DECC
DENVER EMPLOYEES CHARITABLE CAMPAIGN

2017
Lead Coordinator Resource Manual
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Thank you for your leadership of the Denver Employees Charitable Campaign! Because of you, city employees are empowered to give and, in turn, nonprofits in our community can fund important work. The DECC is proud to distribute donations this year to 450 charities representing 18 cause areas. Since 1987, Lead Coordinators like you have enabled your coworkers to raise nearly $13 million for charities, causes and people in need. Please take pride in playing a key role in what is not just an annual tradition for city employees, but also a charitable institution in our area. Lead Coordinators are the heart and soul of the DECC. Your time, energy and dedication—and the way you embody through your actions the DECC’s legacy of service and generosity—are very much appreciated.
Mission, Background and Common Questions

What is the Denver Employees Charitable Campaign?
The Denver Employees Charitable Campaign (DECC) is the annual charitable workplace giving campaign of City of Denver government employees. The city established the campaign in 1987 as a beneficial way for employees to easily and efficiently donate to a wide array of nonprofits and support their communities. In 2016, city employees made 2,538 donations totaling $381,708 to 477 nonprofits. Since its founding, the DECC has raised nearly $13 million for charities and worthy causes.

What's the mission of the DECC?
The Denver Employees Charitable Campaign (DECC) promotes and supports philanthropy by providing an easy, efficient and empowering way for City of Denver employees to donate to charity and support important causes such as health and human services, education, social change, arts, environmental conservation and animal welfare. Through simple payroll contributions, city employees can give to the nonprofits of their choice and make a difference in their communities.

How does donating through the DECC work?
As a city employee, you're in charge of your giving. Each year, you can choose from any 501(c)(3) to give your gift to. You can also decide how to give. Most employees give through payroll contribution (a few dollars each pay period), a longstanding tradition. But you can also make a recurring donation with a credit/debit card or bank payment, or a one-time donation with cash, check or credit/debit card. There is no minimum donation. Signing up is easy, either online or with a paper form. However you participate, you’re a part of a culture of giving that helps our community be even better.

Why should I donate through the DECC instead of giving directly to my favorite charity?
The DECC enables you to donate directly out of your paycheck, in whatever amount you like. This automatic, incremental giving allows most people to give more overall. Plus, nonprofits can keep their administrative costs lower if they are processing a single, large payment from the DECC versus multiple, smaller payments from individual donors. Your contribution through the DECC has a greater impact when it’s combined with the generosity of your coworkers. For these reasons, both donors and nonprofits like the DECC, and workplace giving endures as one of the most common and popular ways to give.

Is my donation tax deductible?
Yes. The campaign only allows giving to 501(c)(3) nonprofits as recognized by the Internal Revenue Service (IRS). These groups are eligible for tax deduction on your annual income tax form. DECC donations are post-tax, per IRS guidelines.
Will I receive documentation of my gift for tax deduction?
Yes. Early in the year following your donation, you’ll receive a tax acknowledgement letter from Community Shares of Colorado, manager of the DECC. Keep this, a copy of your pledge form and (if giving through payroll contribution) your final pay stub showing the total amount withheld during the calendar year in order to claim your deduction.

Am I eligible for tax credits?
Maybe! Depending on what nonprofit you give to, your gift of $250 or more may make you eligible for a Child Care or Denver Enterprise Zone tax credit. The tax credits are issued by the nonprofits themselves, so you’ll need to reach out to them directly. If we can help with this, please email us at decc@cshares.org. Learn more about these credits from the State of Colorado Department of Revenue. Search online for the department’s FYI Income Tax section and look for Income 23: Enterprise Zone Contribution Credit and Income 35: Child Care Contribution Credit. (Always consult with a professional tax advisor when filing your taxes. Information offered here is not tax advice.)

How can I be sure that my donation goes to the nonprofit I support?
When you designate your gift, your contribution (less the DECC campaign expense), goes to the nonprofit(s) of your choice. You may request that your charity send you a letter of thanks, information which the DECC passes along. You may also choose to remain anonymous, in which case your information will be not shared with anyone aside from DECC staff.

Is there a campaign expense?
For every dollar raised, it costs 15 cents to run the DECC. This covers essentials like computer software, accounting, auditing, printing, office space and staffing. The remaining 85 cents of your donation goes to the charity (or charities) of your choice. Workplace giving campaigns like the DECC are actually very cost effective when compared to other methods of nonprofit fundraising such as grant writing, events and direct mail (which can have average costs of 20%, 50% and 100%, respectively).

Is it to their advantage for nonprofits to be in a campaign like the DECC?
Yes, and in fact nonprofits vie to participate. This is because they have limited resources and cannot fundraise everywhere. Involvement in a workplace giving campaign like the DECC enables nonprofits to cast a wider net and have access to thousands of potential donors. The 15% campaign expense enables the nonprofit to take advantage of the campaign manager's marketing, fundraising and administrative expertise.

Will my charity of choice send me information about their work?
If you ask the DECC to share your contact information, we’ll pass it along to your designated nonprofit. Many will then send a thank-you letter and an update on their efforts in the community.

What if I don’t have a favorite charity?
You can still participate and are invited to! Simply choose the DECC Giving Fund (use charity code number 999999 on your pledge form or enter it online). Your gift will be distributed proportionately to the campaign’s highlighted charities. See the great nonprofits that make up this list at denvergov.org/decc.

