

11614

Attachment A

2002 483

March 11, 2002

Proposal for
Employee Charitable Campaign
Administrator

For The
2002 King County Employee
Charitable Campaign



UNITED WAY
of KING
COUNTY
Your Community
Safety Net.



United Way of King County
107 Cherry Street
Seattle, WA 98104-2223

11614

March 11, 2002

**Proposal For
Campaign Administrator
For The
2002 King County Employee Charitable Campaign**

INTRODUCTION

In 1988, the King County Council voted to establish a new charitable campaign system for county employees. This system was designed to provide access to workplace payroll deduction giving for many charitable organizations.

The Employee Charitable Campaign Committee (ECCC) now faces the challenge and responsibility of running a fund raising effort that supports organizations of the tax exempt charitable class to reach over 13,000 King County employees.

The key components of this task are:

- maintain control over campaign strategies and policy
- rules and eligibility
- publicity and materials development
- recruitment of campaign workers
- building top management level support
- training
- special events
- employee presentations and solicitation
- results tracking/progress reports
- administrative tasks/data processing
- thank you's and recognition
- final critique and review
- on-going assessment of employees advice and direction

To achieve these tasks the Employee Charitable Campaign Committee (ECCC) must hire or contract for administrative services that committee members themselves are unable to provide.

TASKS RETAINED BY ECCC

Committee members maintain exclusive and final authority to:

- Set the campaign budget, theme, goals and schedule
- Define campaign rules
- Solicit, screen and approve charitable organizations for Eligibility
- Name Campaign Chair (s)
- Hear complaints; decide appeals
- Recommend changes to County Ordinance
- All other policy issues

SERVICES UNITED WAY OF KING COUNTY PROVIDES AS CAMPAIGN ADMINISTRATOR

The role of a Campaign Administrator would be to serve and assist the King County Employee Charitable Campaign Committee members in their efforts to plan, prepare, conduct and complete the County Employee Charitable Campaign.

This support includes the following:

- provide fund raising advice, consultation, guidance and ideas. Assist in developing a campaign strategy complete with objectives and deadlines. Analyze historical giving information and recommend campaign goals.
- with committee approval, coordinate the development of materials for effective education, solicitation, collections and training.
- assist committee to develop strategies to reach all employees in all departments and offices through group meetings or one-on-one contact; assure proper distribution of all materials to all departments.
- assist committee to schedule and conduct specialized training of all campaign workers.
- recruit, train, manage, supervise and evaluate five Loaned Executives, (three from King County workforce and two Sponsored from United Way of King County, to assist department coordinators and conduct employee briefing sessions.
- implement controls and audit trail to tabulate campaign receipts, route checks and ensure accuracy of all pledge and report forms. Data process designation information and provide final reports to Campaign Committee.
- monitor the campaign's progress daily and report weekly to the King County Campaign Committee.
- help plan events to mark the success of the campaign and to provide recognition to contributors and volunteers.
- assist with publicity, speakers and tours, etc.
- evaluate the campaign and make recommendations for the following year.

**KING COUNTY EMPLOYEE CHARITABLE CAMPAIGN
AGREEMENT**

This AGREEMENT is entered into by **King County** (hereinafter referred to as the "**County**") as represented by the Employee Committee on Charitable Contributions (hereinafter the "**ECCC**") established pursuant to County Ordinance No. 8575, and **United Way of King County** (hereinafter referred to as "**United Way**") located at: 107 Cherry Street, Seattle, Washington, 98104-2223.

WHEREAS, County Ordinance No. 8575 and K.C.C. 3.36 establishes one combined annual campaign for charitable contributions from County employees; and

WHEREAS, Ordinance No. 8575 and K.C.C. 3.36 provides for the selection of a Campaign Administrator who shall be responsible for the details of the campaign operation under the general oversight of the Employee Committee on Charitable Contributions; and

WHEREAS, the ECCC has designated a committee member to serve as the Campaign Manager, and

WHEREAS, the former Metropolitan Employee Combined Community Campaign Committee voted on March 17, 1994 to consolidate with the King County Employee Charitable Campaign and

WHEREAS, the County desires to contract with United Way to serve as the Campaign Administrator for the combined annual charitable contribution campaign and to provide certain staff and administrative services, beginning February 1, 2002 and ending March 31, 2003.

