

# ECAP 2014 - 2015

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# ECAP 2014 – 2015

## WELCOME!

Thank you for joining the ECAP Team!

As an ECAP representative you are a key player in the effort to help thousands of people in our community. Last year, Pima County employees raised over \$455,495 for local agencies in Pima County.

This guide provides the information and resources needed to plan and carry out a successful campaign. You can also call upon the Pima County ECAP Steering Committee and the United Way staff listed on page 23 to help you with every phase of the campaign.

The ECAP experience is both professionally and personally rewarding. Good luck with your campaign. We are confident that you can make this your department's most successful ECAP campaign yet.

**YOU are the key to ECAP's success!**

**Thank you for caring and sharing!**

# ECAP 2014 – 2015

## What is ECAP?

The Employees Combined Appeal Program (ECAP) is the single solicitation effort at the work site, which provides financial support for over 275 charities in our community.

## ECAP works by:

1. Your money is well spent – **100%** of your donation goes to the agency of your choice.
2. ECAP is cost effective and easy by utilizing payroll deduction.
3. You choose which agency your donations go to (an agency list is available for review).

## ECAP contributing means:

1. Helping people who really need help.
2. ECAP makes sure your donation helps right here in your community.

## ECAP Campaign Goals

1. Build a better community!
2. Increase participation.
3. Increase average contribution.
4. Increase the use of payroll deduction.
5. Increase the number of presentations to educate employees about agency services available to them.

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## Fund-Raising Model

- Assign department coordinators and solicitors.
- Plan your strategy.
- Create a memo from your department.
- Recruit motivated team players.
- Carry out your strategy.
- Distribute, retrieve, and review all pledge forms.
- Verify envelopes and return to Barbra Denny.
- **Thank your coworkers!**

*You are the visible link between your co-workers and those who need help in our community!*

## Coordinator's Job Duties:

- ✓ Recruit Solicitors
- ✓ Schedule ECAP presentations
- ✓ Distribute pledge forms
- ✓ Collect ECAP pledge forms from solicitors
- ✓ Tabulate and verify totals on envelopes
- ✓ **Return completed ECAP forms to:**

**Barbara Denny at DEQ – Department of Environmental Quality**

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## Solicitor's Job Duties:

- ✓ Meet with coordinator
- ✓ Schedule presentations
- ✓ Collect Pledge forms from employees
- ✓ Tabulate and verify totals
- ✓ **Return completed contribution envelope to ECAP Coordinator**

## Expanded Duties of Solicitor's

- Providing information to your coworkers allows them to make an informed decision about giving through ECAP.
- Lead, instruct, and motivate your coworkers!
- Make sure everyone has the opportunity to attend a presentation.

**Complete the campaign within  
the allotted time frame**

## Plan Your Strategy

### *Things to implement for planning a successful campaign:*

- Educate yourself on the importance of the ECAP Campaign.
- Conduct a campaign meeting for management advising them of campaign plans, goals and timeline.
- Conduct ECAP coworker meetings and/or rallies and initiate one on one contact with coworkers.
- ✓ Advertise day, date, and time of group meetings/rallies. Get commitments from attending employees.

## ECAP 2014 – 2015

- Anticipate common objections and responses.

*Responses to common objections:*

***“Too much money raised by ECAP goes for administrative costs”***

- ✚ **100%** of your pledge will go directly to the agency that you designate through ECAP.

***“Why should I help my department raise money when they can’t give me more money?”***

- ✚ Remember, you aren’t contributing to your department but to your community.

***“It is no one’s business how much I give. Besides, the giving guidelines are too high.”***

- ✚ The guideline is just that, a guide. Using payroll deduction spreads your gift over a year.

***“These agencies only help the poor.”***

- ✚ Services help many people throughout all sectors of our community for the benefit of everyone.
- ✚ The agencies listed in the Agency Directory include youth programs, family counseling, day care, education and diagnostic programs, and drug & alcohol treatment programs.
- ✚ None of us know if tragedy will strike or when we’ll need help.
- ✚ We all benefit from living and working in a healthier, happier community.

### **Implement a Strong Recognition Program**

- Distribute pledge forms, agency directories and incentives at presentations.
- Answer any questions employees may have.
- Encourage immediate completion of the pledge form.

