

## **To become a participant in the State Employees Federated Community Campaign (SEFA)**

You must make application to the Statewide SEFA Council. The application period is December 1<sup>st</sup> through January 15<sup>th</sup> annually. The application is posted on the website during that time. You must meet the following qualifications before making application.

1. 501 (c) 3 Status.
2. Be registered with the NYS Charities Bureau.
3. Have had at least two years of filings.
4. Produce an annual report. (This can be a simple statement relating expenses to programs success)

### **To maintain participation in the campaign**

If your application has been accepted you'll need to keep a few things on your calendar and be aware of how things work.

1. The SEFA Campaign runs from September 1<sup>st</sup> through December 31<sup>st</sup> annually.
  - a. This means that the marketing and kick off activities will begin and end during this timeframe. Depending on your location and state agency the kick offs might take place sometime between these dates. You should contact the local coordinator or your Federation representative for details within that campaign. (see 2011 Coordinators and or Federations spreadsheet)
  - b. Work on the marketing materials begins in February and will be complete by June of each campaign year. No changes to information will be accepted to printed materials after May 1<sup>st</sup>, 2011.
  - c. What goes into the marketing material is what you've entered into your application. So it is important that you ensure that all information you've entered into the application is complete, up to date and accurate. This means the name you designated is how you want to be listed in the brochure, your website, the 25 word statement, your administrative fundraising percentage, address and, and phone number. Your SEFA number will also be listed. If you are a member of a federation, your federation will do this for you, and send to you for review. Your charity contact information should be what is listed in the SEFA data.
  - d. More often than not we will communicate with your organization through email. It is extremely important that your organization keep your email contact information up to date or you could miss very important communications from

SEFA. If you are a member of a Federation, once you have received a contact from us you can bring it to your Federation's attention for their assistance.

2. Where you made application to dictates what brochure you will be listed in.
  - a. If you made application and were accepted as a statewide charity you will be listed in every brochure.
  - b. If you made application and were accepted as a local charity you will only be listed in those locations your organization was accepted.
  - c. Brochures are printed and distributed to state employees along with pledge forms.
  - d. Brochures are also listed on the SEFA website [www.sefanys.org](http://www.sefanys.org) under the "Brochures" tab. The brochures listed on the website will be updated throughout the year.
3. You may contact your local SEFA coordinator or your Federation to ask to participate in a kick off and you may post your SEFA number on any of your marketing materials. You may not campaign in any state agency office or contact state employees during work hours.
4. You are responsible for recertifying annually. The recertification period is from February 15<sup>th</sup> through May 1<sup>st</sup> annually. You will find the Recertification form on our website during the recertification period at [www.sefanys.org](http://www.sefanys.org) under the "Application/Recertification" tab. If you are a member of a Federation they will work with you to ensure your forms are filled in accurately and completely.
5. You are responsible for your listing in the SEFA database. SEFA participant Federations provide their SEFA participant charities assistance with regard to requirements for SEFA participation, they are not responsible for ensuring the accuracy of your listing or ensuring that you recertify. The participant Federations work diligently on behalf of their participant charities to provide support and direction but they ultimately are not responsible for inaccuracies or failed recertification.
6. If you fail recertification your charity will be removed from the SEFA campaign on the January following the campaign you failed recertification.
7. You can make application following your failure to recertify during the Application period. If your application is accepted you can avoid being removed from the campaign.