NOW THEREFORE, in consideration of payments, covenants and agreements hereinafter mentioned, to be made and performed by the parties hereto, the parties covenant and agree as follows:

A. OBLIGATIONS OF THE PARTIES

United Way

United Way shall serve As Campaign Administrator for the Combined annual campaign for charitable contributions and shall assist the employee committee with the details of the campaign operation under the general oversight of the ECCC's Campaign Manager and campaign steering committee. Its duties shall include the following:

1. Assist the ECCC and Campaign manager in coordinating and implementing campaign plans, strategy and schedule as well as planning special events.
2. Provide a committee staff support person to support and assist the committee to:
 - Carry out Committee directives such as contracting people, preparing and distributing information;
 - Receive and handle all telephone calls, mail, and personal inquiries;
 - Arrange for meetings;
 - Prepare and mail agendas;
 - Attend meetings and take minutes;
 - Prepare and mail minutes;
 - Maintain official files;
 - Prepare and type all correspondence, reports, proposed legislation, applications for participation, etc.;
 - Prepare, mail-out and handle applications for charities participation. Check for completeness and give to Eligibility Committee for their review;
 - Process bills for payment. Track costs against annual budget;
 - Assist in coordinator recruitment, training, distribution, and collection of pledge forms;
 - Develop and put up visual displays;
 - Coordinate payroll deduction process with finance department;
 - Prepare and distribute all campaign awards certificates and plaques;
 - Provide clerical support and telephone coverage for County Loaned Executives during Campaign.
3. Assist Campaign manager in soliciting department coordinators and obtaining support of department directors.
4. Prepare special forms for year-round new employee orientations, do presentations at these monthly meetings and as needed by departments who do their own orientations, distribute forms and review for accuracy before submitting to payroll.
5. Provide training to coordinators designated by each department, in accordance with the guidelines set forth by the ECCC, to orient them to campaign goals, policies and procedures, as well as to facilitate the distribution of materials, scheduling of presentations, and collection of pledge forms connected with the campaign.

6. In coordination with ECCC and charities, and under the direction of the Campaign Manager, design, develop and distribute publicity materials, including but not limited to campaign posters and notices of special events.
7. Design, develop and distribute to County employees (13,000 approx.), one copy each of a consolidated campaign catalog listing all charitable organizations.
8. Print and provide the County with 13,000+ pledge forms in a form approved by the ECCC and distribute pledge forms to County department coordinators.
9. Coordinate presentations by trained presenters to County employees during the designated campaign period according to a schedule approved by the Campaign Manager and subject to the approval of department directors and of any independent elected officials whose offices are involved. All presentations will be unbiased and give equal exposure to all participating charities.
10. Plan and implement special events under the direction of the committee (i.e. Kick-off event, Awards Ceremony).
11. Collect campaign reports and pledge forms from department coordinators, verify accuracy of numbers and enter data into data processing system. Provide reports by department to the campaign steering committee weekly. In early December produce data source for payroll use and transmit same to respective Metro/King County payroll departments for payroll deduction. Metro/King County shall then transmit designated contributions to the charities. All information is confidential and will only be seen by necessary accounting and data entry personnel and ***no payroll information shall be retained by United Way.***
12. Forward all checks made out to Agencies, federations or their members directly to the recipient within 15 working days of receipt by United Way's accounting department.
13. Assist the ECCC to prepare a final report of the campaign year and conduct a survey/critique to receive feedback from volunteers, charities and committee members on the conduct, strengths and weaknesses of the campaign.
14. Conduct all its activities under this contract in a neutral manner, without exhibiting any preference or favoritism on behalf of its own, or any other participating federation or charitable organization.
15. United Way of King County will not be responsible for the fiduciary functions of routing and delivery of payroll deduction proceeds. Access to contributor forms and summary report sheets shall be confidential and limited to data processing personnel assisting in processing these documents.

