

The Tennessee Employees Charitable Campaign



2023

Coordinator's Guide

Campaign Dates:

October 30 - December 8

<http://tn.gov/hr/topic/charitable-campaign>



JOINING TOGETHER – MAKING A DIFFERENCE

- **Welcome to the 2023 TECC**
- **Campaign Planning Checklist and Setting Donation Goals**
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WELCOME TO THE 2023 TECC!

Thank you for serving as a TECC Coordinator for this year's Tennessee Employees Charitable Campaign!

Many of you served as TECC Coordinators for the 2022 TECC. As a result of your efforts state employees pledged **\$159,514.36** to charitable organizations. It is gratifying to see that employees in State government do what they can to help their fellow Tennesseans, even with the economic pressures they may be facing.

For those of you who are new to the TECC, this is a wonderful opportunity to help your agency as well as the more than 1,000 charitable organizations in our state. These organizations represent community services, social justice issues, medical research, and environmental concerns affecting all Tennesseans. Your skills and enthusiasm will be key to inspiring others to participate.

Your primary goal as TECC Coordinator is to give every employee in your department the opportunity to contribute to the charity or charities of his or her choice. As these difficult economic times affect us all, these agencies rely even more heavily on programs like the TECC for assistance. By ensuring that your co-workers receive quality information about the TECC, its federations and independent charities, you will help them understand the value of their gift and they may be more likely to donate to these important causes.

This guidebook will help you plan your campaign from start to finish. The federations and independent charities listed in the back of this booklet are available and willing to help you manage this responsibility and make it fun and rewarding. You may invite them to your campaign awareness events, utilize the information they can provide about their services in your community, or just ask them to help you get the word out.

The theme of the TECC is ***Joining Together - Making a Difference***. We are pleased that you and your agency will help conduct this campaign, and we thank you for being on our team! Together, we can make more of a difference than we could ever hope to do alone.

CAMPAIGN PLANNING CHECKLIST

Good organization is the key to a successful campaign. The following checklist can help you plan your campaign from the launch through its conclusion.

| Task | Person(s) Responsible | Target Date | Date Completed |
|--|-----------------------|-------------|----------------|
| Attend the TECC coordinator planning meeting. | | | |
| Review these materials thoroughly. | | | |
| Determine the assigned persons and target dates for this checklist. | | | |
| Meet with your department's leadership to obtain commitment and involvement. | | | |
| Recruit a campaign committee to share the workload, including representatives from all divisions and facilities, as well as all "levels" (management, supervisors, front line staff, and part-time staff). Include those with special talents in communications and data processing. | | | |
| Develop in-house publicity, including promoting your kick-off event and the department's goal through posters, office bulletin boards, newsletters and email footers. | | | |
| Develop and implement your plan for your kick-off event | | | |
| Send a letter from your department head/appointing authority announcing the campaign. | | | |
| Hang posters in high-traffic locations. | | | |
| Schedule a meeting and invite the participating charitable organizations to speak and share information about how donated dollars are working in your community. See the contact information in the back of this guidebook. | | | |
| Distribute official TECC campaign materials to every employee. | | | |
| Be prepared to answer questions about donating in Edison, including providing training material. | | | |
| Share final results with employees. | | | |
| Develop and implement a "Thank You" program. | | | |

SETTING DONATION GOALS

As the TECC Coordinator for your agency, you should strive to increase pledge totals from the 2022 campaign by 4%. If you do not know your agency's pledge totals from 2022, please use the TN_PY_TECC_TOTALS query. Please help us reach and exceed our goal!

ADMINISTRATING THE TECC WITH SELF-SERVICE

As the TECC Coordinator, it is important that email communications to employees in your agency have the information they need to donate. Make sure email communications have information about:

- ✓ Campaign Dates
- ✓ Charitable Organizations
- ✓ Donation Information
- ✓ How to donate using Edison Self Service

Campaign Dates: *October 30, 2023 - December 8, 2023*

Charitable Organizations: The **TECC Brochure** contains a list of all the charitable organizations participating in this year's campaign.

