



VtSHARES

Campaign Ambassador Training

September 23, 2019



Agenda:

- ▶ 1) History of VtSHARES
- ▶ 2) What VtSHARES Ambassadors Do & What is the Impact
- ▶ 3) What's New in 2019
- ▶ 4) Process, Logistics & Details
- ▶ 5) Keys to Success – Best Practices
- ▶ 6) Breakout Sessions: Practice what you've learned and new ideas!



History of 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 has raised over \$9.6 million for Vermont Communities.
- ▶ Allows Employees to support VT-based charities by choosing from two easy giving methods: payroll deduction or one-time donations.
- ▶ 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 nonprofits.



What VtSHARES Ambassadors Do:

- ▶ 1) Announce the VtSHARES Campaign Period to your coworkers.
- ▶ 2) Explain the purpose and impact of VtSHARES.
- ▶ 3) Answer employee questions about VtSHARES.
- ▶ 4) Support and facilitate employee participation.



2019 Campaign Dates

- ▶ Monday, September 30 – October 18
- ▶ www.vtshares.vermont.gov
- ▶ Print materials here today and available on the website
- ▶ Payroll deductions begin January 16, 2020





What is the Impact?

- ▶ Allows employees to choose the organizations support.
- ▶ Gives nonprofits a general funds to fulfil their mission.
- ▶ Makes our Vermont communities even more awesome!
- ▶ Allows Vermonters to support Vermont.
- ▶ What do your dollars do?

What Your Dollars Can Do:



\$1/pay period

- A gas card for a victim of domestic violence to get to court hearings
- The recovery of 100 servings of nutritious produce to feed low income seniors
- A day kayaking in a State Park for adults with mobility impairment



\$5/pay period

- Provides a new baby carrier to a mom who can't afford to buy one
- Provides snow removal for low income seniors so they can continue to receive services and age at home
- Supports a family whose loved one is in cancer treatment



\$20/pay period

- Trains one financial coach in financial literacy and behavior change coaching so they can work with clients to set and achieve life goals
- Gives a stipend to a woman in job training so she can pay for transportation, childcare, or basic needs while building work skills



What's new this year?

- ▶ More Nonprofits to Choose From
- ▶ Updated Online Pledge Form
- ▶ New Pin Design (coming soon)
- ▶ Updated Award Categories

2019 Campaign Awards

- ▶ **Governor's Challenge:** Agency or department that has the highest increase over last year's contributions and increase in number of contributors.
- ▶ **Leading the Way:** Agency or department that has the highest percentage of employees pledge during the first week of the campaign.
- ▶ **Spirit Award:** Presented to a Campaign Ambassador who finds creative ways to promote, engage, and encourage employee giving. Entries are submitted and voted on by committee, so share your success and ideas with vtsharesawards@vermont.gov.
- ▶ **Caring & Sharing:** Most participation in sharing of personal testimonials – ask your employees “Why do you give?” and submit them to vtsharesawards@vermont.gov.

Please note that if more than one agency or department has the same percentage, one winner will be chosen at random draw. Submissions for the Spirit and Caring & Sharing awards may be used to promote Campaigns. If your preference is to not have your entry shared, please state such in your submission email.

Campaign Ambassador

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

Your Support Makes This Happen!

- ▶ 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.
- ▶ Add your name and 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.



Process, Logistics and Details

- ▶ Again this year we are paperless – everything can be found on the [website](#). i.e. Campaign Ambassador packet, nonprofit directory, campaign poster, pledge card.
- ▶ Emails will be sent to the Campaign Ambassadors to distribute to employees with a link to the website and pledge form.
- ▶ Employees visit [the website](#), where they can view the [nonprofit directory](#) and complete [a pledge card online](#).
- ▶ Training Aids will be available on the website as a training resource.

If employees need paper pledge forms:

- ▶ [Campaign Ambassadors](#) can find paper forms on the website.
- ▶ If a paper form is filled out, the employee scans and forwards it to vtshares@vermont.gov with a read receipt to acknowledge that the form has been received. If the employee is not able to do so themselves, they should give it to YOU, the Campaign Ambassador, to submit.



Other Helpful Pieces of Information

- ▶ The campaign no longer accepts checks.
- ▶ If the employee knows they are retiring within the next calendar year, they should sign up for a one-time deduction.
- ▶ If an employee leaves State government within the year and they are signed up for ongoing deductions, they can contact Green Mountain United Way to determine how to pay the remaining pledged amount.
- ▶ Pins will be ordered and dispersed at the conclusion of the campaign, before the first payroll deduction.
- ▶ Employees can find out who they gave to last year by referencing their 2018 confirmation email.
- ▶ Helpful [FAQ](#) and other information available on the VtSHARES website.



Keys to Success

- ▶ Participate and be aware of training materials available to make sure you have all the best and most recent information.
- ▶ Feel good about how your work is connecting Vermonters to the resources they need.
- ▶ If your department's leadership is supportive, ask them to help send out messaging. A letter to all state employees can be found online at <https://vtshares.vermont.gov/content/state-employees>.
- ▶ 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 – 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.
- ▶ Veteran Campaign Ambassadors or Campaign Committee members are happy to help!

Breakout Session

Breakout Session

- ▶ Practice what you have learned today.
- ▶ Share ideas on how to make the campaign fun!



2019
VTSHARES
CAMPAIGN



SEPTEMBER 30 TO OCTOBER 18

CLICK

on vtshares.vermont.gov



PLEDGE

to support your favorite VT nonprofits



MAKE A DIFFERENCE.

Questions? Ask your Campaign Ambassador:

or email vtshares@vermont.gov

LITTLE CHANGE = BIG CHANGE

Thank you!