What if I make a mistake and want to change my gift?
No problem. Just contact the DECC at 303-861-7507 or decc@cshares.org, and we’ll help adjust your donation.
Why are only some nonprofits listed in the campaign brochure?
The DECC allows employees to give to the nonprofits of their choice (as long as they’re classified as 501(c)(3) nonprofits by the IRS). Therefore, it wouldn’t be possible or practical to have one single reference list. (There are an estimated 1.5 million registered nonprofits in the U.S.) The annual list published by the campaign includes our area’s most commonly given-to charities, plus city service organizations, nonprofits represented by Team DECC ambassadors and the 2016 write-in choices of employees. These are all presented as helpful giving suggestions. Who you give to is up to you. (To get your favorite nonprofit on “the list” in 2018, be sure to give to it in 2017!)

Who manages the DECC?
The DECC is managed by Community Shares of Colorado, an expert in workplace giving campaigns. Community Shares won a contract with the city to run the campaign and works closely with the all-employee DECC Steering Committee to plan and manage operations. The DECC also partners with volunteers from across city government to run the campaign.

How is the DECC held accountable?
The campaign’s activities are overseen by a committee of city employees (the DECC Steering Committee), which meets nearly every month to set policy, approve plans and guide direction. In addition, the campaign manager, Community Shares of Colorado, is an audited nonprofit organization registered with the Colorado Secretary of State. To learn more about Community Shares and to read its latest annual report and audited financial statements, please visit cshares.org.

If I currently give through payroll deduction, why do I have to sign up again when there’s a new campaign?
Participation in the DECC is voluntary, so no one assumes because you gave one year that you’ll give the next (or that your donation amount or designation will stay the same). You do have to sign up again, either online or with a paper pledge form. It’s easy, though, to replicate your online pledge from year to year. Just look for the prompt when you visit your account at ipledgeonline.org/_decc.
Overview of Campaign Logistics and Dates

Pledging Options
- The iPledge online giving site at https://www.ipledgeonline.org/_decc, accessed on a desktop or laptop computer, or with a mobile device through a QR code found on printed materials and the campaign website.
- Paper pledge forms distributed to employees by Lead Coordinators through the campaign brochure, or as downloaded from the campaign website.

Donation Options
- Recurring or one-time payroll contribution.
- Recurring or one-time credit/debit card contribution.
- One-time donation with cash or check.

Pledge Management
- DECC staff will provide both paper and electronic versions of the campaign brochure and pledge form to Lead Coordinators for employee distribution. Quantity and delivery instructions are solicited by staff and provided by Lead Coordinators.
- Lead Coordinators are responsible for collecting completed paper pledge forms and funds (checks, cash) and providing them to DECC staff. The DECC gets ALL paper pledge forms; city payroll departments get NO paper pledge forms.
- DECC staff are responsible for entering pledges made on paper pledge forms into iPledge, the DECC online donation and tracking system.
- DECC staff are responsible for tracking all paper and online pledges and sending Excel reports to both the Lead Coordinator (throughout the campaign) and to the payroll department (at the end of the campaign).

Important Dates
  - Each unit of city government determines the length of its campaign and its start and end dates. Most campaigns begin in October and run for four to six weeks.
- Tuesday, September 5, 2017: Online giving site opens.
- Friday, December 15, 2017: Online giving site closes to payroll contributions.
- Friday, January 5, 2018: Payroll contribution reports sent by the DECC to department payroll contacts and Lead Coordinators.
- After Friday, January 5, 2018: Late pledges and new-hire pledges accepted depending on the individual department's ability to process them. Contact the DECC first at decc@cshares.org or 303-861-7507 for help.
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Ten Steps to Campaign Success
A BLUEPRINT

STEP 1: Learn campaign basics

- What is the DECC? (page 4)
- What is the role of the Lead Coordinator? (page 28)
- Why should employees give? (page 4)
- How can employees give? (page 4)
- What are key campaign dates (page 7) and resources? (page 27)
- Who can help me at the DECC? (page 31)
- How do I turn in pledge forms and money? (page 21)
- What is iPledge and how do I use it?
- What were my department’s 2016 results? (pages 8-9)
- What are my department’s channels of communication and how can I access them?
- What do I want to get out of this experience (meet more people in my department, get more visibility to leadership, develop professionally, display my creative or organizational skills)?

TIPS

➢ This manual contains all of the information you need to successfully plan and run a campaign. Look at the Table of Contents to familiarize yourself with what’s available.

➢ Explore the DECC giving platform and database, iPledge, at https://www.ipledgeonline.org/decc.
Ten Steps to Campaign Success
A BLUEPRINT

STEP 2: Set a goal

- Set a goal around participation (number of donors) or dollars (amount of funds raised) or both.
- Refer to your department’s prior-year results (pages 8-9) and ask what’s feasible.
- Consult with your department’s leadership and your volunteer team.
- Set a goal that is realistic yet challenging. Share it with the DECC.