Donation Information:

- Employees can choose 1, 2, or 3 charitable organizations to donate to.
- May donate **MONTHLY** (Jan-Dec) **OR ONE-TIME** (deduction will occur in January). They CANNOT combine these options for the same charity.
- Club member information (BUCK A WEEK) is a guideline for giving only. Alternative amounts are welcome and acceptable.
- All donations are through Edison. No checks or cash.
- An employee in bankruptcy cannot participate in the TECC as Central Payroll is unable to process his or her pledge.
- Once an employee donates through Edison, the employee must contact their respective agency coordinator to make changes.

How to donate using Edison Self Service:

- **TECC Self-Service Quick Reference Guide** - 1 sheet document on how donate using Edison Self-Service
- **TECC Automation Training Video** - 6 minute on how to donate using Edison Self-Service

TECC Donation Reporting

Coordinators will have the ability to use queries in Edison to pull TECC donation data in there agency. Information from queries can be used to track the following...

- Total Number of Donors
- Total Amount Pledged
- Total Number of Employees Solicited
- Average Gift
- Per Capita Gift
- Participation Percentage

TN_PY_TECC_TOTALS - this query will give you Total Number of Donors and Total Amount Pledged

TN_PY_TECC_TOTAL_EE - this query will give you Total Number of Employees in an Agency solicited.

You can compile the results of both queries in one spreadsheet and in excel calculate Participation Percentage.

Entering Employee Donations

Once an employee donates using Edison Self-Service, the employee will have to contact their respective TECC coordinator to make changes before the campaign ends.

1. Have the employee fill out and sign the **2023 Pledge Form** with donation changes.
2. Search for the employee's TECC information in Edison (HCM>Workforce Administration>TN Charitable Campaign)
3. Update the employee's donation information and notify the employee that the updates have been made.
4. Keep the pledge form for your records.

*****The Quick Reference Guide, 2023 TECC Brochure, and the 2023 TECC Pledge Form can all be found on the TECC website*****

CHARITABLE ORGANIZATIONS CONTACT LIST

Below is a contact list for the participating charitable organizations. You may invite them to your campaign awareness events, utilize the information they can provide about their services in your community, or just ask them to help you get the word out.

| Independents | Contact Person | | Contact Person Telephone Number | Contact Person Email Address |
|---|----------------|-----------|---------------------------------|--|
| American Cancer Society | Kelly | Jamerson | 864-627-8289 | kelly.jamerson@cancer.org |
| Children's Center of the Cumberland | Patty | Swain | 423-569-8900 | patty.swain@childrenscenterofthecumberland.org |
| Friends of Radnor Lake | Tina | Corkum | 615-251-1471 | tcorkum@radnorlake.org |
| Governor's Early Literacy Foundation | Abigail | Sanderson | 615-934-8752 | abigail.sanderson@governorsfoundation.org |
| Manna's Hana Riding Center, Inc | Bobbie | Abell | 931-349-8106 | mannahana@gmail.com |
| Miriam's Promise | Dietz | Osborne | 615-292-3500 | dietzo@miriamspromise.org |
| Monroe Harding, Inc. | Susannah | Shumate | 615-601-5822 | susannahshumate@monroeharding.org |
| Mustard Seed Ranch | Tammy | Hogan | 931-525-7333 | tammy@mustardseedranchtn.org |
| RISE Foundation Inc. | Sheila | Terrell | 901-507-6638 | shelia@risememphis.com |
| Salvus Center, Inc. | Patricia | McPherson | 615-321-4171 | patriciam@mcphersonconsulting.org |
| Second Harvest Food Bank of Northeast Tennessee, Inc. | Lee | Walker | 423-279-0430 | lwalker@netfoodbank.org |
| Sister Supply | Eli | Cloud | 901-871-3713 | eli@sistersupply.org |
| Sullivan County Imagination Library | Beth | Farber | 423-408-2665 | sullivancoimaginationlibrary@gmail.com |
| Tennessee Baptist Children's Homes | Kim | Burke | 615-376-3140 | kburke@tennesseechildren.org |
| Tennessee Court Appointed Special Advocates Association, Inc. | Lynne | Farrar | 615-220-3990 | lynne@tncasa.org |
| Tennessee Voices For Victims | Verna | Wyatt | 615-513-8707 | verna.wyatt@tnvoicesforvictims.org |
| Tennessee Wildlife Federation | Rebeca | Bell | 419-376-8773 | rbell@tnwf.org |