## **ECAP 2014 – 2015**

**Every good campaign begins with a letter or memo sent to all employees from their director or manager.**

Here is a testimonial from the Pima County Administrator on his commitment to this cause:

“I was born and raised in Tucson, and in that time this community has grown by leaps and bounds, and it is expected to continue in that vein. In order to meet the needs of our community, we as individuals and as a group must recognize the needs of our fellow citizens. ECAP is just one of the instruments Pima County has used in order to provide our fellow citizens with that much needed help. For nearly 30 years ECAP has played a major role in helping this community and I consider ECAP to be one of the most important resources we as Pima County employees have to offer. Therefore, it is my hope that all Pima County employees are provided the opportunity to make a difference. This difference can only be made by providing the resources, support, and guidance needed to show each individual that they can and do make a difference.”

Chuck Huckelberry  
County Administrator

## ECAP 2014 – 2015

### Create a Letter or Memo from your Director or Manager in Support of ECAP.

Below is a sample letter for your convenience in helping your director or manager to draft his/her own letter (or memo) supporting the ECAP Campaign.

Dear Fellow Employees:

I invite you to share in this department's commitment to our community by contributing to local charities through ECAP (Employees Combined Appeal Program). ECAP is an efficient, effective and convenient way of meeting a variety of (health and charitable human care) service needs. When contributing through ECAP, you may choose exactly which agencies receive your gift. Your continued strong support of ECAP organizations is greatly appreciated by all of those in our community who need and provide these services. Last year, the generosity of **1,991** of Pima County employees provided over **\$455,495** to local agencies through ECAP.

Our department campaign runs from **September 11th to November 3rd**. Please support our ECAP solicitors (**name**) and (**name**) with your full participation at the meeting scheduled for (**day, date, time**). Take time to make an informed choice about contributing through this worthwhile program.

We appreciate your generosity and encourage you to use payroll deduction as the easiest way to ensure that vital programs and services remain available to you, your family and neighbors throughout the year.

Thank you.

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## How to Make a Gift

Use a ballpoint pen. PRINT all information legibly.

The form is titled "ECAP Employees Combined Appeal Program 2013 - 2014". It is divided into three main steps:

- Step 1. I want my donation to help the following agencies:** This section contains two tables for designating agencies. The first table is for agencies listed in the ECAP Directory, and the second is for agencies not listed. Both tables have columns for Agency Code, Agency Name, Amount per pay period, and Total Annual Amount. Arrows point from the explanatory text on the right to these tables.
- Step 2. Make Your Gift:** This section offers two donation options:
  - A. Easy Payroll Deduction:** Includes a line for the amount to be deducted from each paycheck.
  - B. One Time Donation:** Includes checkboxes for "CHECK payable to ECAP", "CASH", and "Payroll Deduction (one-time only)", each with a corresponding dollar amount line.
 Below these are sections for "ACKNOWLEDGEMENT OF GIFT INFORMATION" with checkboxes for anonymity and acknowledgment, and a line for the donor's home address.
- Step 3. Please sign, date and return if donation is made:** This section includes a line for the employee's signature and a line for the date.

At the bottom, there is a logo for PIMA COUNTY ECAP and a note: "100% OF YOUR DONATION GOES TO ADDRESS COMMUNITY NEEDS. THANK YOU FOR YOUR SUPPORT!"

**#1 DESIGNATION CHOICE:** Print the four-digit agency code, agency name, amount per pay period and total yearly amount of your gift. ECAP agencies and codes are listed in the Agency Directory.

To designate your gift to an agency *other* than those listed in the ECAP Directory, PRINT the name of the local health and human care agency on the line provided.

**#3 SIGN and DATE** your pledge form. PRINT your home address if you wish your agency to acknowledge your gift.

*Make check payable to ECAP.* Attach cash/check securely to the pledge form.

**#2 A.) EASY PAYROLL DEDUCTION:** is an effective way to give throughout the year. Write the amount of your gift for each pay period.  
**B.) ONE TIME DONATION:** Mark check, cash or payroll deduction and enter amount of one-time gift.  
 WRITE YOUR TOTAL ANNUAL DONATION on the final line provided.

NOT PARTICIPATING - All employees should return their pledge form whether they wish to participate or not.

**Step 1. I want my donation to help the following agencies:** Step 1 should be completed along with the Agency Code, Agency Name, amount per pay period, and the annual contribution the employee wishes to make to the organization. Please see Agency Directory for Codes.

If the employee chooses an organization that does not appear in the Agency Directory use the 2<sup>nd</sup> set of boxes in Step 1.

If the employee does not designate to any particular agency, the donation will be divided equally among three community impact areas: children, families and seniors. The employee can choose a prelisted donation or write in an amount of their choice.

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## Step 2. Make Your Gift:

A.) The employee needs to write the total amount that will be deducted from each pay period.

B.) If the employee is making a one-time donation they need to mark Check, Cash or Payroll Deduction. Then enter the total amount of the one-time gift. All checks must be payable to ECAP.