NOTES

TIPS

- A goal is essential. It’s your destination. Without it, you won’t get anywhere.
- Dollars come from donors, so focus first on setting a participation goal.
Ten Steps to Campaign Success
A BLUEPRINT

STEP 3: Create a plan

- Set campaign dates that work best for your department. (The DECC in general runs from September 1 to December 15.)
- Evaluate honestly what has and hasn’t worked for your department in the past.
- Decide if your campaign will be digital or paper-oriented, or a combination. Order paper materials (pledge forms and resource guides) from the DECC and decide how they’ll be distributed.
- Decide what additional DECC resources (posters, flyers, graphics) you’ll use and how.
- Decide how you’ll use your department’s existing channels of communication (website, emails, mail delivery system, newsletters, staff meetings, common spaces and bulletin boards) to raise awareness and get participation.
- Decide how you’ll kick off your campaign on its first day.
- Decide what types of campaign events would be appreciated and successful in your environment (chili cook-off, nonprofit fair and nonprofit speakers). (See more ideas on page 32.).
- Develop a simple timeline of what needs to happen when.

TIPS
- A plan can be as simple or as complicated as you choose to make it. Sometimes less is more.
- Types of kickoffs that are successful include an all-employee email from the head of the department, and a short presentation at a standing staff meeting.
- Find DECC resources at www.denvergov.org/decc.
Ten Steps to Campaign Success

A BLUEPRINT

STEP 4: Recruit your team

● If you’re new, talk with your predecessor to get their take on the campaign.

● Ask your supervisor to support the campaign and to seek support from other department leaders. Their endorsement is critical for success.

● Share your plan with your department’s public information officer and payroll manager.

● Don’t go it alone. Recruit a team of enthusiastic and resourceful coworkers to help you distribute materials, plan events and spread the word.

● Ask coworkers who are committed to giving in general or to a specific nonprofit to serve as ambassadors who will actively encourage others to donate.

TIPS

➢ A rule of thumb for recruiting a volunteer team is at least one volunteer per location and/or one volunteer for 25-30 employees (based on the size and scope of your department).

➢ The DECC was developed by the city for the benefit of city employees. Don’t hesitate to ask for help.

NOTES
Ten Steps to Campaign Success

A BLUEPRINT

STEP 5: Grow awareness and have fun!

- Activate your plan by distributing pledge materials, sending emails and hosting events.
- In everything you do, share your department’s goal and encourage everyone to participate.
- Send links to the online giving site (https://www.ipledgeonline.org/_decc), hand out flyers and promotional items, and put up posters in breakrooms, conference rooms, hallways and elevators.
- Use a fundraising thermometer to consistently track and communicate progress.
- Seek donations (page 25) for prizes, food and beverages for your activities.
- Make life easy for yourself by regularly collecting paper pledge forms and funds, and getting them to the DECC. Use a pledge processing form (page 24) as a cover page and be sure to separate forms by division and avoid acronyms.

TIPS

➤ Use events to hand out campaign materials, connect donors to charities, and encourage payroll contributions. A $5 event entry fee will not benefit your campaign as much as a $5 per month payroll gift.
➤ Find a fundraising thermometer at www.denvergov.org/decc.
➤ Get help from the DECC to secure nonprofits for fairs and speaking opportunities (page 20).

NOTES
Ten Steps to Campaign Success
A BLUEPRINT

STEP 6: Make the ask

- The DECC is a fundraising campaign. People expect to be asked to make a donation. The number-one reason people don’t give is that they aren’t asked to. So ask!

- Based on the personality of your department, consider different ways of asking for a donation: in a group, one-on-one, through email and through the mailbox.

- If you’re not comfortable making the ask, find someone who is and recruit them to your volunteer team.

- Payroll giving (a little bit at a time) is relatively painless and how the vast majority (93%) of DECC donors contribute. Place the emphasis in your ask on this time-tested way to give.

- Giving through the DECC is easy, efficient and empowering (page 34). It endures after nearly three decades because city employees like it. Rely on its appeal to feel comfortable in asking employees to participate.

- Why do you give? Why is it important to you? Share your personal story.

TIPS

- The DECC is open to all employees. There is no minimum donation. And, there are many ways to give, based on what’s best for the individual. Everyone can participate.

- Never assume that someone can’t give or doesn’t want to. You don’t know of another’s intent unless you ask.

- Research shows that giving feels good! It’s rewarding, pleasurable and gives you a warm glow. (Google this to learn more!)

NOTES
Ten Steps to Campaign Success

A BLUEPRINT

STEP 7: Monitor and track

- The DECC offers multiple ways for you to monitor and track your campaign.

- One: From September 1 on, you can check your department’s overall running total anytime at https://www.ipledgeonline.org/decc. Once there, click on the “results” graphic (stack of dollar bills) on the left-hand side of the screen. (If your department is set up by division within iPledge, click on the green plus sign to see that view.)

- Two: Every other week, from mid-September through the end of the campaign, the DECC will email you a report that shows your department’s donors, current fundraising total, current-year goal and prior-year results.

- Three: If you’d like more detailed reports more often, please sign up as a donor at https://www.ipledgeonline.org/decc. The DECC can then give you special coordinator privileges to access iPledge reporting features. (If you signed up for iPledge in 2016, we’ve already given you this access. Look to the right to learn more.)

- If your campaign is lagging, consider: sending out additional communications (sometimes, all it takes is one more email), offering an incentive for signups and making group or one-on-one asks.

NOTES

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TIPS

- Lead Coordinators who routinely monitor their results run more successful campaigns, a study of giving campaign data suggests. They’re more likely to increase donors and dollars, and to reach their goals.

