2019 CAMPAIGN DATES TO REMEMBER

CAMPAIGN DATES: October 1 - December 20
FIRST PLEDGE FORM PICK-UP: October 11
CHARITY FAIR: November 1
FINAL PAPER PLEDGE FORM DROP-OFF: December 12
The *North Carolina, State Employees Combined Campaign* (SECC) was established by Governor Jim Hunt in 1984 as a federated campaign allowing state employees to support charities that are reviewed and approved for participation annually.

*The Carolina Cares, Carolina Shares* (CCCS) campaign is UNC-Chapel Hill’s campaign in support of the SECC. UNC-Chapel Hill is historically the largest statewide participant in the SECC.

The SECC (and by extension CCCS) is the only authorized charitable campaign in the workplace and allows employees to choose payroll deduction as a payment option.

No state funds are used to run the campaign. Operational support is provided through campaign pledges with a 10 percent maximum cap.

Since the first campaign in 1985, state employees have contributed more than $100 million to charities serving North Carolina residents. More than 1,000 charities were approved to participate this year.

The Governor appoints the State Chair of the SECC. The 2019 SECC State-Co-Chairs are the Deputy Secretaries from the Department of Administration, *Christy Anger* and *Mark Edwards*.

The Carolina Cares, Carolina Shares Campaign Chair for 2019 is *Linc Butler*, Associate Vice Chancellor for Human Resources. An advisory board composed of University employees helps to coordinate the campaign.
Charities that receive funding through the Carolina Cares, Carolina Shares campaign are able to apply contributions toward areas where they are needed the most, stretching the value of their existing budget for programs and services.

They receive quarterly payments efficiently from all SECC donors without needing to invoice individual donors, another cost savings. Most charities spend a great deal of time and money to solicit and acknowledge gifts. The CCCS takes that burden off the charities and lets them spend their time and money on other areas.

**WHO CAN CONTRIBUTE**

Virtually all state employees and retirees are eligible to participate in the SECC

Permanent full-time, part-time and time limited employees

Temporary employees, interns and contract employees can make a gift by cash, check or credit card
The success of Carolina Cares, Carolina Shares is driven by its campaign volunteers.

**ADVISORY BOARD**
The Advisory Board supports the high-level administrative needs of the campaign and acts as the liaison between the campaign and the Division Leaders.

**DIVISION LEADERS**
The Division Leaders are appointed by Deans and Vice Chancellors. Division leaders are well-known individuals throughout the organization. They have a passion for leading and possess good people and organizational/project management skills. A school/division can have one or more Division Leaders depending on the size of the organization.

**TEAM CAPTAINS**
Team Captains are often recruited by the Division Leader in individual departments. Team Captains are enthusiastic and possess good people skills. They are committed to the campaign and have time to manage the campaign with the support of their Division Leader and the Advisory Board. Multiple Team Captains are typically recruited for larger departments. A good rule of thumb is one Team Captain for every 50-75 employees. Having multiple captains allows for division of responsibilities and better connections with employees.
ROLE OF THE DIVISION LEADER
The Division Leader manages the campaign in their Division or School. This means:

KEY RESPONSIBILITIES

- Recruit Team Captains for each department, as appropriate. We recommended 1 Team Captain per 50 - 75 employees.

- Requesting senior school/division leadership involvement in and engagement with the campaign.

- Meeting with Team Captains to discuss your campaign, both before the campaign begins and during the campaign as needed.

- Providing weekly communications updating Team Captains on campaign progress.

- Helping to publicize the campaign within the division.

- Working with the Team Captains to see that every employee in the division has had personal contact with someone representing Carolina Cares, Carolina Shares.

- Making sure that the Team Captains receive necessary information during the campaign.

- Taking the school/division’s donations to the drop-off point weekly.

- Thanking those who have been involved in making the campaign a success.
ROLES OF A TEAM CAPTAIN

You are Important!
You are the driving force of Carolina Cares, Carolina Shares.

KEY RESPONSIBILITIES

- Develop and implement a plan to make the CCCS campaign a positive, team-building experience for everyone at your office.

- Coordinate the planning, organizing and implementation of a successful CCCS campaign.

- Educate your co-workers about CCCS and its participating charities.

- Promote CCCS throughout your organization.

- Ensure that everyone is asked to consider making a pledge.

- Stress the benefits of giving through CCCS and using payroll deduction.

- Return completed paper pledges along with signed Summary Report Forms during your campaign and the final report prior to the Dec. 13 deadline.

- Thank your employees for contributing to the CCCS campaign.

CELEBRATE THE YOU IN SUCCESS

- Develop and showcase your leadership and project management skills.

- Work closely with colleagues at various levels of your organization.

- You will make the difference for hundreds of charities that are eligible for donations this year.

