



# State Employees Federated Appeal

Management Liaison 101

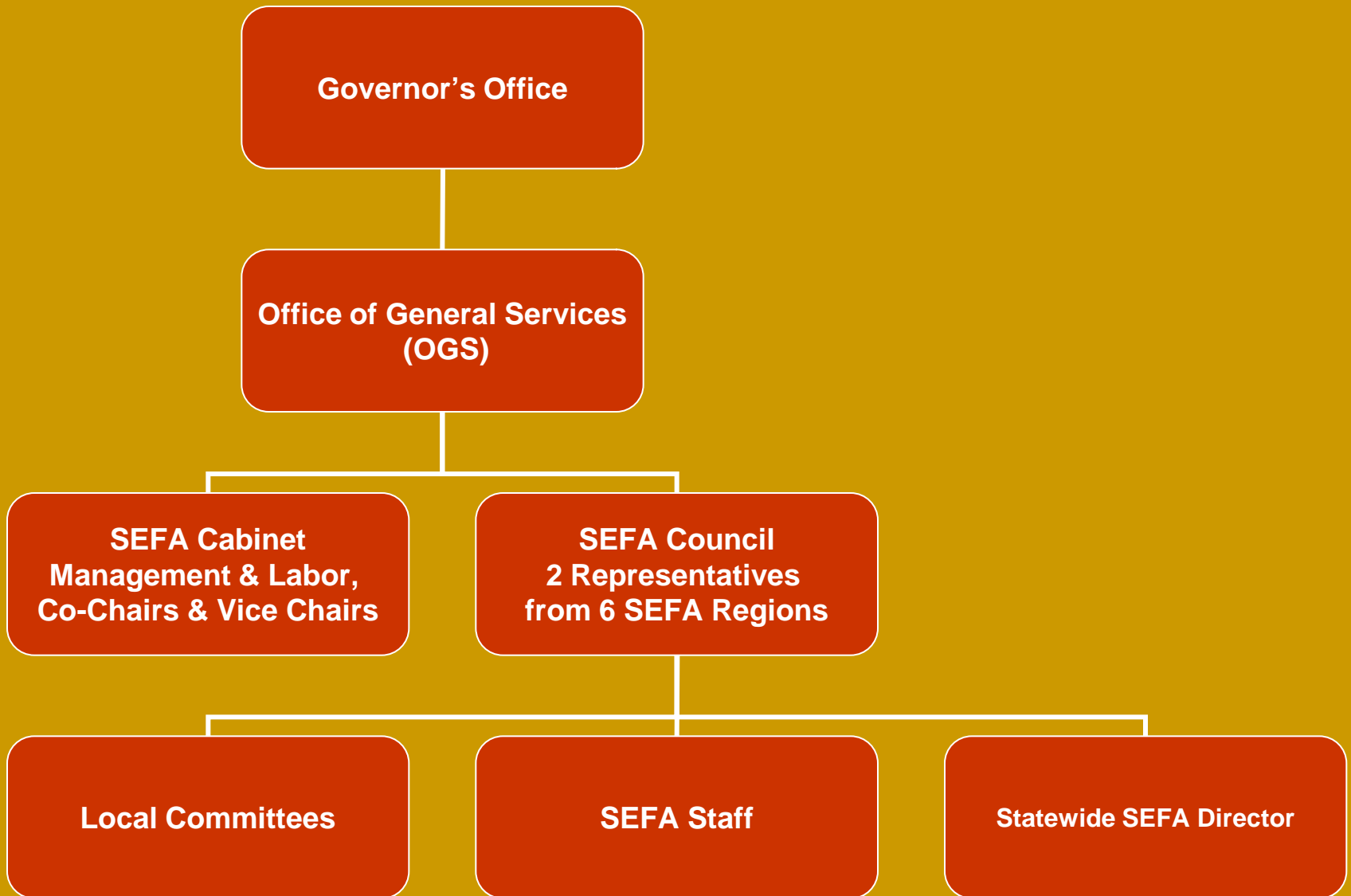
June 22, 2009

Welcome!

# Introduction

- Suzanne Maloney, Statewide SEFA Director.
  - Past positions have been as the Executive Director of Statewide Trade Associations and Environmental Charities.
  - I have been in the shoes of the charities.
  - I am new to the SEFA Campaigns.