- To access additional iPledge reporting features, login to your donor account and go to: my tools/coordinator/view donor data. From here you can expand details (click green plus sign) and run an Excel report (look for, Download CSV of this report).

- Turn in paper pledge forms and funds to the DECC at least monthly (page 21), to fully track what your department is raising.

- Information about donors is provided to you in confidence, as a volunteer leader. Please use it discreetly and appropriately.
Ten Steps to Campaign Success

A BLUEPRINT

STEP 8: Wrap up

- Remind your department’s employees of the closing date for your campaign and what action is needed from them (complete a paper pledge form, or sign up and give online).
- Turn in all paper pledge forms and funds to the DECC (page 21) at least monthly and then by the end of the general campaign in December.
- Make sure your department knows about any donation incentives offered by the DECC.
- The DECC will send a report to your payroll department by early January that shows all payroll contributions for your department. You’ll get a copy, too. Please look it over and verify its contents, letting the DECC know if you have questions or concerns.
- Announce results to your department when you’ve turned in all paper pledge forms and funds, and have verified that they’ve been entered into iPledge by the DECC.

NOTES

TIPS

➢ Remember that the general DECC campaign ends on December 15. Technically, all employees can still give until then. If your campaign ends sooner, be prepared to continue processing paper pledge forms and funds (page 21).
➢ Don’t forget to make your own donation! Give to the charities, causes and communities you care about.
STEP 9: Say thank you

- Thank as you go, appreciating everyone who volunteers, listens to an ask, donates, or helps in any way.
- Use your communication channels to announce and celebrate results (number of donors, amount of dollars), and highlight department successes (exceeding last year’s results, hitting this year’s goal).
- Use staff meetings, email and common spaces to thank your department as a whole. Use letters, notecards or face-to-face communication to thank your donors, volunteer team, payroll department and executive leadership.
- Encourage your executive leadership to send a thank-you email or letter to department employees.

TIPS

» The DECC will send thank you/tax acknowledgement letters to all donors after the campaign ends. The DECC will also share contact information about donors with their charities of choice, for the purpose of sending letters of thanks.

NOTES
Ten Steps to Campaign Success

A BLUEPRINT

STEP 10: Evaluate and prep for next year

- After you’ve turned in all paper pledge forms and funds (page 21) compare your results (donors and dollars) to your goal. Did you get where you wanted to go? Why or why not?
- Talk with your volunteer team members and get their take on what worked (and maybe didn’t).
- Write up brief notes on what aspects of your plan should be repeated and built on next year.
- Attend the thank-you event hosted by the DECC and take any post-campaign surveys.

NOTES

TIPS

➢ When all is said and done, take pride in what you accomplished! You enabled and empowered your colleagues to give. Charities and causes in our community will benefit. Know that you’re awesome, and very much appreciated by the DECC and your department.
Scheduling Nonprofit Representatives and Speakers

The DECC is ready to assist you in scheduling nonprofit representatives and speakers for fairs and speaking engagements. Below you will find a list of information we will need to have in order to coordinate with our member nonprofits. **Notice of at least three weeks is requested.**

If employees in your department have specific charities they are personally invested in (whether Team DECC or not), we encourage you to request those organizations. We’ll do our best to schedule the nonprofits you want, but ask you to understand that if they’re unavailable, we’ll find instead a nonprofit with a similar mission.

To begin the process of scheduling an agency speaker, first call us at 303-861-7507. Then, be prepared to email us with the following information:

### Event Logistics
- Date
- Time
- Location
- Any necessary venue access or security information
- Number of attendees
- Parking information

### Event Format
- Type of event
- Speaking engagement (how much time will each agency representative have to present?)
- Agency fair with booths
- Other
- Number of nonprofit representatives requested

### Day-of Information
- Name and contact information (email address, mobile number) for event day representative
- Items provided (such as tables, chairs and tents) versus items that need to be brought
- Instructions for arrival, set up and tear down
- Parking and load-in/load-out details
- Security requirements if any
What to Do With Paper Pledge Forms and Funds

First...
- Remind employees of the deadlines you’ve set to submit paper pledge forms and funds.
- Once you’ve collected paper pledge forms and funds, organize them by division (if your department is organized that way on iPledge).
- Fill out a Pledge Processing Form (one per division, if applicable).
- Submit ALL paper pledge forms and funds (cash, check, credit/debit card information) to the DECC (see contact information below).

Then...
- In early January, the DECC will email you and your payroll department a report that shows all of your department’s payroll contribution pledges (those made both online and through paper pledge forms).
- Review this report and make sure it confirms what you believe you raised and turned in. Share any inconsistencies with the DECC.
- Make sure your payroll department got the report and is prepared to enter payroll contribution pledges into the system for deductions beginning in late January.

Finally...
- Thank your DECC donors and everyone who helped you organize and run your campaign.
- Use your department communication channels to celebrate and highlight department successes.