B. King County

The County's primary role in each annual campaign shall be to permit the Campaign Administrator (United Way) to conduct its activities in accordance with Ordinance No. 8575 and as regulated by the ECCC, and to facilitate County employees in making any charitable contributions they wish to make as a result of each annual campaign. To this end, the County shall:

1. Recruit one senior manager and one elected official who shall serve as the County's Campaign Co-chairs for the Employee annual Charitable Contributions Campaign. The Co-chairs will be responsible for gaining support and endorsement from department heads, elected officials and other King County personnel.
2. Appoint a County Campaign Manager from the ECCC who, with the assistance of United Way, will oversee, review or approve the following activities:
 - a. Contact with all Executive Departments and other branches and departments of County Government to notify them of the schedule and plans for the campaign and encourage the appointment of departmental coordinators to coordinate activities with the Campaign Administrator (United Way).
 - b. Direct the implementation of training activities in accordance with the guidelines set forth by the ECCC.
 - c. Work with the Campaign Administrator to develop a schedule for presentations to all participating departments.
 - d. Request representatives of labor unions, where appropriate, to be actively included in the presentations and to endorse the campaign to their members.
 - e. Direct the implementation of publicity activities in accordance with the guidelines set forth by the ECCC.
 - f. Direct the implementation of other campaign activities in accordance with the guidelines set forth by the ECCC.
3. Encourage all County employees to attend one of the charitable campaign presentations conducted within the time allotment established by rules developed by the ECCC.
4. Provide employee's pledge forms, after such pledge forms meet ECCC specifications.
5. Provide to United Way for catalog/listing a list of participating agencies, federations and their members along with required catalog information by May 15, 2002.
6. Conduct final campaign evaluation and prepare report after conducting debriefings with coordinators, loaned executives and participating charities.
7. Reimburse to United Way campaign expenses incurred and itemized no later than March 15, 2003 or 30 days after receipt of summary report of actual costs and other supporting documentation requested by the ECCC

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C. 2002 Campaign Budget

THE FOLLOWING BUDGET REFLECTS United Way's estimate of costs that will be incurred on behalf of the King County Charitable Campaign for 2002. The United Way agrees to provide the County with a summary report of actual costs incurred by March 15, 2003. The United Way also agrees to provide the County with other supporting documentation as requested by the ECCC within 15 days of the date of request. The United Way also agrees not to exceed the proposed budget total by more than 10% or to exceed any line item by 25% without prior approval documented by the ECCC.

United Way does not make a profit on services provided to the Charitable Campaign. No percentage is added to costs to bring extra dollars to United Way.

United Way requests only reimbursement for actual costs for professional, clerical, audit and data processing personnel time spent on County Campaign assignments, as well as any supplies, printing and office costs incurred on the County Campaign's behalf.

Any materials purchased or any printing costs would be paid directly by the County, or reimbursed to United Way for actual expenses.

