivel**

Colorado State University  
Office of the President  
102 Administration Building  
011 Campus Delivery  
Fort Collins, CO 80523-0100  
970-491-6211 / [katie.esquivel@colostate.edu](mailto:katie.esquivel@colostate.edu)

### EDUCATION

#### **Barb Lautenbach**

Dept. of Education  
6000 E. Evans Ave., Bldg, 2, Suite 100  
Denver, CO 80222  
303-866-6816 / [lautenbach\\_b@cde.state.co.us](mailto:lautenbach_b@cde.state.co.us)

### HEALTH CARE POLICY & FINANCING

#### **Joey Gallegos**

Dept. of Health Care Policy & Financing  
1570 Grant St.  
Denver, CO 80203  
303-866-3473 / [joey.gallegos@state.co.us](mailto:joey.gallegos@state.co.us)

### HUMAN SERVICES

#### **Sara Kahat**

Dept. of Human Services  
4255 S. Knox Court  
Denver, CO 80236  
303-866-7956 / [sara.kahat@state.co.us](mailto:sara.kahat@state.co.us)

### INFORMATION TECHNOLOGY

#### **Dan Rivera**

Governor's Office of Information Technology  
1560 Broadway, Suite 1550  
Denver, CO 80202  
303-894-7871 / [dan.rivera@state.co.us](mailto:dan.rivera@state.co.us)

### INFORMATION TECHNOLOGY (AT LARGE)

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Governor's Office of Information Technology  
601 E. 18th Ave., Suite 250  
Denver, CO 80203  
303-764-7711 / [jill.elggren@state.co.us](mailto:jill.elggren@state.co.us)

### LABOR & EMPLOYMENT

#### **Michelle Morelli**

Dept. of Labor & Employment  
633-17th St., Suite 201  
Denver, CO 80202-3660  
303-318-8865 / [michelle.morelli@state.co.us](mailto:michelle.morelli@state.co.us)

### LAW

#### **Chele Clark**

Dept. of Law  
1300 Broadway, 7th Floor  
Denver, CO 80203  
720-508-6209 / [chele.clark@coag.gov](mailto:chele.clark@coag.gov)

### LEGISLATIVE DEPARTMENT

#### **Patti Dahlberg**

Legislative Dept.  
200 E. Colfax Ave., Room 091, State Capitol  
Denver, CO 80203-1782  
303-866-2045 / [patti.dahlberg@state.co.us](mailto:patti.dahlberg@state.co.us)

### LOCAL AFFAIRS

#### **Bruce Eisenhauer**

Dept. of Local Affairs  
1313 Sherman St., Suite 500  
Denver, CO 80203  
303-864-7862 / [bruce.eisenhauer@state.co.us](mailto:bruce.eisenhauer@state.co.us)

### PUBLIC DEFENDER'S OFFICE

#### **Laura Darrow**

Public Defender's Office  
1300 Broadway, Suite 400  
Denver, CO 80203  
303-764-1400 x6441 / [laura.darrow@coloradodefenders.us](mailto:laura.darrow@coloradodefenders.us)

**PUBLIC HEALTH & ENVIRONMENT**

**Margaret Scott-Pencil**

Dept. of Public Health & Environment  
Prevention Services Div.  
4300 Cherry Creek Dr. S.  
Denver, CO 80246  
303-692-2517 / [margaret.scott-pencil@state.co.us](mailto:margaret.scott-pencil@state.co.us)

**PUBLIC SAFETY**

**Alberta Lopez**

Dept. of Public Safety  
700 Kipling St.  
Lakewood, CO 80215  
303-239-4398 / [alberta.lopez@state.co.us](mailto:alberta.lopez@state.co.us)

**REVENUE**

**Joel Ferguson**

Dept. of Revenue  
1375 Sherman St.  
Denver, CO 80203  
303-866-4280 / [joel.ferguson@state.co.us](mailto:joel.ferguson@state.co.us)

**COMMITTEE VACANCIES**

Corrections  
Governor's Office  
Judicial  
Military and Veteran's Affairs  
Secretary of State  
Transportation  
Treasury

**SUBCOMMITTEES**

Executive Committee  
Advisory Committee Growth Subcommittee\*  
Lead Coordinator Development Subcommittee\*