- Experience the excitement of helping those in need in our community, state and the world.
TEAM CAPTAIN

CHECKLISTS

BEFORE THE CAMPAIGN

- Meet with your department’s top administrator to review last year’s campaign
- Meet with your director/manager to enlist their commitment and support
- Recruit a diverse and enthusiastic campaign team who care about CCCS
- Develop strategies, a timeline and a plan for the campaign
- Publicize the campaign to educate, build enthusiasm and inform employees of key dates
- Follow @UNCGives and Carolina Cares, Carolina Shares on Facebook for information

DURING THE CAMPAIGN

- Make your own pledge
- Ask senior management to make a pledge
- Publicize the campaign
- Make personal contact with all employees
- Collect pledge forms
- Create excitement by sharing progress with employees
- Thank employees collectively and individually for their support

AFTER THE CAMPAIGN

- Complete the final campaign report envelope
- SUBMIT YOUR LAST BATCH OF PAPER PLEDGES FORMS BY DEC. 12
- Announce campaign results
- Thank employees with a victory celebration
- Evaluate the campaign’s strengths and weaknesses
- Make recommendations for possible improvements next year
PLEDGE FORMS

1. PLEDGE FORM COLLECTION
   Pledge forms should be collected by Team Captains & Division Leaders

2. PLEDGE FORM VERIFICATION
   Verify accuracy

   Verify PID and signature are on payroll deduction pledge form

   Verify cash/check is the same as amount indicated on the pledge form. Keep cash / checks securely until drop-off

3. PLEDGE FORM DROP-OFF
   Please note you can drop off any day during the week

   Collected forms should be dropped off before 11:00 a.m. on Thursdays to a location listed below

   THE FINAL THURSDAY PICKUP WILL BE THURSDAY, DECEMBER 12

MONEY HANDLING

1. Complete SECC report form OR the Event Form
2. Make a copy of the report to keep for your records
3. Double check that cash and check totals match the total amount on the form
4. Place all, cash and checks in the provided envelope
5. Seal the envelope
6. Lock the envelope & forms in a secure location until you are able to deliver them to a drop off location

DROP OFF LOCATIONS

1. Sign in all collected envelopes and forms
2. Secure all envelopes and forms in a locked drawer/cabinet
2. Sign out collected forms and cash to SECC courier.
SHARING IS CARING

We encourage all schools/divisions to share their campaign stories and success with the UNC community. Below are suggested ways of sharing what you are doing to promote the campaign:

SHARING ON SOCIAL MEDIA

Use hashtags (#) to draw attention to, organize, contribute to and promote the campaign. Hashtags can be used on Twitter, Instagram, and Facebook. No spaces, no punctuation, no special characters.

Recommended Hashtags for the Carolina Cares, Carolina Shares Campaign:

#TarHeelsGive
#UNCGives
#CarolinaCares

SHARING WITH CAMPAIGN STAFF

1. Email hi-resolution photos (at least 72 ppi) to cccs@unc.edu

2. Tag us on your social media posts:
   Twitter: @UNCGives Instagram: @unc_hr

3. Invite us to your event!
KEY TO SUCCESS
Aaron Meyer

How wonderful it is that nobody need wait a single moment before starting to improve the world. — Ann Frank

LIFE'S MOST IMPORTANT QUESTION IS WHAT WE DO FOR OTHERS. NIGERIA LITERARY SOCIETY

2018 campaign
Outstanding Leader 2018 campaign
marcus devine

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Thank you for your time and dedication to supporting the Carolina, Cares, Carolina Shares campaign. We are here to support your efforts. Please contact campaign staff for any help you may need or for campaign-related questions:

**UNC STAFF CONTACT:**

*Jenkins Sherene*

*Meriem Alqoh*

cccs@unc.edu

919-843-2372

**SECC CONTACT:**

*Laura Baker*

Resource Development Director

laurabaker@ncsecc.org

919-821-2886

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**DROP OFF LOCATIONS**

**UNC One Card Office**

*Daniels Student Stores*

207 South Street

8 a.m.–11 a.m.

**AOB 104 Airport Drive**

*1st Floor Reception Desk*

8 a.m.–11 a.m.

**The William and Ida Friday Center**

*Front Desk*

100 Friday Center Drive

8 a.m.–11 a.m.

**School of Medicine**

*4th Floor Dean’s Office*

4030 Bondurant Hall

8 a.m.–11 a.m.

**Kenan-Flagler Business School**

*Kenan Flagler Finance*

Kenan Center 203-B

8 a.m.–11 a.m.

**The William and Ida Friday Center**

*Front Desk*

100 Friday Center Drive

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**WE ARE HERE TO HELP**

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❤️ carolinashares.unc.edu

🐦 @UNCGives

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