

## Key Persons/Solicitors Guidelines VtSHARES Campaign

*Thank you for your willingness to serve during the 2017 VtSHARES Campaign.*

### KEY PERSON RESPONSIBILITIES:

If you have any questions or concerns please contact the Campaign Committee Member, Hope Clark as she is your resource, just as you are the resource for your solicitors. Any other coordinating committee member can be of assistance in her absence. See VtSHARES website ([www.vtshares.vermont.gov](http://www.vtshares.vermont.gov)) for our Committee members' contact information.

- **New this year! The campaign will be distributing pins after the campaign has ended. This information will be captured on the pledge card and will be up to the key person to keep track of which employees have ordered pins.**
- The Campaign no longer accepts checks. You can make the 26 pay period donations or you can make a one-time donation with a payroll deduction in the first check received on January 4, 2018.
- Select solicitors, if applicable. Make sure that every solicitor has a copy of this document so that it is clear to them what their responsibilities are, and what your responsibilities are as a key person.
- The number of solicitors that you have should be based on the total amount of employees in your agency or department, anywhere from no solicitors, to two solicitors, to ten solicitors is common. Solicitors should be from various sections of your agency or department. They will need to distribute and collect pledge materials, send out periodic reminders and promotional information and be able to answer questions.
- Please determine who your solicitors are and send a list of their names and contact information to the campaign committee member Diane Nealy at [Diane.Nealy@vermont.gov](mailto:Diane.Nealy@vermont.gov)
- Strongly encourage the use of the VtSHARES Campaign website for information on the campaign, history, contributions, awards, committee, FAQs, charity directory, and how charities may apply. [www.vtshares.vermont.gov](http://www.vtshares.vermont.gov)
- We have provided sample promotional e-mails to you on our website that you can send out every few days via your own e-mail system or other means during the campaign to encourage staff to donate.
- Check and become familiar with the materials when you receive them, sort and distribute them to your solicitors. Again, please encourage the use of the website to your employees. Additional materials can be found on the VtSHARES website. [www.vtshares.vermont.gov](http://www.vtshares.vermont.gov)
- Lead by example, and encourage your solicitors to make personal contact with each employee (if possible). A friendly face and a person willing to get answers to contributor's questions have a positive effect on overall participation.
- Check the accuracy of pledge cards as they are returned: Confirm employee's ID number, home address, and signature. Check the charity recipient(s) the contributor designated to ensure that the Charity No. and Charity name are legible and that they match. Confirm the form of contribution (either one-time payroll deduction or the 26 pay period deductions. **(The Campaign is no longer able to accept checks.)**)

- Please check the employee's calculations (this is a vital part of the process). Multiply each payroll deduction by 26 to see if it matches total contribution number listed, if incorrect; please have the employee fix the pledge card.
- Key Persons are responsible for tracking which employees would like pins. This information can be found on the pledge card and the total number of pins needed can be recorded on the excel transmittal sheet. The Key Person will be responsible for the dissemination of the pins once received.
- Key Person will submit a hard copy of the VtSHARES Campaign contribution transmittal, Exhibit A, (electronic copy should be e-mailed) with employee pledge cards to the campaign committee member, Diane Nealy at [Diane.Nealy@vermont.gov](mailto:Diane.Nealy@vermont.gov) . These can be mailed or dropped off periodically throughout the campaign. Please notify the campaign committee member of your mailed submission, so she can be looking for it.
- Ensure all pledge cards are returned by October 20, 2017 to:  
VtSHARES Campaign Committee Member:  
Diane Nealy  
Agency of Human Services  
280 State Drive, Bldg F  
Waterbury, VT 05671-1000

#### KEY PERSON/SOLICITOR RESPONSIBILITIES:

- If, as a solicitor, you have any questions or concerns please contact your agency or department's key person. Your key person is there to support you throughout the campaign.
- Hang VtSHARES campaign posters in visually prominent locations.
- Personally distribute pledge cards to co-workers and encourage the use of the VtSHARES website ([www.vtshares.vermont.gov](http://www.vtshares.vermont.gov)) for the Charity Directory listing in order to save paper. **Go Green!** The website and the printed directory contain the brief description of each charity as well as the charity codes that are needed in order to complete a pledge card.
- Answer employee questions about the campaign.
- Send out periodic reminders and promotional information to employees.
- Upon receipt of a completed pledge card. Regularly submit to your Key Person completed pledge cards that are provided to you from your employees.
- Request additional supplies from your key person.

Thank you, key persons, solicitors and business managers, for giving so much of your time and effort to make this campaign a success!

8/25/2017