And remember...
- ALL paper pledge forms for every type of donation (payroll contribution, check, recurring, one-time, etc.) must be submitted to the DECC for processing and reporting.
- Paper pledge forms that have no tangible funds attached (like payroll contributions and credit/debit card donations) can be scanned and emailed to the DECC at decc@cshares.org.
- Paper pledge forms with tangible funds (cash, check) attached must be mailed or securely shipped to the DECC at:
  
  Denver Employees Charitable Campaign
  c/o Community Shares of Colorado
  789 Sherman Street, Suite 230
  Denver, CO 80203

- To arrange a pickup or drop-off of paper pledge forms and funds, contact the DECC at 303-861-7507 or decc@cshares.org.
PLEDGE FORM

Complete this form and return it to your agency’s Lead Coordinator

Jane Smith 12345 Department of Finance – Assessor

<table>
<thead>
<tr>
<th>Name (PLEASE PRINT LEGIBLY)</th>
<th>Employee I.D.</th>
<th>Agency &amp; Division</th>
</tr>
</thead>
<tbody>
<tr>
<td>1234 Charitable Campaign Way</td>
<td>Denver</td>
<td>12345</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Work Address</th>
<th>City</th>
<th>Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td>303-123-4567</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Preferred Phone</th>
<th>Preferred Email</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><a href="mailto:jane.smith@denvergov.org">jane.smith@denvergov.org</a></td>
</tr>
</tbody>
</table>

- I would like to be acknowledged. Please let my designated charity know my preferred mailing address: 
  - Home □ Work
  - 123 Charity Lane   Denver 12345

- I would like to remain anonymous. Please do not release my name or contact information to my designated charities.

### Designation choices

If you wish to donate to more than three nonprofits, attach another form listing your additional designations.

<table>
<thead>
<tr>
<th>Charity Name</th>
<th>Charity Code</th>
<th>Yearly Total Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Puppies</td>
<td>5555</td>
<td>$120</td>
</tr>
<tr>
<td>2) Happy Healthy People</td>
<td>7777</td>
<td>$120</td>
</tr>
<tr>
<td>3) Kitty Cats</td>
<td>8888</td>
<td>$120</td>
</tr>
</tbody>
</table>

**TOTAL**

$360

I select the following giving options:

☐ PAYROLL CONTRIBUTION: I will contribute the following amount per pay period:

$15 per paycheck \times 24 = $360 total yearly contribution

I will contribute the following amount through payroll contribution one time:

☐ CASH, CHECK, CREDIT CARD CONTRIBUTION: Please attach cash or check to pledge form.

☐ RECURRING CREDIT CARD: I would like to make a recurring credit card donation once per month for 12 months.

$______ per month \times 12 = $______ total yearly credit card contribution

☐ Visa ☐ MC ☐ AMX ☐ DISC

Card Number

Exp. Date

The charge on your statement will read Community Shares USA. Your donation(s) will be distributed to the charities you have designated by the Denver Employees’ Combined Campaign.

**Authorizing signature:**

Signature: Jane Smith

Date: 9-10-17

THANK YOU FOR YOUR CONTRIBUTION!

Retain a copy of this form and (for payroll contributions) a copy of your final pay stub in order to claim a charitable contribution on your federal income taxes. No goods or services were provided in consideration for this contribution.

Donate anytime: online at www.ipledgeonline.org/_decc or on your mobile device by scanning the code above

Learn more about the campaign: www.denvergov.org/decc
PLEDGE FORM
Complete this form and return it to your agency’s Lead Coordinator

Jane Smith 12345 Department of Finance - Assessor

1234 Charitable Campaign Way Denver 12345

303-123-4567 jane.smith@denvergov.org

☑ I would like to be acknowledged. Please let my designated charity know my preferred mailing address: ☑ Home ☐ Work

123 Charity Lane Denver 12345

☑ I would like to remain anonymous. Please do not release my name or contact information to my designated charities.

Designation choices: If you wish to donate to more than three nonprofits, attach another form listing your additional designations.

<table>
<thead>
<tr>
<th>Charity Name</th>
<th>Charity Code</th>
<th>Yearly Total Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puppies</td>
<td>5555</td>
<td>$120</td>
</tr>
<tr>
<td>Happy Healthy People</td>
<td>7777</td>
<td>$120</td>
</tr>
<tr>
<td>Kitty Cats</td>
<td>8888</td>
<td>$120</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>$360</td>
</tr>
</tbody>
</table>

I select the following giving options:

☐ PAYROLL CONTRIBUTION: I will contribute the following amount per pay period:

\[
\text{$_{\text{per paycheck}} \times 24 = \text{$_{\text{total yearly contribution}}}}
\]

I will contribute the following amount through payroll contribution one time:

\[
\text{$_{\text{per paycheck}} \times 1 = \text{$_{\text{total yearly contribution}}}}
\]

☐ CREDIT CARD, CASH, CHECK CONTRIBUTION: Please attach cash or check to pledge form.

☐ CASH ☐ CHECK ☑ CREDIT CARD (ONE-TIME) In the amount of $ 5,000

☐ RECURRING CREDIT CARD I would like to make a recurring credit card donation once per month for 12 months.

\[
\text{$_{\text{per month}} \times 12 = \text{$_{\text{total yearly credit card contribution}}}}
\]

☑ Visa ☐ MC ☐ AMX ☐ DISC

Card Number: [1 2 3 4 5 6 7 8 9 1 0 1 1 2 1] Exp. Date: 09/22

The charge on your statement will read Community Shares USA. Your donation(s) will be distributed to the charities you have designated by the Denver Employees’ Combined Campaign.

Authorizing signature:

Signature: Jane Smith Date: 9-10-17

THANK YOU FOR YOUR CONTRIBUTION!

Retain a copy of this form and (for payroll contributions) a copy of your final pay stub in order to claim a charitable contribution on your federal income taxes. No goods or services were provided in consideration for this contribution.