*\*These subcommittees are open to all Advisory Committee members and meet when needed. Please look for ongoing invitations to meetings.*



## Lead Coordinator Role Description

Lead Coordinators are the heart of the Colorado Combined Campaign (CCC). These key volunteers provide leadership, logistics management, creativity and inspiration to their colleagues. Serving as a Lead Coordinator is a great way to network, develop professionally and own an important department endeavor. Some departments have a team of volunteers rather than one Lead Coordinator, which can prove to be very effective for larger institutions. Successful Lead Coordinators will:

- Have the ability to implement the campaign for their entire institution and make it accessible for everyone, in part by understanding organizational structure and existing communication channels, and knowing who to ask for help.
- Be creative in developing fun opportunities that motivate their colleagues to participate through nonprofit fairs, chili cook-offs, presentations, lunches, contests and even regular staff meetings.
- Have strong organizational skills that enable distributing CCC information digitally and in person, tracking donations online and in paper form, and turning in materials to departmental payroll and CCC staff.
- Be a leader (either formal or informal) of their institution and comfortable talking to colleagues about fundraising goals and needs, the campaign timeline and the importance of giving.
- Have a passion for strengthening Colorado and an appreciation for the many nonprofit organizations and missions that accomplish this.

On a schedule they set, Lead Coordinators work with CCC staff, fellow state of Colorado employees and institutional leadership to distribute and collect pledge materials, create agency fundraising activities, set fundraising goals, and send and receive regular communications. They are invited to special CCC events including a pre-campaign kickoff and a post-campaign celebration. To learn more, contact the CCC at 720-420-3210 or [giving@coloradocombinedcampaign.org](mailto:giving@coloradocombinedcampaign.org).



### How the CCC is Structured

The CCC is run on a daily basis by staff who work for the state contractor, Community Shares of Colorado. The campaign manager is overseen by a state employee Advisory Committee. Together, the campaign manager and the Advisory Committee work to ensure that Lead Coordinators are successful in their roles and have the knowledge and resources to develop and run campaigns in their departments, and that all state employees have awareness of the campaign and the opportunity to donate.



## **Staff Contacts and Key Campaign Addresses**

**Colorado Combined Campaign**  
c/o Community Shares of Colorado  
789 Sherman Street, Suite 230  
Denver, CO 80203  
720-420-3210 · Phone  
303-861-8354 · Fax

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Becky Herlinger  
Colorado Combined Campaign Director  
720-420-3210 / becky@coloradocombinedcampaign.org

Sarah Maxwell  
Giving Campaign Operations Manager  
720-420-3210 / sarahm@coloradocombinedcampaign.org

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Erin Atwell  
Chief Executive Officer  
Community Shares of Colorado  
303-861-7507 / erin@coloradocombinedcampaign.org

Diana Padgett  
Finance Director  
Community Shares of Colorado  
303-861-7507 / diana@coloradocombinedcampaign.org

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**Campaign information**  
[www.coloradocombinedcampaign.org](http://www.coloradocombinedcampaign.org)  
[www.colorado.gov/ccc](http://www.colorado.gov/ccc)  
[www.facebook.com/coloradocombinedcampaign](https://www.facebook.com/coloradocombinedcampaign)

**Donate online**  
[ipledgeonline.org/\\_coloradocombinedcampaign](http://ipledgeonline.org/_coloradocombinedcampaign)

**Lead Coordinator resources**  
[www.coloradocombinedcampaign.org/campaign-resources.html](http://www.coloradocombinedcampaign.org/campaign-resources.html)



## Common Donor Questions

### **What is the Colorado Combined Campaign?**

The Colorado Combined Campaign (CCC) is the annual charitable workplace giving campaign of Colorado state government employees. The state established the campaign in 1987 as a beneficial way for employees to easily and efficiently donate to a wide array of nonprofits and support their communities. Since then, state employees through the CCC have raised \$34 million for Colorado charities. In 2017, state employees made 5,800 donations totaling \$945,000. The average donation was \$371, or about \$30 per paycheck.