| Federations | Contact Person | | Contact Person Telephone Number | Contact Person Email Address |
|--|----------------|-----------|---------------------------------|--|
| Creating Healthier Charities (CHC) | Kelsey | DeAngelis | 312-548-6882 | kdeangelis@chcimpact.org |
| Community Shares, Inc. | Shelly | Wascom | 865-522-1604 | shelley@communitysharestn.org |
| Monroe County United Way Fund, Inc. | Caylen | Matoy | 423-836-1486 | caylen.matoy@unitedway.org |
| Roane County United Way | Sandy | Leavell | 865-882-7711 | sleavell@unitedwayroane.org |
| United Way of Benton County | Jo | Jones | 731-441-2299 | unitedwaybenton@gmail.com |
| United Way of Blount County | Emily | Mantooth | 865-982-2251 ext. 16 | emantooth@unitedwayblount.org |
| United Way of Bristol TN-VA, Inc. | Lisa | Cofar | 423-968-4912 | debbie@unitedwaybristol.com |
| United Way of Clinch Powell Valley | Naomi | Asher | 865-483-8431 | naomi@uwayac.org |
| United Way of East TN Highlands | Kim | Schlager | 423-220-1229 | kschlager@unitedwayetnh.org |
| United Way of Franklin County | Jeanne | Amacher | 931-962-0103 | jeannie.amacher@gmail.com |
| United Way of Greater Chattanooga | Terran | Anderson | 423-463-4193 | terrananderson@uwchatt.org |
| United Way of Greater Kingsport | Lori | Miller | 423-378-3409 ext. 14 | lmiller@uwaykpt.org |
| United Way of Greater Knoxville | Julie | Massie | 865-582-4084 | massiej@unitedwayknox.org |
| United Way of Greene County | Wendy | Peay | 423-639-9361 | wendy@unitedwayofgreenecounty.com |
| United Way of Hamblen County | Gary | Matthews | 423-581-8601 | unway@musfiber.com |
| United Way of Hawkins County | Teresa | Buttry | 423-272-7379 | uwayhawkinstn@att.net |
| United Way of Humphreys County | Nioka | Curtis | 931-296-4588 | unitedwayhumphreys@gmail.com |
| United Way of Loudon County | Darcy | Welch | 865-582-4082 | welchd@unitedwayloudoncounty.org |
| United Way of Maury County | Laura | Truelove | 931-381-0100 | unitedwayofmaurycounty@gmail.com |
| United Way of McMinn & Meigs Counties | Paige | Zabo | 423-745-9606 | unitedway@unitedwaymm.com |
| United Way of Middle Tennessee, Inc. | Lauren | Ayers | 615-780-2414 | lauren.ayers@unitedwaygn.org |
| United Way of Rhea County | Amy | McRorie | 423-775-5633 | amcrorie@rheanitedway.org |
| United Way of Rutherford and Cannon Counties | Jaime | Craig | 615-848-6926 | jaimcraig@yourlocaluw.org |
| United Way of Sevier County | Kathy | Voncannon | 865-366-3335 | kathyvoncannon@uwosc.org |
| United Way of Sumner County | Erin | Birch | 615-461-8371 | erin@unitedwaysumner.org |
| United Way of the Mid-South | Diana | Bedwell | 901-433-4341 | diana.bedwell@uwmidsouth.org |
| United Way of the Ocoee Region Inc., | Tanya | Mazzolini | 423-479-2020 | tanyamazolini@unitedwayocoe.org |
| United Way of West Tennessee, Inc. | Pat | Ross | 731-300-3247 | patross@unitedway.tn.org |
| United Way of Wilson Co & the Upper Cumberland | John | McMillin | 615-443-1871 | john@givetuwcc.org |