# Organizational Chart

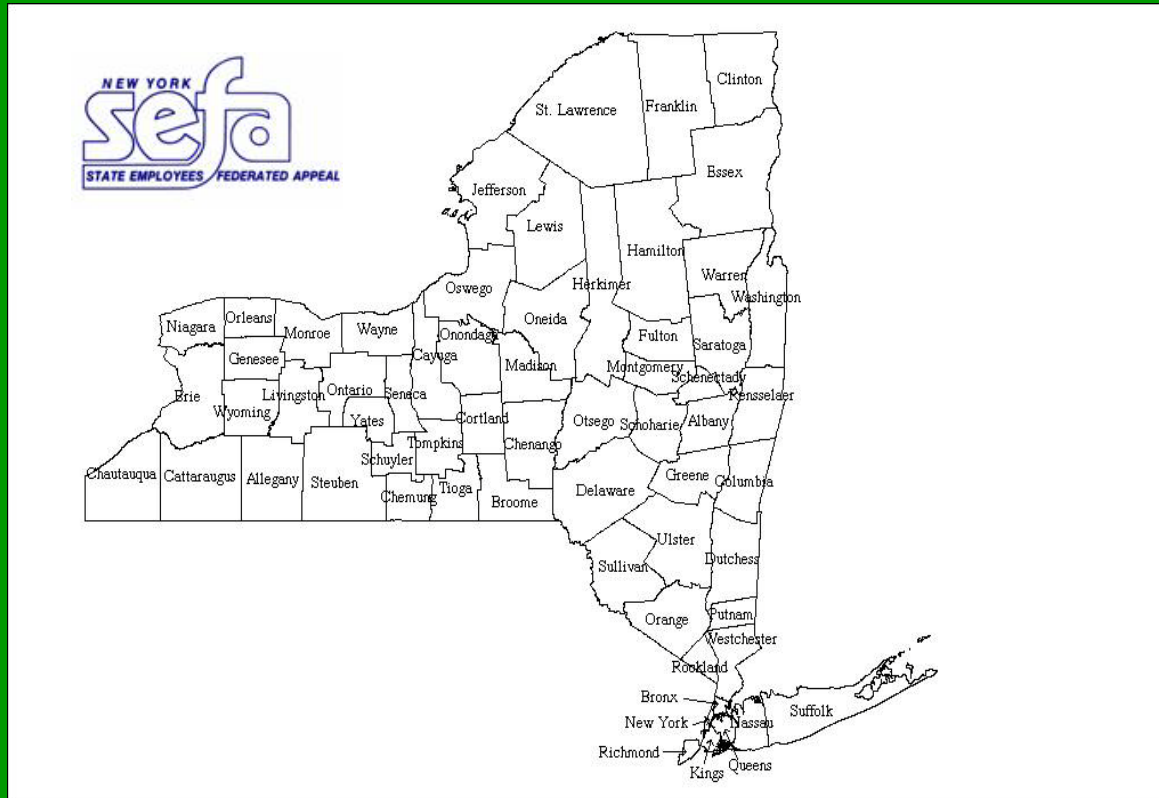


# Why Regulations? What the Regulations say.

- To provide a uniform, effective and efficient policy for solicitation of charitable contributions via payroll deductions.
- To conduct fundraising campaigns and to preclude other solicitation of State employees which adversely effect the orderly conduct of State business.

- Tasked with enforcing the regulations.
  - Approves one campaign for each county or group of counties.
  - Designates one charitable organization in each county or group of counties to manage the campaign and to distribute contributions under the direction of the local committee.

# Counties by Region



## Region 1

- Allegany County
- Greater Rochester
- Niagara Frontier
- Chautauqua

## Region 2

- Central New York
- Herkimer, Madison Oneida
- Jefferson/Lewis
- St. Lawrence County

## Region 3

- Broome/Chenango
- Chemung
- Cortland County
- Delaware & Otsego Counties
- Steuben/ Yates
- Tompkins County

## Region 4

- Capital Region
- Clinton & Essex Counties

## Region 5

- Dutchess County
- Orange County
- Rockland County
- Sullivan/Ulster
- Westchester & Putnam

## Region 6

- Long Island
- New York City

# Statewide SEFA Cabinet

- The Governor Appoints Commissioners of Agencies and Labor Organizations Appoint their Leadership.
- The Statewide SEFA Cabinet consists of:
  - management and labor co-chairs,
  - management and labor first and second co-vice chairs,
  - other management and labor representatives as selected by the co-chairs, and the Chair and Vice Chair Statewide SEFA Council.

