



America's Charities®

2017-18 State and Local Webinar

Maximizing Your Membership with America's Charities



Questions After the Webinar?



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State and Local Campaign Overview



What is America's Charities?

We inspire employees and organizations to support the causes they care about.

We do this in order to bring more resources to the nonprofits that are changing our world.



State and Local Campaign Overview

1. Definition:

- **State campaigns** are workplace giving campaigns organized for employees of a specific **state or commonwealth**.
- **Local campaigns** are for employees of a specific **local government** entity (county, city, parish, township, etc.).

2. S&L Campaigns are NOT CFC Campaigns – a distinct campaign type



3 Tiers of Public Sector Campaigns

U.S. FEDERAL GOVERNMENT
Combined Federal Campaign (CFC)

STATE OF CALIFORNIA
Our Promise Initiative

SACRAMENTO COUNTY
Sacramento County Campaign



How State and Local Campaigns Work

2018 Application Process

- January – September 2018

2018 Campaigns Run

- September – December 2018

2018 Funds Distributed

- May 2019 – February 2020*

*Our team distributes funds monthly as they are received from the fiscal agent.



State and Local Program



Program Benefits

- Access to **2 million employees** through roughly 100 campaigns in **23 states**
- Generates an average of **\$2.4 million in pledges** annually
- **America's Charities assists your nonprofit by:**
 - **Reviewing** campaign requirements on an annual basis
 - **Submitting** applications on your behalf
 - **Advocating** on your behalf if denied participation
 - **Proofing** campaign brochures and promotional materials
 - **Promoting** your nonprofit in our own print brochure specific to state and local employees
 - **Inviting** you to events during campaign season
 - **Allocating** and **Distributing** funds, providing reporting



How to Sign Up for the Program

Which federation would you like to be listed under? *

- America's Charities
- Children First - America's Charities
- Health First - America's Charities
- Participate in state and local campaigns

As a national member, you are eligible to participate in CFC and Private Sector campaigns nationwide. You are also eligible to participate in our optional State and Local Public Sector Program. Please call us at (800) 458-9505 if you would like more information on this program.

Which federation would you like to be listed under? *

- America's Charities
- Children First - America's Charities
- Health First - America's Charities

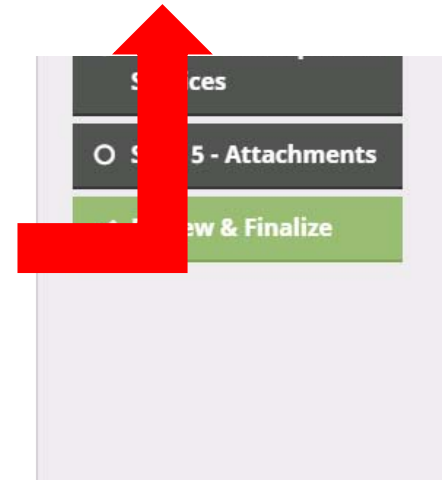
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Save

Submit Application

Next >





Campaign Menu

States and Localities

Campaign	Estimated Deadline based on previous campaign cycle	AFR Limit/ Eligibility Restrictions	Materials Needed from Member (aside from current registration, member app materials)	Registration Entity
<input type="checkbox"/> Select all				
<input type="checkbox"/> Arizona	May 19 2018	YES - AFR limit of 25%. 1 year waiver for charities with AFR over 25% change as of 2017: Animal welfare charities are now eligible to participate.	YES	NONE - AZ no longer requires registration.
<input type="checkbox"/> California	Feb 28 2018	NO	NO	California Franchise Tax board, Secretary of State, Attorney General.
<input type="checkbox"/> California - Sacramento County	Mar 30 2018			California Franchise Tax
<input type="checkbox"/> California - San Bernardino County	Jul 11 2018			
<input type="checkbox"/> Connecticut	Apr 17 2018			

campaign approval.



A Crash Course in State and Local Campaign Strategy



Important Considerations

- Charitable Registration

- Is your organization currently registered with the state government agency listed in the campaign menu?
- We offer a member discount on charitable registration services with COGENCY GLOBAL www.charities.org/partners/cogencyglobal

- Staffing Consideration

- If additional materials are required beyond what's provided in the member application, can you make one or more staff available, particularly during prime application season (January-April) who can respond to requests for additional information?

