

2011 Ambassador Training Handbook



King County

Employee Giving Program

About the Employee Giving Program

History

The Employee Giving Program is the workplace giving program for employees of King County Government. It was established in 1988 to create an easy and cost-effective way for employees to support their favorite nonprofit organizations, reduce the disruption to the workplace that multiple campaigns caused throughout the year, and an avenue for different nonprofits to participate. Essentially, “making it easy for you to do good”.

In 1988, there were less than 10 nonprofit organizations, today there are more than 700 with more added every year. In that time more than \$20 million dollars have been donated by King County employees, making this the third largest workplace giving program in the state.

Mission

“Using innovative Best Practices, we will implement a Comprehensive Giving Program that Builds Pride among county employees and Enriches Our Communities.”

Authority

The King County Employee Giving Program and Annual Drive are established in King County Code KC 3.36 making it an official part of county business. Therefore, you may use county resources in your conduct of the Annual Giving Drive.

Structure of the program

The Employee Giving Program is for all King County Employees from all branches of government. The EGP is overseen and guided by a committee made up of up to 15 employees from all over the county. It is administered by a King County employee that reports to the committee.

What the program does

Administer the Annual Giving Drive and special Natural Disaster relief efforts including, payroll deduction and time donation set-up, year round processing, nonprofit screening and application process, check disbursement and reporting.

Cost of the program

The Employee Giving Program is committed to keeping the costs of the program low and finds new efficiencies every year. Program costs are critical because they provide the support needed to coordinate a large workplace giving program like the Employee Giving Program, ensure accurate reporting, and check distribution, nonprofit eligibility, and year round support. Workplace giving is one of the most cost-effective forms of fundraising.

Per King County code, the EGP is paid for by the nonprofits that receive donations through the program. (KCC 3.36) Costs include:

Printing of annual giving drive & program materials.



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- Volunteer ambassador training and recognition.
- Marketing and communications events and materials.
- Postage, report production, and disbursement of nonprofit checks.
- Technology support.
- Staff salaries and support.
- Rent and overhead.

In 2010, through the EGP it cost .11 cents to raise and administer \$1.00. Which is amazing! This is highly competitive with other workplace giving programs. Additionally, we help nonprofits maximize their exposure for lower costs than other typical fundraising methods*. Costs of the program are relatively stable, therefore the more money we raise the lower the overall percentage. And when someone gives through payroll deduction, research has shown that they give 3 to 6 times more!

Ambassador Role

There are 13,000 + King County Employees and 700 + nonprofits. Ambassadors are critical to the success of the Annual Giving Drive. You are the key to making sure that every employee has the information they need to take advantage of this opportunity.

Being an Ambassador is a great way to build your communication and leadership skills, a wonderful opportunity to get to know and build unity with your co-workers, and above all a perfect time to help all of the nonprofits in the program do the work they do!

Goal: To ensure that every employee is aware of the Employee Giving Program and Annual Giving Drive and share the opportunity in a quality, informational, and fun way.

Responsibilities:

- Attend Training.
- Act as a single point of contact/subject matter expert for your worksite.
- Explains and shares EGP details.
- Work with leadership to send out messaging during the Annual Giving Drive.
- Answer questions regarding MyGiving, the online pledging system in PeopleSoft.
- Have paper forms and giving guides on hand for employees who prefer paper.
- Collect any paper pledge forms from employees and send to the EGP.
- Liaison between the EGP and the worksites.
- Thank employees!

Optional (but totally fun)

- Bring in a nonprofit or EGP speaker
- Organize special events and fundraisers

2011 Fact Sheet

Annual Giving Drive: October 3 – November 18, 2011

Theme: EGP: Your Connection to Giving

Honorary Co-Chairs: Lloyd Hara, King County Assessor & Bill Kehoe, Chief Information Officer

Nonprofit Expo: October 5, 2011 11:00am – 1:30pm, 4 different locations, King Street Center, Chinook, King County Courthouse, South Base 12:00-4:30pm

- Nonprofit Passports – Available online and in person the day of the event. Will be entered to win prizes.
- The department with the greatest number of passport entrants will be recognized with a department award at the Celebration event in January.
- More than 100 nonprofits between the different locations

Annual Giving Drive overview: More than 13,000 King County Employees located all over King County.

2011 Goals: \$1.575 million and 500 New Connections, and individual department goals.

Ambassador Goals: Ensure every employee knows about the opportunity to use the Employee Giving Program.

2010 Stats: \$1.56 million, 472 New Connections, and 14.9% Overall County Participation. See the website for Department Specifics (under Giving Tab on left)

Nonprofits: More than 700 nonprofit organizations.

Workplace Fun: The EGP and the Annual Giving Drive are an approved workplace activity. This is your opportunity to promote and fundraise for nonprofits. Have fun while doing it!