# The Statewide SEFA Cabinet

|                          | <u>Name/Role</u>  |
|--------------------------|---|
| <b>Governor's Office</b> | <b>Kristin Proud, Deputy Director, State Operations</b>                     |
| <b>Cabinet</b>           | <b>David Hansell, Commissioner, OTDA Deputy to take over June 20, 2009)</b> |
|                          | <i>Co Chair</i>   |
|                          | <b>Phil Smith, United Univ. Professions</b>                                 |
|                          | <i>Co Chair</i>   |
|                          | <b>Deborah VanAmerongen, Commissioner, DHCR</b> <i>1st Vice Chair</i>       |
|                          | <i>1<sup>st</sup> Vice Chair</i>  |
|                          | <b>Danny Donohue, President CSEA</b>  |
|                          | <i>1st Vice Chair</i>   |
|                          | <b>Michael Burgess, Director, OFA</b>                                       |
|                          | <i>Statewide 2<sup>nd</sup> Vice Chair</i>                                  |
|                          | <b>Ken Brynien Public, Employees Federated Appeal</b>                       |
|                          | <i>2<sup>nd</sup> Vice Chair</i>  |

# The Statewide SEFA Cabinet is responsible for:

- Develops Campaign Marketing Collateral,
- Promoting the Activities of SEFA,
- Recruiting and,
- Developing Training for Volunteers.

# Statewide SEFA Director

- Takes Direction from the Statewide SEFA Council.
- Performs the work of the Council.
- Is guided by the SEFA regulations.
- Develops and implements processes of,
  - the Council and,
  - communicates with the SEFA Cabinet, SEFA staff, Federations and charities.

# Statewide SEFA Council

- Tasked with interpreting the regulations and implementing the scope of work.
  - Comprised of representatives from the local SEFA committees.
  - Responsible for
    - deciding appeals from denials by local SEFA committees of eligibility to participate in the campaign.
    - Approves Statewide Applications.
    - Reviews Recertifications.
    - Implements the Naming and Numbering System.

# Statewide SEFA Council

- Assists in conjunction with the Statewide SEFA cabinet, with campaign planning, promotion, recruitment, and training of volunteers.
- A group of state employee participants comprised of Local SEFA Committee chairs, or their designees, two from each of the geographic regions of the state established by the Commissioner.

# Management Liaison Responsibilities

- Serves as their agency's SEFA Coordinator and emissary to the statewide SEFA campaign:
  - Make sure that a SEFA Campaign is run in every facility or office in their agency,
  - Supports and tracks the campaign within their agency's offices and facilities across the state,
  - Communicates frequently with their facility directors on behalf of campaign,
  - Troubleshoots problems
  - Reports successes and barriers to their agency head and to the Statewide Chairs,
  - Recruits the **Loaned Associates (LAs)**,
  - Recruits for **Employee Campaign Managers (ECMs)**,
  - During the Campaign reports to the Cabinet.

# SEFA WEBSITE

<http://www.sefa.state.ny.us/>

- Management Liaison Handbook
- Regulations
- FAQ's
- History
- Directory
- Updates

# Fundraising

- A matter of constant communication,
- Constant encouragement,
- Positive reinforcement,
- Knowing where to find the information to communicate,
- Knowing where to find the answers.

# Email your employees

- Email your employee campaign managers and inform all of your employees,
  - You will be receiving an email with a series of “packaged” emails you can use to send to your employees for the purpose of informing them about the campaign from Suzanne.
  - Campaign Plan and Time Table.

# Loaned Associate (LA) Job Description

- responsible for assisting and coordinating the SEFA campaign in multiple state facilities across their campaign area,
- report to the local SEFA headquarters –not their regular work site,
- manage several accounts (state agencies),
- Should be in place by July 13<sup>th</sup>, 2009,
- Not every state agency provides Las so ECM's take on this role.
- Complete by July 24<sup>th</sup>, 2009.

# Loaned Associate (LA) Job Description

- and are expected to travel to these accounts for planning meetings with the employee campaign manager (ECM), presentations and other campaign-related events presentations and other campaign-related events
  - *Ensures campaign materials are delivered to every ECM,*
  - *Ensures that a campaign is run at every agency,*
  - *Ensures that pledge card are sent to every HR office and local SEFA Staff.*

# Loaned Associate (LA) Job Description

- are the driving force behind the campaign and work closely with the local United Way and employee campaign managers,
- time frame for the assignment varies depending upon the region to which they are assigned ,
- most LAs are assigned for a four-month period, either five days per week (full time) or three days per week (part time).

# Employee Campaign Manager (ECM) Job Description

- ECM is responsible for coordinating the SEFA campaign at their state facility *only*;
- should recruit a “campaign team” to work with him/her, the loaned associate assigned to their site, and/or local SEFA staff in developing and executing a campaign plan for their site.
- The time frame for the assignment runs from September through December.

Thank You!  
Questions, Comments?