

## Community Shares Information

Use this information when creating materials, letters and e-mail messages to promote your campaign.

- **Brief Description:**

Charity is good. But change is better. Through Community Shares, you exclusively fund change organizations who are tackling hard issues at their core, rather than just addressing symptoms. The select organizations we support are providing quality education and healthcare, affordable housing, promoting human rights, and uniting our communities.

To make a permanent change takes staying power and a large base of support. This is why we need your help today. Community Shares is a place where your passions (and donations) go directly for permanent, positive changes. Join us in this gutsy work. Give. And light a fire under inequality.

- **Website:** [www.communitysharesmn.org](http://www.communitysharesmn.org)
- **Tagline:** Charity is good. Change is better.
- **Logo:** Our new logo is available for downloading on our website

## Giving Campaign Q&A

### How is Community Shares unique?

The difference between Community Shares and other fall campaigns is our focus – while we believe that charity is a good thing, it is even better to change the system so charity is less necessary. That's why we fund community groups who tackle the issues at the roots. People assume some issues are impossible. They're not. We're ending poverty, reducing violence, building affordable housing, providing healthcare, fighting discrimination, and meeting urgent needs.

### How does Community Shares distribute contributions?

General contributions are distributed equally among member organizations (with the exception of Associate Members, who only receive contributions designated to them). Designations are distributed in addition to the share of general contributions. Gifts made with cash, check or credit card are paid to agencies after the campaign has closed in April. Gifts made by payroll deduction are distributed based on actual receipts in three allotments in July, December, and March of the following year. It is important to note that actual receipts average 95% of the total amount pledged. Members understand this and take uncollected pledges into account when planning their budgets.

### Are contributions confidential?

Your contribution information remains confidential. You will be acknowledged according to the preference indicated on your pledge form.

### Are contributions tax deductible?

Yes. Contributions are tax deductible to the full extent of the law. Please note that in 2007 the IRS increased the amount of documentation that you need to retain in order to claim a tax deduction. For further information, please visit the IRS website or check with your tax accountant.

### What is Community Shares' administrative fee?

Our total administrative fee, including member services, is 10%. Costs for fundraising and administration are at or below 10 percent.

### Does Community Shares monitor its member organizations?

Yes. Each year we review the finances, management, governance, activities and accomplishments of each member organization. Organization must meet strict criteria in order to maintain membership with us.

**More questions? Visit [www.communitysharesmn.org](http://www.communitysharesmn.org) or contact our office at (651) 647-0440 or e-mail [campaign@communitysharesmn.org](mailto:campaign@communitysharesmn.org).**

## About Your Role as a Workplace Campaign Coordinator

As the Workplace Campaign Coordinator, you will be the “face” of Community Shares in your workplace. The success of the campaign will depend on your doing the following:

### 1. Plan Your Campaign

- ✓ Establish a campaign timeline
- ✓ Set ambitious campaign goals
- ✓ Plan and announce a fun kickoff party (ideas for keeping your campaign fun and exciting from the start are included in this toolkit)

### 2. Get the Word Out!

- ✓ Communicate information about Community Shares, the campaign goal and our member organization to everyone in your workplace
- ✓ Use email (sample email messages will be available on our website)
- ✓ Make announcements about the campaign at meetings
- ✓ Talk to your colleagues about Community Shares, social justice and your hopes for the future of Minnesota
- ✓ Post Community Shares posters and materials in visible and accessible areas
- ✓ Throughout the campaign, keep the communication interesting, informative and motivating

### 3. Be Available and Knowledgeable

- ✓ Answer questions about Community Shares or workplace giving
- ✓ Use Community Shares' website, your Community Shares representative or this toolkit as resources to learn the answers to these questions
- ✓ Provide pledge forms starting at the kickoff and make sure they are easily accessible throughout the campaign
- ✓ Explain the process of payroll deductions and making a pledge

### 4. Involve leadership

- ✓ A personal letter from your leadership to employees is a great way to motivate employees and demonstrate leadership support
- ✓ Ask your leadership to attend the kickoff party
- ✓ If you form a Campaign Committee, invite important leaders to join