Employee Giving Program Information

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 **King County**
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3 Ways to Give

Payroll Deduction

- Must renew every year (does not roll over)
- One time, Once a month, or Twice a month (regardless of pay cycle)
- Minimum \$5 donation per deduction
- Up to 6 different organizations
- Tax deduction for the year it is deducted (2012)

Time Donation

- Minimum of 4 hours
- Maximum of 40 hours
- Unless excess (use-it or lose-it usually over 480) then an employee can donate all of the excess plus original 40 hours
- Only whole hours can be donated: 5.0, 11.0 (Incremental not acceptable e.g. 6.3 or 12.48)
- Donation is treated as income
 - Net cash value, after all appropriate taxes and possible retirement, is tax deductible to the fullest extent of the law
 - However the tax rate at which the dollar amount is taxed may very well be different than what appears on usual paycheck because of dollar amount difference. Please pay close attention to this if you only have taken out of your check what you anticipate you will owe.
- One nonprofit organization (per King County Code)
- November 18, 2011 deadline – this is a FIRM deadline
- Current year Tax Deduction
- Will be processed in a single payroll in December, prior to the last payroll of the year.

Check Donation

- Personal Check, Money Order, or Cashier's check.
- Anonymity can't be offered because personal information is often directly on these items, unless the donation is made to the KCEGP.
- Can only be done on a paper pledge form (not available in self-service).
- Can write as many checks as you would like.
- Make check out directly to the nonprofit organization.

 **King County**
Employee Giving Program
EGP: Your Connection to Giving

There are several ways we are looking to promote Employee Connections this year.

- Employee stories or quotes to put on the website and share in emails
- Pictures of employees in their EGP shirts (from all years) at different locations. Who has the old shirt? Best location?

Example connection:

“At The Mockingbird Society, we ensure that all youth who come into the chapters, work in the community, write for The Mockingbird Times, or advocate in Olympia do so from a position of strength. We help them see that they do not have to be defined as violent, or runaways, but as normal teenagers are not alone in their experience and have much to bring to the world”

~ Georgina Ramirez
Alumna of Foster Care
Mockingbird Society Resource Specialist &
Intern for Councilmember Larry Gossett

- Wearing past EGP shirts & scarf
- Bringing in Nonprofit Speakers - speakers bureau list
- Attend the Nonprofit Expo on October 5
- Hold a Special Event to promote the Annual Giving Drive

Special Events

1. Special Rules:

- **Food:** Please follow appropriate food handling and safety guidelines. If using food as a fundraiser, such as a bake sale, it is best to offer it for a “suggested donation”. This will make your event easier. If you choose to “sell” food in the strictest sense, please check with Public Health to ensure that your vendor and event are operated in accordance with Public Health Guidelines. For more information and clarification on food use during special events, please contact the Employee Giving Program.
- **Featuring Nonprofits:** A Special Event may feature a nonprofit organization, but there should be an option available for employees to give to other nonprofits in the catalog. If an employee wishes to designate their donation to a charity other than the one that is featured you may: track it on the donation log form, request a check be written directly out to the nonprofit, and/or fill out a pledge a form. Additionally, fundraisers may be held for the “KCEGP” in general. Money raised for the “KCEGP” will be distributed among all nonprofit organizations that receive donations.
- **Raffles:** Raffles, as defined by the Washington State Gaming Commission, may not be held. However, you may hold drawings for prizes. Please see the EGP website for more information.

2. Solicitations. Per ordinance, King County employees may not solicit donations from businesses. However, there are several ways to get employee give-away items. There are various items available through the EGP including past leadership items and items from participating nonprofit organizations. Additionally, the .33 allowance per employee can be used to purchase give-aways such as gift cards. Finally, you may solicit from fellow employees to donate items.

3. Increasing participation. To ensure the special events at King County *increase* money for nonprofits please strongly promote workplace giving, in general, and payroll and time donations *in addition to* event purchases. We ask you to:

- a. Have giving guides and pledge forms/online instructions available at the event. Extras can be downloaded from the website and are available from the EGP.
- b. Arrange for EGP or nonprofit speakers at the events.
- c. Encourage employees to complete pledge forms at the same time they are participating in the event.
- d. Use the King County Employee Giving Program banner & display materials at the event.

4. Appropriate accounting. Special Events must comply with King County cash handling guidelines. Cash, checks, and completed donation forms need to be submitted to worksite Ambassador immediately and to the EGP within 5 business days of event with a **Special Event Donation Form**. When doing a cash event, we encourage the organizers to convert the cash into a money order or cashier’s check made directly to the nonprofit organization or to the “KCEGP” in general.

5. Marketing. In all marketing of the event, the Employee Giving Program should be referenced; because, charitable solicitation outside of the Annual Giving Drive is not allowed. We encourage use of the EGP logo available on the website.

Please sign and return a copy of the Special Event Guidelines found on the website.