SEE ATTACHED BUDGET PROPOSAL FOR 2002

King County Employees Charitable Campaign
2002 Proposed Budget

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United Way of King County	Proposed	Actual	Variance	Proposed	
Revenue					
Healing the Children	(50.00)	(50.00)	50.00		Not anticipated
Kick-off Sponsorship (MPCCU) Shirts	(3,000.00)	(3,000.00)	-	(3,000.00)	Anticipated sponsorship
Crown Shere Momentos (KCCU) mugs, pens, books	(3,000.00)	(3,000.00)	-	(3,000.00)	Anticipated sponsorship
Seattle Metro CU	(1,000.00)	(1,000.00)	1,000.00	(1,000.00)	Anticipated sponsorship
Kick-off Sponsorship Pemco	(6,500.00)	(6,500.00)	(1,500.00)	(5,000.00)	Anticipated sponsorship
	(12,500.00)	(12,500.00)	(450.00)	(12,000.00)	Total sponsorship
Professional Staff 5110000, 5210000	50,485.00	45,915.41	4,569.59	50,000.00	Director, Manager, equal to 1FTE, includes benefits
Accounting Services 5120000, 5220000	7,500.00	7,567.69	(67.69)	7,600.00	Designations, audit, Data Entry
Clerical Staff 7300000	4,800.00	2,296.65	2,503.35	3,500.00	MIS, accounting staff
Telephone 6500100, 6500200, 6500300	750.00	689.51	80.49	750.00	Staff line, cell phone service, share of fax line and LE asst line and modem, LE lines
Duplicating 6400000	750.00	101.91	648.09	750.00	Per copy direct expense
Postage 660200	150.00	114.01	35.99	150.00	
Messenger 6700000	25.00		25.00	25.00	
Office Supplies 6300300	1,000.00	895.19	104.81	1,000.00	Miscellaneous supplies
Staff Mileage/Parking/Other 650XXXX	700.00	384.77	305.23	700.00	Account calls and campaign related travel
Subtotal UWKC Operations	66,160.00	57,955.14	8,204.86	64,475.00	
Program Supplies 6300100	15,000.00	13,084.05	1,915.95	15,000.00	Catalog, pledge and report forms, shopping bags, shirts, training materials, banners, photos, etc.
Awards and Recognition 7600100	7,500.00	9,393.62	(1,893.62)	10,000.00	Lanyards, mugs, Thermos Bottles - venience approved by ECCC
LE Supplies 6300300-142613107	300.00	301.94	(1.94)	300.00	Sales and marketing tools, color charts, graphs, misc, visuals
LE Travel 7600100-142613107	200.00	147.53	52.47	200.00	Loaned Executive travel to geographic accounts
Campaign Films 7300100	500.00		500.00	500.00	Used charitable agency videos
Publicity and Public Notice 7310000	250.00	240.00	10.00	300.00	Publication of RFP, eligibility opening notice
Camp Kick-off 6100000	11,000.00	9,765.16	1,214.82	11,000.00	Offset by sponsorship
Camp Kick off Fees 4050000-142613132	(4,000.00)	(3,993.00)	(7.00)	(4,000.00)	Anticipated fees from shirt sales
Executive Breakfast	700.00	890.00	(190.00)	1,000.00	Dome Room Event with Executive Cabinet and Dept. Coordinators
Award Ceremony	750.00	875.07	(125.07)	1,000.00	Dome Room rental/plaques/Outstanding Coordinator & Booster mementos/food
Committee Expenses (photos, lunch, misc.)	500.00	165.51	334.49	500.00	Planning Retreat/Name Badges/Photos for web site, catalog etc.
Camp Coord Training (refreshments, printed materials)	1,500.00		1,500.00	1,500.00	Includes Food, Supplies, Transportation
LE Fund	50.00	52.53	(2.53)	100.00	Miscellaneous expenses for LE's
Website	1,000.00	1,000.00		1,000.00	Reduced printed paper publicity/increased web development/scanner purchase
Subtotal Direct Campaign Exp	35,250.00	30,902.43	4,347.57	38,400.00	
Total UWKC Expenses	101,410.00	88,867.57	12,552.43	102,875.00	
Net Expense UWKC	86,910.00	76,807.67	12,102.43	90,875.00	
Printed Materials (County Print Shop)	3,000.00	750.00	2,250.00	3,000.00	Posters, Certificates/Event Invitations/ Misc. Marketing materials from County print shop
ECC Expense Carry Over from 2000 Campaign	1,500.00	793.92	706.08	TBD	
Coordinator Expense	4,500.00	3,264.64	1,235.36	4,500.00	Dept. Campaign Coordinator expense/ \$793.92 carry over from 2000 campaign
Grand Total	93,410.00	80,072.21	13,337.79	95,375.00	

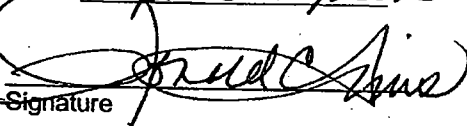
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**2002 PROPOSAL FOR
CAMPAIGN SUPPORT SERVICES**

**KING COUNTY EMPLOYEE
CHARITABLE CAMPAIGN**

We, the representatives of the following organizations, accept and approve the preceding contract and budget for the 2002 King County Employee Charitable Campaign.

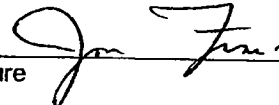
KING COUNTY:

Date: April 23, 2002

Signature

Ron Sims
Ron Sims

King County Executive

UNITED WAY OF KING COUNTY:

Date: _____

Signature

Jon Fine

President and CEO, United Way of King County