The employee should write their total annual donation on the line provided.

## Step 3. Please sign, date and return.

Finally, forms must be signed and dated by the contributing employees. **Non-Participants** should initial form – if an employee refuses to initial, please write refused on the pledge form.

\*If there are any discrepancies, contact the employee and have the employee make the necessary corrections.

## Ask employees if they have any questions

- ✓ Ask the employees to fill out the pledge form. Remind them of the department deadline for forms to be returned to you if not returned at a presentation.
- ✓ Collect pledge forms after a presentation, if possible.
- ✓ Conduct one-on-one meetings with employees that were not able to attend a meeting or presentation.
- ✓ Thank participants.
- ✓ Turn in all pledge forms to the coordinator.
- ✓ Providing incentive gifts at presentations might encourage immediate completion of pledge form.

## Collect, Review, Return Pledge Form

Please make sure each pledge form has been correctly completed. Each of the following sections should be completed depending on the type of contribution.

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## Reconciliation of Envelope

1. Pre-numbered envelopes are part of the audit trail. Return ALL envelopes, filled or unfilled.
2. Department name, i.e. Human Resources
3. Enter cost center/unit number, i.e. 2930305/1674.

\*One per envelope, please.

4. Department/Division Coordinator, PLEASE PRINT
5. Solicitor, PLEASE PRINT
6. Sort pledge forms by method of contribution:  
(Please no more than 50 pledges per envelope)
  - a. Payroll deduction: total number of givers using this method.
  - b. Total dollar amount given through payroll deduction.
  - c. Cash contributions: total number of givers using this method.
  - d. Total dollar amount of cash from pledge form.
  - e. Check contributions: total number of givers using this method.
  - f. Total dollar amount of checks from pledge forms.
7. Divide the pledge forms into three groups:
  - a. Payroll deduction pledge forms
  - b. Cash/Check/Money Order

(Note: Verify that checks have been made payable to ECAP).

g. Total number of givers  
(a + c + e = g)

h. Total amount of contributions  
(b + d + f = h)

- c. No donation pledge forms
  - ✓ Paper clip or rubber band the cash/check/money order pledge forms and corresponding contributions, and place inside the report envelope.
  - ✓ Paper clip or rubber band the payroll deduction pledge forms, and place inside the report envelope.
  - ✓ Paper clip or rubber band the “non donation” pledge forms, and place inside the report envelope.
8. Return signed and sealed envelope to your ECAP department coordinator.
9. Due date for envelopes is **November 3, 2014** to:

### Barbara Denny, ECAP Chair

Department of Environmental Quality  
33 North Stone Avenue #700  
Tucson, AZ. 85701  
(520) 724-7400

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Partial \_\_\_\_\_  
 Complete \_\_\_\_\_  
 Number of Pledges \_\_\_\_\_



REPORT ENVELOPE

1

## PIMA COUNTY ECAP

Dept. Division Names: 2 \_\_\_\_\_  
 Cost Center #: 3 \_\_\_\_\_  
 Dept./Division Coordinator: 4 \_\_\_\_\_  
 Solicitor: 5 \_\_\_\_\_

<span style="border: 1px solid black; padding: 2px;">6</span> METHOD OF CONTRIBUTION	NUMBER OF GIVERS	AMOUNT
Payroll Deduction	<span style="border: 1px solid black; padding: 2px;">a</span>	<span style="border: 1px solid black; padding: 2px;">b</span>
Cash	<span style="border: 1px solid black; padding: 2px;">c</span>	<span style="border: 1px solid black; padding: 2px;">d</span>
Check	<span style="border: 1px solid black; padding: 2px;">e</span>	<span style="border: 1px solid black; padding: 2px;">f</span>
<b>TOTALS</b>	<span style="border: 1px solid black; padding: 2px;">g</span>	<span style="border: 1px solid black; padding: 2px;">h</span>

THIS BOX FOR UNITED WAY USE ONLY	
UW Account # _____	Cash: \$ _____
Batch: _____	Checks: \$ _____
Auditor's Initials: _____	Payroll Ded: \$ _____
Date Received: _____	<small>LEADERSHIP GIVING</small> Number of Givers _____ Total \$ _____

United Way of Tucson and Southern Arizona 330 N. Commerce Park Loop, Suite 200 Tucson, AZ 85754 903-9000

INIT/DATE	
D.E.	____/____
D VER	____/____
POSTED	____/____

## **ECAP 2014 – 2015**

### **Thank Your Coworkers!**

It is important to thank those individuals contributing to ECAP. Letting them know just how much they are appreciated is a small gesture compared to the help their contribution will provide.