Donate anytime: online at www.ipledgeonline.org/_decc or on your mobile device by scanning the code above Learn more about the campaign: www.denvergov.org/decc
PLEDGE PROCESSING FORM

Use this Pledge Processing Form to accurately report your department and division’s contributions. Complete this form and include pledge forms, cash, checks and special event/fundraiser funds accordingly. Refer to the checklist below to ensure that all steps are complete and the form is completed correctly.

General Services – Purchasing Division

<table>
<thead>
<tr>
<th>City Agency and Division</th>
<th>Denver</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Agency/Division Address</td>
<td>1234 Services Blvd</td>
</tr>
</tbody>
</table>

Lisa Simpson  
303-123-4567

Marge Bouvier  
9-30-17

Pledge Information

<table>
<thead>
<tr>
<th>Type of Contribution</th>
<th>Total # of Contributors</th>
<th>Total Amount of Contributions</th>
<th>Audit Amount</th>
<th>Audit Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payroll Contribution</td>
<td>16</td>
<td>$8,300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One-time Donation - Cash</td>
<td>2</td>
<td>$600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One-time Donation - Checks</td>
<td>6</td>
<td>$1,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One-time/Recurring Donation – Credit cards</td>
<td>2</td>
<td>$240</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special Event/Fundraiser # of Participants Attended: 50</td>
<td></td>
<td>$250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grand Total</td>
<td></td>
<td>$11,190</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Checklist

- Every employee pledge form has a charity designation, signature and is **COMPLETED** in full
- A pledge form copy is included for every contributor reported on this form
- Contributions made online are not reported on this form
- All checks are made out to the **Community Shares of Colorado**
- Pledge Processing Form has been signed by the Lead Coordinator and, if applicable, Division Coordinator
- Only one division is represented on this form. If multiple divisions have funds/pledge forms to process, use a separate Pledge Processing Form for each division

<table>
<thead>
<tr>
<th>FOR DECC USE ONLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
</tr>
<tr>
<td>Form Received</td>
</tr>
<tr>
<td>Audited By</td>
</tr>
</tbody>
</table>
SAMPLE DONATION REQUEST LETTER

Date

Name
Company/Business Name
Address
City, State Zip Code

Dear Name,

As a proud City of Denver employee, I am pleased to introduce you to the Denver Employees Charitable Campaign (DECC). This workplace giving campaign provides city employees with the opportunity to donate to the charities and causes they most care about. Donations are made through payroll contribution and directed to the employee’s charity of choice. Since the first campaign in 1988, the DECC has raised nearly $13 million for the community. This year, the DECC will distribute donations to 450 worthy groups.

We know Company/Business Name believes in charitable giving, which is why we would like to highlight you as a DECC supporter. We’re inviting you to donate a product, service or gift card, which will be used as an incentive to encourage campaign participation. Coming from a well-regarded business, your donation will go a long way toward helping letter writer’s organization encourage new and returning donors, and increase the total amount of contributions. Both of these significantly impact area nonprofits and the communities they serve.

The DECC is a 501(c)(3) organization, so your donation is tax deductible as allowed by law. (The DECC’s tax ID number is 74-2401941. It shares this number with its parent organization, Community Shares of Colorado.)

If you have questions or would like additional information, please contact me at email or phone number. To learn more about the history, impact and work of the DECC, visit www.denvergov.org/decc.

Thank you for your consideration! I look forward to connecting with you soon.

Sincerely yours,

Letter writer’s name
Letter writer’s department

Note to letter writer: a customizable version of this letter can be found at: www.denvergov.org/decc.
COMMUNITY SHARES OF COLORADO INC
789 SHERMAN ST SUITE 230
DENVER CO 80203-3529

Employer Identification Number: 74-2401941
Person to Contact: MR. PATTERSON
Toll Free Telephone Number: 1-877-829-5500

Dear TAXPAYER:

This is in response to your Jan. 03, 2013, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in APRIL 1986.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Richard McKee, Department Manager
Accounts Management Operations
Where to Find Campaign Resources

www.denvergov.org/decc
Campaign history
Frequently asked questions
iPledge and Facebook link
Pledge materials
Team DECC application and profiles
Lead Coordinator Resource Manual
News, announcements and events
Contact information
Campaign highlights report
Campaign policies and procedures
More!
The Denver Employees Charitable Campaign (DECC) promotes and supports philanthropy by providing an easy, efficient and empowering way for City of Denver employees to donate to charity and support important causes such as health and human services, education, social change, arts, environmental conservation and animal welfare. Through simple payroll contributions, city employees can give to the nonprofits of their choice and make a difference in their communities.

Lead Coordinators are at the heart of the DECC, providing leadership, logistics management, creativity and inspiration to their colleagues. Lead Coordinator positions are a great way for employees to gain professional development opportunities and feel ownership of departmental community engagement. Some departments have a team of individuals rather than one lead coordinator, which can prove to be very successful for larger organizations. Great Lead Coordinators will:

- Have the ability to coordinate the campaign for the entire department, making it accessible to everyone.
- Develop fun ways to excite and motivate their colleagues to donate, for example: nonprofit fairs, chili cook-offs, presentations, lunches, contests and giving incentives.
- Have strong organizational skills to enable them to distribute DECC information digitally and in person, track donations online and in paper form, and turn in materials to the DECC.
- Be a steward of the campaign and comfortable talking to a roomful of coworkers.
- Communicate campaign information and messages clearly and let others know the department’s goal, timeline and ways of giving.
- Have a passion for helping families, individuals and causes in the Denver community.