- Eligibility Requirements

- AFR and Nondiscrimination Policies



Application Release Emails: January - September



Emily Bernhards

2017 OH CCC: Materials due by COB Wednesday, January 4th

To Emily Bernhards

i This message was sent with High importance.

Action Items

+ Get more apps

Dear Member Charity:

You are receiving this notification because you indicated interest in participating in the **2017 Ohio Combined Charitable Campaign** on your 2017 member application to America's Charities. In order to apply on behalf of your charity to this campaign, I will need to receive the below items **no later than COB Wednesday, January 4th, 2017:**

- 1) **Brochure or Pamphlet** - As a requirement to participate in this state campaign, the application requires the submission of documentation describing services provided in 2015 and 2016 in the form of a brochure, pamphlet, or general flier. **Please note, this campaign will not accept Annual Reports – only brochures and/or pamphlets.**

Please send the documents you wish for me to use either via email or postal carrier. Please do not hesitate to contact me with any questions, either via phone or email, (703) 674-5343, EBernhards@charities.org.

Best wishes,

Emily

Click a photo to see recent emails and social updates.



Click here to see the photo gallery.



www.charities.org | 800.458.9505



State and Local Access Reports

ABC Charity - 2017 State and Local Campaign Access				
State	Account	Interest	Result	Reason
AZ	Arizona State Employees' Charitable Campaign	Yes	Accepted	
CA	Our Promise: California State Employees Giving At Work Initiative	Yes	Accepted	
CA	Sacramento County Employees - CA	Yes	Accepted	
CA	Sacramento Municipal Utility District (SMUD)	Yes	Accepted	
CA	San Bernardino Combined Giving Campaign	Yes	Accepted	
CT	Connecticut State Employee's Campaign	Yes	Accepted	
FL	City of Orlando 'Choose To Give'	Yes	Accepted	
FL	Florida State Employee's Charitable Campaign Steering Committee	Yes	Accepted	
GA	Fulton County	No	Withdrawn by Member	
GA	Georgia State Charitable Contributions Program	No	Withdrawn by Member	No Registration
IL	Champaign County Combined Charities Campaign	No	Withdrawn by Member	
IL	Champaign County Combined Charities Campaign	Yes	Accepted	
IL	Combined Charities Campaign - IL	Yes	Accepted	
IL	Illinois State and University Employees Charitable Appeal	Yes	Accepted	
IL	Lake County Government Employees Combined Campaign - IL	Yes	Accepted	
IL	University of IL At Urbana-Champaign Campus - Campus Charitable Fund Drive	Yes	Accepted	
IN	Indianapolis (City)/ Marion (County) Employees Charitable Campaign - IN	No	Withdrawn by Member	No Registration
MA	Commonwealth of Massachusetts - Combined [ABCD-COMECC]	Yes	Accepted	
MA	UMass Amherst Community Campaign	Yes	Accepted	
MD	Montgomery County Employee Giving Campaign	Yes	Accepted	



Top 12 Earning States

TX	\$370,000
PA	\$294,000
NY	\$235,000
CA	\$190,000
IL	\$144,000
WA	\$133,000
OH	\$133,000
CT	\$129,000
NC	\$114,000
NJ	\$84,000
WI	\$75,000
MO	\$55,000



- *This list includes both state and local campaigns – 2015 pledges.*



Best Practices

- **Carefully read our emails**– each campaign has different requirements
- **Return materials as soon as possible** – if sending hard copies via postal carrier, send with a tracking number (preferably with UPS)
- **Plan ahead** – Provide alternate contact(s), someone we can contact for if/when you are out of the office and need to receive materials



2017 Status

America's
Charities®
800-438-8100
www.americascharities.org



Status – September 2017

- **Wrapping up 2017 applications**
 - Last few applications are in progress
- **Many campaigns have launched**
 - Event invitations are going out and we are fulfilling campaign requests for marketing materials, promo items
- **2017 access reports will be released as soon as possible**
- **2018 Member Application now available**
 - Deadline is COB Friday, October 27th



Q&A

Please type your questions using the “Questions” field on GoToWebinar.

THANK YOU