### **How does donating through the CCC work?**

As a state employee, you're in charge of your giving. Each year, you can choose from around 600 Colorado nonprofits that represent more than 20 different causes and every corner of the state. You also decide how to give. Most employees do so through payroll contribution (a few dollars each pay period), a longstanding tradition. But you can also make a recurring donation with a credit/debit card or bank payment, or a one-time donation with cash, check or credit/debit card. There is no minimum donation. Signing up is easy, either online or with a paper form.

### **What is the benefit of making a donation through the CCC versus giving directly to my favorite charity?**

The Colorado Combined Campaign (CCC) enables you to donate directly out of your paycheck, in whatever amount you like. This automatic, incremental giving allows most people to give more overall. Additionally, nonprofits can keep their administrative costs lower if they're processing a single, large payment from the CCC versus multiple, smaller payments from individual donors. Your contribution through the CCC has a greater impact when it's combined with the generosity of your coworkers.

### **Who can participate?**

The CCC is a beneficial aspect of employment designed for all state workers. It was created by executive order in 1987 and has been endorsed by Colorado governors ever since. Nearly 60 state agencies and state colleges and universities—and thousands of state-employee donors—participate each year.

### **Is my donation tax deductible?**

Yes. Every agency listed in the CCC Resource Guide & Director is recognized by the Internal Revenue Service (IRS) as a 501(c)(3) nonprofit. Therefore, donations to these groups are eligible for tax deduction on your annual income tax form. You will need to retain a copy of your pledge form and (if giving through payroll contribution) a copy of your final pay stub showing the total amount withheld during the calendar year in order

to claim your deduction. CCC donations are post-tax, per IRS guidelines.

### **Why are only some Colorado nonprofits listed in the CCC Resource Guide & Directory?**

The roughly 600 nonprofits listed have applied to be part of the CCC and have undergone a rigorous vetting process. The CCC Advisory Committee (composed of state employees) reviews all applications and makes acceptance decisions based on compliance with CCC bylaws. The campaign welcomes new nonprofits every year. Nonprofits interested in applying may contact the CCC to learn more. CCC bylaws, nonprofit criteria and application forms may be found online at [www.coloradocombinedcampaign.org](http://www.coloradocombinedcampaign.org).

### **If I currently give through payroll contribution, do I have to sign up again when there's a new campaign?**

Yes. Participation in the CCC is voluntary. Therefore, no one assumes because you gave one year that you'll give the next. It's easy, though, to replicate your online pledge from year to year. Just look for the prompt when you visit your account at [www.ipledgeonline.org/\\_coloradocombinedcampaign](http://www.ipledgeonline.org/_coloradocombinedcampaign).

### **Since we pledge in the fall, when does my donation actually take place?**

It depends on how you give. Recurring payroll gifts start in January and end in December. One-time payroll gifts come out of the first paycheck of the year, in January. One-time credit card and check donations are processed once they are received by the CCC (unless we receive different instructions). Similarly, recurring card and e-check donations are set up as soon as the CCC gets the donation via a paper pledge form or through the online iPledge system.

### **Can I continue to participate when I retire?**

Yes. The CCC now offers a retiree giving program that enables employees to continue their philanthropic commitment to their charity, cause, community and state after they retire. Visit the special page at [www.coloradocombinedcampaign.org](http://www.coloradocombinedcampaign.org) to learn more and make your gift.

### **Can new employees sign up between campaigns?**

Yes. New employees can donate quickly and easily through credit/debit card, e-check, check and cash at [www.ipledgeonline.org/\\_coloradocombinedcampaign](http://www.ipledgeonline.org/_coloradocombinedcampaign). If you want to give through a payroll contribution, call (720-420-3210) or email us ([info@coloradocombinedcampaign.org](mailto:info@coloradocombinedcampaign.org)) for help. Once the next campaign begins, you can renew your pledge through the standard process.

### **How can I be sure that my donation goes to the nonprofit I support?**

When you designate your gift, your contribution (less the CCC campaign expense), will go to the nonprofit(s) of your choice. You may request that your charity send you a letter of acknowledgement and details about their work. You may also choose to remain anonymous, in which case your information will be not shared with anyone aside from CCC staff.