Lead Coordinators communicate and work directly with DECC staff, fellow city of Denver employees, departmental leadership and other DECC volunteer leaders to carry out their role. Types of tasks include: distributing pledge materials and online links; creating agency fundraising events and awareness opportunities; planning and setting goals; handling pledge forms and donations; and, distributing campaign communications. They are invited to special DECC events (such as a pre-campaign kickoff and training, and a post-campaign celebration) and receive ongoing communication from the DECC. To learn more, contact the DECC at 303-861-7507 or decc@cshares.org.

How the DECC is structured
The DECC is run on a daily basis by staff who work for the city contractor, Community Shares of Colorado. The campaign manager is overseen by a city employee Steering Committee. Together, the campaign manager and the Steering Committee work to ensure that Lead Coordinators are successful in their roles and have the knowledge and resources to develop and run campaigns in their departments, and that all city employees have awareness of the campaign and the opportunity to donate.
Steering Committee 2017

Beth Machann · Chair
Department of Finance—Controller

Annie Christensen
Denver International Airport

Dody Erickson
Parks and Recreation

Rose Maes
Environmental Health

Leanna Salas
Denver Human Services

Shaun Sullivan
City Attorney’s Office

Laura Wachter
Safety

James Williamson
General Services

Elizabeth Zollo
Public Works

Honorary Chair 2017
Don Mares
Executive Director, Denver Human Services
<table>
<thead>
<tr>
<th>Employee Name</th>
<th>City agency</th>
<th>Nonprofit name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madeleine Binsfrahm</td>
<td>Environmental Health</td>
<td>Denver Animal Foundation – Denver Animal Protection</td>
</tr>
<tr>
<td>Stephanie Bobian</td>
<td>Denver Human Services</td>
<td>Mi Casa Resource Center Employment Training</td>
</tr>
<tr>
<td>Amee Estill</td>
<td>Technology Services</td>
<td>Extreme Community Makeover Housing and homelessness</td>
</tr>
<tr>
<td>Bunny Fransua</td>
<td>Public Works – Safety &amp; Industrial Hygiene</td>
<td>Treasure House of Hope Medical health services</td>
</tr>
<tr>
<td>John Hambright</td>
<td>Aviation</td>
<td>Phamaly Theater Co. Arts and culture, and disabilities</td>
</tr>
<tr>
<td>April Hansen</td>
<td>Finance – Cash Risk &amp; Capital Funding</td>
<td>My Fairy Dawg Mother Animals</td>
</tr>
<tr>
<td>Genny Kline</td>
<td>City Council</td>
<td>Alzheimer’s Assoc. Medical health services</td>
</tr>
<tr>
<td>Brian Marson</td>
<td>Human Services</td>
<td>Intl. Rescue Committee Social issues</td>
</tr>
<tr>
<td>Lydia Martinez</td>
<td>Human Services</td>
<td>Gabriel’s Gift Medical health services</td>
</tr>
<tr>
<td>Andrea Morgan</td>
<td>Office of Economic Development</td>
<td>Sunshine Home Care Colorado Housing and homelessness, seniors</td>
</tr>
<tr>
<td>Andrea Salas</td>
<td>City Attorney’s Office</td>
<td>American Foundation for Suicide Prevention Mental health services</td>
</tr>
<tr>
<td>James Salinas</td>
<td>Parks and Recreation</td>
<td>Kids Giving 365 Children and youth</td>
</tr>
<tr>
<td>Emily Stolen</td>
<td>Denver Public Library</td>
<td>Children’s Hospital Colorado Foundation Medical Health Services</td>
</tr>
<tr>
<td>Chelsea Warren</td>
<td>Technology Services</td>
<td>Hunger Free Colorado Hunger &amp; Food Assistance</td>
</tr>
<tr>
<td>Katie Zarachowicz</td>
<td>Office of Human Resources</td>
<td>Rocky Mountain Leukemia and Lymphoma Society</td>
</tr>
</tbody>
</table>
Staff Contacts and Key Campaign Addresses

Denver Employees Charitable Campaign
c/o Community Shares of Colorado
789 Sherman Street, Suite 230
Denver, CO 80203
303-861-7507 · Phone
303-861-8354 · Fax

Becky Herlinger
DECC Director
becky@cshares.org

Sarah Maxwell
Giving Campaign Operations Coordinator
sarahm@cshares.org

Erin Atwell
Chief Executive Officer
Community Shares of Colorado
erin@cshares.org

Diana Padgett
Finance Director
Community Shares of Colorado
diana@cshares.org

Campaign Information
www.denvergov.org/decc
www.facebook.com/denveremployeecombinedcampaign

Donate Online
ipledgeonline.org/decc

Lead Coordinator Resources
www.denvergov.org/decc
Fundraising and Event Ideas

- **Lunch Box Auction:** Employees supply lunches to be auctioned. Encourage management participation. Display lunches. Give prizes for the most creative, nutritional, elegant, and humorous lunch. Tie in a speaker from a charity.

- **Leaders Lunch:** Have your top management serve and bus tables at a luncheon. Sell tickets!