Here is a sample thank you letter:

Dear ECAP Donor:

Once again you have gone the extra mile for our community. Your donation through ECAP helped make Tucson a better place for everyone. Thank you for contributing to this year's ECAP Campaign.

Because of our continued support, local agencies will receive the ongoing help needed to provide vital health, family, and youth services for the neediest in greater Tucson. We cared enough to help one another and to meet the needs of those around us. Together we are building a better community.

Thanks again.

Sincerely,

# ECAP 2014 – 2015

## Community Impact:

Investing in United Way is the best value for your philanthropic dollar, because for every \$1 invested in the 2012 United Way Community Impact Fund, we secured \$5.66 in local, state and federal grants and volunteer support.

## EDUCATION

### United Way Donations Helped Young Children Prepare for School and Life

- ✓ Promoted learning for 9,986 children in child care setting striving to improve quality and increase school readiness.
- ✓ Gave 43,450 families 76,704 books with tips for reading to their child at home to promote early literacy skills
- ✓ Guided 4,924 high risk families in the community or at home to increase positive parenting skills and prevent child abuse
- ✓ Educated 5,064 early childhood teachers on best practice early education teaching skills.

Donations Plus Leveraged Dollars - \$8,730,376  
Every \$1 Donated = \$12.04 in other Early Education Support

### United Way Donations Helped Youth Prepare for College, Work and Life

- ✓ Engaged 10,913 youth in quality after-school programs
- ✓ Developed new skills and abilities of 3,314 youth to better prepare for college, work or life
- ✓ Increased nutrition awareness and physical activity for 1,892 children and youth

Donations Plus Leveraged Dollars = \$1,195,928  
*Every \$1 Donated = \$1.65 in additional support for Youth*



# ECAP 2014 – 2015

## INCOME

### United Way Donations Helped Families be Financially Stable



- ✓ Prepared 14,551 income tax returns for families through the help of 457 volunteers
- ✓ Brought in \$21.7 million in tax refunds to help family finances and fuel the local economy
- ✓ Helped 5,635 families become more financially stable and meet their basic needs and 93% of families reported that the support improved their financial situation.

Donations Plus Leveraged Dollars = \$1,425,256  
*Every \$1 Donated = \$2.00 in other Family Financial Stability support*

## HEALTH

### United Way Donations helped Seniors Remain Healthy and Active

- ✓ Enabled 8,273 vulnerable seniors to remain at home with 3.1 million in supportive services
- ✓ Support seniors and families through 155,997 hours of needed service from 4,725 active senior volunteers
- ✓ Mobilized four communities to engage more than 3,360 seniors to solve local community problems and effect policy and program changes.

Donations Plus Leveraged Dollars = \$3,250, 234  
*Every \$1 Donated = \$4.37 in additional support for seniors*



# ECAP 2014 – 2015

## Check List:

- Have you received your materials for the ECAP Campaign?
- Have you met with your supervisors to discuss needs and plans for the campaign?
- Have you composed an endorsement letter/memo from your supervisor which shows support for the ECAP campaign?
- Have you planned your strategy?
- Have you recruited and organized as many volunteers as needed to help cover all presentations and paperwork?
- Have you talked with your coordinators and solicitors and scheduled presentations?
- Have you publicized your campaign goal, plans and dates?
- Have you contacted everyone in your assigned area?
- Have you made arrangements to talk to employees who did not make it to one of the scheduled informational meetings?
- Have you collected pledge cards and prepared report envelope?
- Have you said, "THANK YOU."?
- Due date for envelopes is **November 3, 2014**

Mail to:

**Barbara Denny, ECAP Chair**

Department of Environmental Quality

33 North Stone Avenue #700

Tucson, AZ. 85701

(520) 724-7400

*\*If you have any questions, please call anyone listed on page 18.*



# ECAP 2014 – 2015

## Pima County ECAP Steering Committee

<b>Name</b>	<b>Department</b>	<b>Phone</b>
Barbara Denny, Chair	DEQ	724-7400
Audrey Rogers, Co-Vice Chair	Health	243-7914
Ana Guerrero Co-Vice Chair	Health	243-8466
Margo Chavez Secretary	Public Defender	724-6902
Charlotte Watts	Health	243-7835
Diane Luber	Communications Office	724-3739
Johnny Romero	NRPR	399-5819
Sylvia Escobar	Health	243-7857
<b>United Way of Tucson and Southern Arizona</b>		
Marian Amoroso Benedetto	United Way Liaison	903-3927