

VtSHARES

Campaign Ambassador Training

Objectives:

- ▶ 1) Inform Fellow Employees about VTSHARES.
- ▶ 2) Explain the Purpose and Impact of VtSHARES.
- ▶ 3) Identify Your Role and Responsibilities.
- ▶ 4) Implement Keys to Success - Best Practices.
- ▶ 5) Implement the Process, Logistics & Details.

About VtSHARES

- ▶ Founded in 1977 as the State Employee's Combined Charitable Appeal (SECCA), VtSHARES has been going strong for over 40 years!
- ▶ Annual Campaign that in just a few weeks, raises nearly a quarter of a million dollars for Vermont communities.
- ▶ Allows Employees to donate to VT based charities through the easiest method of payroll deduction.
- ▶ Employees can choose how they want to give, either a one-time donation or over an entire year.
- ▶ VtSHARES collaborates with United Ways across Vermont to organize and offer this opportunity to state employees.
- ▶ Green Mountain United Way represents the voice of the non-profits.

Why is this Important?



Allows employees to choose what organization they want to support.



Has impact on our communities.



Gives non-profits a general fund to fulfill their mission.



Allows Vermonters to support Vermont.

What's new this year?

- ▶ We are paperless!
- ▶ New website
- ▶ You came as Key People, :



Campaign Ambassador

- ▶ Ambassador: a person who acts as a representative or promoter of a specified activity.



Campaign Ambassador



- ▶ Make the campaign FUN!!!
- ▶ Work closely with the VtSHARES committee to communicate to employees.
- ▶ Recruit a team of volunteers to assist you in sending communications.
- ▶ Hang your posters where everyone can see them.
- ▶ Become familiar with the VtSHARES Website.
- ▶ Act as a point of contact for employees needing help accessing the VtSHARES website or who have questions.
- ▶ Collect and send any paper pledge forms that are completed by employees.
- ▶ Distribute pins to employees who have requested them.

Keys to Success - Best Practices

Prepare for Success -
Congratulations, this training
is your #1 Key to Success!

- Participate and be aware of training materials available to make sure you have all the best and most recent information.

Ask leadership to personally
speak to the value of the
campaign.

- If your department's leadership is supportive, ask them to help send out messaging.

If your department is large or
decentralized, find
supporters and ask them to
help distribute messaging
and promote campaign to
their teams.

Focus on participation, not
\$\$

Promote the campaign and
payroll deduction throughout
the campaign - reminders are
your best friends!

"Thank YOU" is more power
for than "Can YOU?" Send
messages of appreciation
just as frequently as other
messages (these are
embedded in your sample
emails)!

Celebrate volunteers and
donors

Have fun and feel good about
how your work is connecting
Vermonters to the resources
they need.

*** 5 minute table talk

Process, Logistics and Details

- ▶ This year is paperless - everything can be found on the website. i.e. Campaign Ambassador packet, charity directory, campaign poster, pledge card.
- ▶ Emails will be sent to the Campaign Ambassadors to distribute to employees with a link to the website.
- ▶ Employees visit the website, where they can view the charity directory and complete a pledge card online.
- ▶ Some employees may need to use a paper pledge card - Campaign Ambassadors should know where to find a copy to help employees fill out a paper form.
- ▶ If a paper form is filled out, the employee should give to the Campaign Ambassador, who then will send them to the identified VtSHARES committee member.
- ▶ Campaign Ambassadors should fill out a transmittal sheet with the paper pledge cards.
- ▶ Training Aids and helpful video's will be available on the website as a training resource.

Other Helpful Pieces of Information

- ▶ The campaign no longer accepts checks.
- ▶ If the employee is retiring within the next calendar year, they should sign up for a one-time deduction.
- ▶ If an employee leaves State government within the year they are signed up for ongoing deductions, they can contact their umbrella agency to pay the remaining pledged amount.
- ▶ Pins will be dispersed at the conclusion of the campaign.
- ▶ Helpful FAQ and other information available on the VtSHARES website.