- **Baby/Pet Picture Match Game:** Invite employees to try their luck matching baby and/or pet pictures of management. Charge $5 per ballot.

- **Office Olympics:** Teams must be made throughout the office. Determine sign up fees. Teams will participate in events such as making paper airplanes to see whose flies the longest distance, dress for success relay, shooting crumpled paper into wastebaskets, department darts, etc. Encourage departments to enroll staff. Hold finals in the main lobby for all to see. Awards/prizes will be given to 1st, 2nd, and 3rd place.

- **Silent Auction:** Have staff bid silently on items such as VIP parking spots, casual days, etc.

- **Show Your Spirit Day:** Encourage employees to share their spirit by digging into their closets and pulling out their letter jackets, team jerseys, and old uniforms. They could also wear their children's jackets and jerseys. On that same day have your DECC meetings, a chili cook-off, potluck, or some other special event.

- **Penny Wars:** Each work group is given a jar, or some other container. The object is to have the most money in your jar. Pennies are added to the total and silver coins (nickels, dimes and quarters) are subtracted from the total. One group can “sabotage” another by putting silver into their jars. A department will retaliate by putting more pennies in their jar and putting silver in the other department's jars. This will go on throughout a designated number of days. The jars should be kept in a central location where they can be monitored by a neutral party, most likely the campaign coordinator. At the end of the designated time, the neutral party will total the jars and the group with the highest total receives a prize or incentive.

- **Card/Board Game Tournament:** This event can take place during lunch breaks and can consist of a number of board and/or card games to be played. Set an entry fee and acquire prizes for this event. You can make the event more interesting by introducing teams and/or interdepartmental competitions.

- **E-mail Bingo:** Bingo cards are available for purchase at any bingo supply store and other party planning businesses, or make your own! Assemble prizes that are of interest to your coworkers, like sports or special event tickets, premier parking, etc. Send out an email announcing the event and inform your coworkers how and where to purchase cards. Start the game by posting one number per day via email. If the game is short or there are more prizes, play again! Play straight line, two lines, X across the card, and/or full card to make it more interesting.

- **More!**
  - Bake sale/lunch and a movie/executive dunk tank/sell popcorn and drinks/ice cream social/pizza party/pancake breakfast/ugliest tie-sweater-hat -shoe-earring contest/Halloween costume contest/Halloween door-office-cubicle decorating contest/softball-volleyball-basketball-golf tournament/premier parking space auction/pumpkin carving contest/Wii sports competition/craft bazaar/casual day/nonprofit fair/nonprofit brown-bag lunch and learn/chili cook-off.
What’s new this year?

Fresh new look, same great campaign
The DECC is very excited to announce a freshening of its brand, debuting with the 2017 campaign! Above is our cool new logo, which celebrates some of the many important causes (like health, family, homelessness, housing, education and animal welfare) city employees impact with their donations, along with basic concepts of compassion and humanity. You might notice a slight but key alteration to our name, too: “charitable campaign” versus “combined campaign.” While always a charitable effort, the DECC formerly only allowed gifts to a set number of charities (represented by giving federations that came together—or combined—to form the campaign). Today, Denver city employees can give to any 501(c)(3) nonprofit they wish. Clarifying the campaign’s name was in order. The best facet of this brand change, though, was that it was led by a city employee! Cassie Schoon (above) is a member of the Department of Finance’s Communication, Content and Policy team. Thanks, Cassie, for your beautiful work!

It’s easier than ever to participate
We’re proud to announce three new ways to give. Want to donate but don’t have a favorite charity? No problem. Choose the DECC Giving Fund (use charity code number 999999 on your pledge form or enter it online). Your gift will be distributed proportionately to the campaign’s highlighted charities. See the great nonprofits that make up this list at denvergov.org/decc. Or, want to simply (and quickly) renew your 2016 pledge? Online givers can now do this at the prompt when they sign in at www.ipledgeonline.org/decc. Finally, can’t put down your mobile device? Then you’ll love pledging online by scanning our QR code (look to the left). Still like to donate via paper? Print and fill out a paper pledge form (find one at denvergov.org/decc) and give it to your department’s Lead Coordinator.

Every new logo deserves a new slogan
You may notice our new logo doesn’t have a slogan. (Our former slogan was: Caring. Giving. Everybody Winning.) That’s where you come in. What do you think it should be? What would you find informative and inspiring (the hallmarks of a great advertising tagline)? Share your ideas by Thursday, November 30 at https://form.jotform.us/decc/give-the-decc-a-new-slogan. (Remember that a good slogan, like the ones below, is nothing if not short.) The all-employee DECC Steering Committee will choose the winning tagline (based on anonymous evaluation), which will be announced on our website and Facebook page by mid-December 2017. The winning employee will receive a $100 donation in their name to the charity of their choice!

Because you’re worth it.

i’m lovin’ it

JUST DO IT.

Think different.
WORKPLACE GIVING WORKS!

It's a great way to support the charities, causes and communities you care about.

**It's EASY**

The opportunity to give comes straight to you, and you can donate right out of your paycheck, a few dollars at a time.

**It's EFFICIENT**

Set it up once a year and forget it. Plus, giving as a group keeps nonprofit costs low.

**It's EMPOWERING**

You choose who to give to and how. You're in the driver seat.

DECC
DENVER EMPLOYEES CHARITABLE CAMPAIGN
www.denvergov.org/decc