**Do I get a receipt for my donation?**

Your completed and signed pledge form serves as proof of your gift, if you're giving on paper. If you give online, the iPledge giving system will automatically email you a confirmation of your donation.

**How is the CCC financed?**

The CCC's annual budget is determined based on the amount of the previous year's donations. To encourage, process and distribute donations, the CCC incurs operational costs such as rent, phones, computers, staff, printing, bookkeeping, meetings, events and a yearly audit. No campaign expense is born by the state. Rather, the CCC uses a cost-sharing model. To finance their participation, nonprofits allow the CCC to keep 15¢ for every dollar raised to cover essential administrative/management costs. This amount has been constant for many years and has not increased. Nonprofits apply to be part of the CCC acknowledging the cost-sharing model because it's an economical way for them to reach a large audience of potential donors.

**Is the CCC cost effective?**

Yes. In comparison to other forms of fundraising such as grant writing (20¢ for every dollar raised), events (50¢), and, direct mail (\$1), workplace giving (15¢) is among the most cost-effective. The current campaign manager, Community Shares of Colorado, has consistently been under budget (spending less than 15¢) in managing the CCC for the last four years. Also, the CCC raises funds for more than 500 charities, versus just one.

**Why should I give if a portion of my donation doesn't go to my nonprofit?**

Because no state funds can be used to cover the cost of reaching Colorado's 50,000+ state employees, the state partners with a nonprofit to help manage the campaign for such a low cost. Further, Colorado nonprofits like participating in workplace giving campaigns because the costs are lower than other types of fundraising, the reach is much greater and the contributions are consistent.

**What if I don't have a favorite charity?**

You can still participate. Simply choose the CCC Charities Fund (use charity code number 99999 on your pledge form or enter it online). Your gift will be distributed proportionately to all the campaign's nonprofits.

**Why should I support a campaign that includes organizations that I don't like?**

State employees have diverse interests when it comes to charitable giving. By supporting hundreds of nonprofits, the CCC ensures that all employees are able to give to causes that they find personally meaningful. Because of the structure of the campaign, your donation supports your charity, the one you have designated.

**Who manages the CCC?**

The CCC is managed by Community Shares of Colorado, an expert in workplace giving campaigns. Community Shares was awarded a contract with the state to run the

campaign and works closely with the all-employee CCC Advisory Committee to plan and manage operations. The CCC also partners with volunteers from across state government to run the campaign.

**How is the CCC held accountable?**

The campaign's activities are overseen by a committee of state employees (the CCC Advisory Committee), which meets nearly every month to set policy, approve plans and guide direction. The CCC Advisory Committee approves the annual budget and monitors expenses each month. In addition, the CCC is audited yearly and is a registered nonprofit with the Colorado Secretary of State.

**What if I make a mistake and want to change my gift?**

No problem. Just contact the CCC at 720-420-3210 or [info@coloradocombinedcampaign.org](mailto:info@coloradocombinedcampaign.org) for help.

**Who can I call if I have questions about the CCC?**

CCC staff members are available to answer your questions any time. Call us at 720-420-3210 or email [info@coloradocombinedcampaign.org](mailto:info@coloradocombinedcampaign.org).