### 5. Make the Campaign an Event!

- ✓ Start with a great kickoff
- ✓ Enhance your campaign by volunteering as a group for one of Community Shares' member organizations. Visit the Community Shares website ([www.communitysharesmn.org](http://www.communitysharesmn.org)) for links to volunteer opportunities at member organizations.
- ✓ Offer incentives (provided by Community Shares)
- ✓ Invite a Community Shares representative to your workplace for the kickoff
- ✓ Consider holding special events to increase your campaign's “fun”draising

### 6. Say Thank You!

- ✓ Thank campaign donors and Campaign Committee members as often and as creatively as possible
- ✓ Hang up Thank You posters and Send Thank You emails

**Visit our website: [www.communitysharesmn.org](http://www.communitysharesmn.org) for volunteer needs, drives, speakers and fun ideas for events! Contact your Community Shares Account Manager for assistance.**

## Members Creating Change

Community Shares of Minnesota's member agencies tackle issues that many people consider impossible to change. Take poverty. There are a myriad of things that keep generations of people stuck in poverty, among them education, transportation, affordable healthcare, daycare, not to mention living-wage jobs. These are issues several of our groups are tackling with everything they have. Just because someone is low-income doesn't mean they don't have the power to positively impact their community.

➤ **YouthCARE** (*Youth for Cultural Appreciation & Racial Equality*) is a Twin Cities based nonprofit organization with a successful thirty year history of directing leadership development, multi-cultural, and educational programs and services for urban youth, 7-18 years old. YouthCARE programs address the underlying causes of social problems such as the lack of positive out-of-school time activities for youth, the need to bridge racial and cultural gaps, the need to overcome gender barriers and the need youth have for consistent relationships with caring adults.

Linda Vang grew up in the McDonough Homes, a low-income housing project where she was exposed to YouthCARE. As a sophomore in high school, she applied for a position in the Young Women's Mentoring Program, another program of YouthCARE. She was fascinated that such a wonderful job opportunity was available on-site for a young teenage Hmong woman. "I experienced my first job interview and did well enough to land my first real job," Linda said. "It allowed me to see myself in leadership roles and it garnered me with the confidence to pursue challenges even if they were intimidating and seemingly impossible." Her interest in YouthCARE only grew as she became involved in the Camp Sunrise program as a college student and worked there several summers in various roles as a Head Counselor, Junior Counselor Crew Leader, and eventually as Assistant Director. She grew to love the outdoors, environmental education, and learning to live with people from diverse backgrounds. "Most of my best friends today are fellow Camp Sunrise staff members; we bonded by living, learning, and playing together in a communal multicultural environment. I shudder to think that had I not met them through the Camp Sunrise experience, my pool of friends would be more homogenous and I would be less enriched today," states Linda. She continues to volunteer with YouthCARE even after college and is now a board member.



## Workplace Campaign Coordinator, Thank You!

By coordinating your organization's Community Shares Workplace Giving Campaign, you are empowering employees in your workplace to **make choices** about charitable giving, **take action** and **create change** in your community!

This handout will provide you with information about Community Shares and our member organizations, as well as guidance and suggestions for making your workplace giving campaign successful and engaging for everyone.

### What's New in 2010

- **Donor resources:**

We are happy to have multiple ways to engage donors in the exciting work of our member organizations, including:

- Quarterly E-newsletter to our donors and worksites so that you can stay tuned into what's happening at Community Shares.
- E-Shares free, online paperless pledging system which generates a number of flawless reports: fast, easy, efficient!
- Donors can stay in touch with Community Shares on Facebook and Twitter.
- Drives for needed supplies at our member organizations
- Group volunteer opportunities with our member organizations

- **Campaign Coordinator resources:**

Our website will have several new tools ready for your use by early September, giving you more information to run your campaign. Some of these features will be:

- Enhanced resources from our member groups
- Best practices for campaigns
- Request forms for presenter and tabling events

As always, we will continue to provide you with:

- a dedicated account manager to assist you with technical support and advice
- customized pledge form design