## Fundraising and Event Ideas

- **Lunch Box Auction:** Employees supply lunches to be auctioned. Encourage management participation. Display lunches. Give prizes for the most creative, nutritional, elegant, and humorous lunch. Tie in a speaker from a CCC charity.
- **Leaders Lunch:** Have your top management serve and bus tables at a luncheon. Sell tickets!
- **Baby/Pet Picture Match Game:** Invite employees to try their luck matching baby and/or pet pictures of management. Charge \$5 per ballot.
- **Office Olympics:** Teams must be made throughout the office. Determine sign up fees. Teams will participate in events such as making paper airplanes to see whose flies the longest distance, dress for success relay, shooting crumpled paper into wastebaskets, department darts, etc. Encourage departments to enroll staff. Hold finals in the main lobby for all to see. Awards/prizes will be given to 1st, 2nd, and 3rd place.
- **Silent Auction:** Have staff bid silently on items such as VIP parking spots, casual days, etc.
- **Show Your Spirit Day:** Encourage employees to share their spirit by digging into their closets and pulling out their letter jackets, team jerseys, and old uniforms. They could also wear their children's jackets and jerseys. On that same day have your CCC meetings, a chili cook-off, potluck, or some other special event.
- **Penny Wars:** Each work group is given a jar, or some other container. The object is to have the most money in your jar. Pennies are added to the total and silver coins (nickels, dimes and quarters) are subtracted from the total. One group can "sabotage" another by putting silver into their jars. A department will retaliate by putting more pennies in their jar and putting silver in the other department's jars. This will go on throughout a designated number of days. The jars should be kept in a central location where they can be monitored by a neutral party, most likely the campaign coordinator. At the end of the designated time, the neutral party will total the jars and the group with the highest total receives a prize or incentive.
- **Card /Board Game Tournament:** This event can take place during lunch breaks and can consist of a number of board and/or card games to be played. Set an entry fee and acquire prizes for this event. You can make the event more interesting by introducing teams and/or interdepartmental competitions.
- **E-mail Bingo:** Bingo cards are available for purchase at any bingo supply store and other party planning businesses, or make your own! Assemble prizes that are of interest to your coworkers, like sports or special event tickets, premier parking, etc. Send out an email announcing the event and inform your coworkers how and where to purchase cards. Start the game by posting one number per day via email. If the game is short or there are more prizes, play again! Play straight line, two lines, X across the card, and/or full card to make it more interesting.
- **More!:** bake sale/lunch and a movie/executive dunk tank/sell popcorn and drinks/ice cream social/pizza party/pancake breakfast/ugliest tie-sweater-hat -shoe-earring contest/Halloween costume contest/Halloween door-office-cubicle decorating contest/softball-volleyball-basketball-golf tournament/premier parking space auction/pumpkin carving contest/Wii sports competition/craft bazaar/casual day/nonprofit fair/nonprofit brown-bag lunch and learn/chili cook-off.





# 2018

## **Seed money program**

The CCC seed money program is changing! It's no longer a reimbursement program, it's a proactive, get-your-funds-up-front program. The campaign has \$1,100 budgeted for this effort in 2018.

Fill out an online application in September to receive either \$50 or \$100 to help promote your department's campaign and encourage participation. Use the funds to purchase items you might need for an event, as a prize, or to purchase more prizes.

Please only ask for what you need, so as many departments as possible can participate. Once the funds have all been requested, that's it! We'll then mail out cash cards. Please note, this is a first-come/first-served opportunity.

## **Team volunteer project funds**

One thing we know is that people who volunteer are much more likely to give as well. One good deed inspires another good deed. And we know that there are certain state agencies that have very robust team volunteer programs for their employees that build camaraderie, teamwork and a general sense of goodwill.

In 2018, the CCC will make available ten \$100 "grants" for departments who want to coordinate a team volunteer project for their employees. To be eligible, you must apply

online by the stated deadline and your project must be a with a CCC charity. (We'll provide a list of our nonprofits that offer these opportunities.) You'll have until August 1, 2019, to carry out your project.

Use the money for defraying the typical costs associated with hosting a team volunteer project, such as snacks, water, supplies and team T-shirts.

## **Prizes! (and lots of 'em)**

We're proud to offer these incentives to our generous state employee donors. Visit our digital channels throughout the campaign to learn about complete eligibility rules and winners.

### *Grand prize – new donors only*

- Lunch with Governor John Hickenlooper.

### *Grand prizes – all donors*

- The makings of a Colorado road trip (\$250 Marriott lodging gift card, \$50 Loaf 'N Jug gas gift card, \$50 Good Times fast food gift card).
- Fly along with the Colorado State Patrol.
- Ride Along with the Colorado State Patrol.
- Tour of the new Colorado Bureau of Investigation crime lab.
- Lunch with Colorado State Patrol Chief Matt Packard and tour of the state patrol academy.

### *Monthly prizes (September, October and November)*

- New donor incentive: \$125 Visa gift card (one per month).
- Returning donor incentive: \$125 Visa gift card (one per month).

### *Department prizes*

- Customized behind-the-scenes State Capitol tour for up to eight team members for all state agencies/colleges/universities that meet the campaign goal of a 7% increase in the number of donors.