

# Philly Gives Together

# Oct 28 - Nov 29, 2024

www.phila.gov/combinedcampaign



The City of Philadelphia 2025 Employees' Combined Campaign

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### **Need Help?**

#### Contact the following for assistance:

CMO lead, Becky Marx: call 215-586-3299 (cell) or email <u>bmarx@charities.org</u>

Donor support: call 703-222-3861, dial "3" when prompted or email help@charities.org

### The City of Philadelphia Employees' Combined Campaign BROTHERLY LOVE BLITZ

### October 28 - November 29, 2024

Thank you for serving as a Captain of the City of Philadelphia Employees' Combined Campaign, the City's workplace charitable giving program. **We are grateful for you.** Your leadership and commitment to public service is what sets this Campaign apart. Since 1983, Philadelphia employees have raised more than \$38 million for impactful nonprofits through the Combined Campaign. That collective generosity is incredible, and it could not have been achieved without the staunch support of Captains.

#### This year's goal is to raise \$150,000 in just FIVE WEEKS for local Philadelphia charities!

Paramount to achieving that goal is the retention of current employee donors and recruitment of new donors. This is the area where you and your fellow Captains can make the most impact. **We need your help to invite every single employee to contribute to causes they love.** This Captain's Manual is designed to support you in that endeavor. In the following pages you will find key information to help you succeed in your leadership role as Captain.

But first, let's review the campaign basics.

### 1. What Is the Combined Campaign?

The City of Philadelphia Employees' Combined Campaign gives City employees the opportunity to contribute to charities they care about in order to positively impact communities across Philadelphia and beyond.

Most years, the Combined Campaign runs for several months, giving Captains and employees' plenty of time to make pledges and host events. However, this year we have just FIVE WEEKS to make magic happen. We're going to have to hustle, and to help increase interest, participation and engagement in the campaign, this short fundraising rush will introduce some friendly competition among city departments in the first ever BROTHERLY LOVE BLITZ (more on that later)!

### 2. What Does a Department Captain Do?

Your responsibility as Captain is to educate your co-workers about the Combined Campaign and invite them to participate. You may engage your co-workers in groups or individually to solicit pledges, or organize volunteers to engage multiple units or locations. Captains set departmental goals, distribute supplies, organize fundraising events, assist donors with their donations both online or by pledge form, and generally provide project management and administrative support. Below is the overview of a Captain's role and responsibilities:

- Attend Campaign training
- Distribute campaign materials (virtually or in-person, depending on your preference and department)
- Engage employees, educate your co-workers on the benefits of the Campaign, invite them to give
- Provide visible support for the Campaign; promote and publicize the Campaign
- Keep in contact with Becky Marx, the Campaign Manager; monitor progress and offer assistance and encouragement to other Captains
- Collect any paper pledge forms, make sure they are filled out correctly, and turn them in.

### 3. Distributing Campaign Materials

A Campaign Contributor's Guide is made available each year for employee donors. The Guide lists all of the charities eligible for donations, and is provided in a hardcopy print format, or a pdf for electronic distribution. Most departments will find the pdf version suitable for their needs, but if your department has a large amount of employees without access to a computer, you can submit a request for hard copies here: <u>Combined Campaign</u> <u>Print Materials Request</u>. **Note that you will need to pick up your materials** from Central Duplication, in the basement of MSB once they are ready.

#### The available materials are:

- **Contributors' Guide**: includes the charity code directory, listing all causes and their affiliated code; help and support information; and the pledge form and instruction.
- **Pledge forms**: One for each employee (pledge forms will NOT be pre-populated with employee names and ID numbers)
- **Campaign Posters**: available in size 7x11 (pickup at Central Duplication) or size 8.5x11 (print from your computer)

### 4. Collecting Campaign Donations & Pledge Forms

Every effort should be made to encourage employees to <u>give online</u> through the <u>giving portal</u>, rather than through pledge form. We are able to more quickly and accurately process online donations and calculate Campaign progress and totals. Plus, online giving provides the donor with an immediate tax receipt and enables their pledge history to be online in subsequent years. Pledge forms should be made available only for those <u>without</u> access to the internet. Donors who do not wish to give via payroll deduction have the option to make a one-time gift through the giving site.

For those unable to make a pledge online, you should instruct employees to return their completed pledge forms to you, the Captain, for processing. When you have received a completed pledge form, you will need to turn it in one of the following ways:

- Drop off at Window 18 (M-F, 8am-12pm) or MSB Room 1530
- Scan and email to: phillypledges@charities.org
- **Mail** them c/o America's Charities at:14200 Park Meadow Drive, Suite 330S, Chantilly, VA 20151

**NO CASH will be accepted.** If your department had a fundraiser, cash needs to be converted to a check or Money Order made out to "Combined Campaign" and attached to a pledge form under your department number. On the pledge form, you can fill in the Charity Code for the organization your fundraiser supported.

IN ADDITION: For all departmental event fundraiser submissions, please make sure to have a <u>completed</u> <u>batch form</u> attached to the event pledge forms to submit with any event checks or Money Orders (see sample form and instructions below)

Captains do not need a special envelope to drop off batched pledge forms. The only information needed on the envelope is: Combined Campaign, department #, and name of Captain. The batch form should be inside the envelope attached to the pledge forms.

### ANYTIME A CHECK OR MONEY ORDER IS DROPPED OFF OR MAILED, please also complete the

**EVENT CHECK SUBMISSION FORM.** This lets us know to expect your funds, attribute them to the correct department and charity, and assists in providing a paper trail in the event that the funds are not received.

Note that there will be a delay in including paper pledges in your department pledge totals, *please allow at least 2* weeks for paper pledges to be processed.

### 6 Steps to Complete and Submit Your Fundraising Event Batch Form

- 1) Complete the Paper Pledge Batch Submission Form with each Fundraising Activity Submission
  - a. Complete the top section with:
    - i. <u>Date</u>: Use the date the event was held
    - ii. Department name and number
    - iii. Captain's name and contact information

#### 2) Complete Batch Summary Section:

a. Enter the number of pledge forms enclosed in the batch and the total amount of checks/Money Orders included

#### 3) Complete the Final Section:

- a. Sign and date
- b. Submit completed form to America's Charities with the pledge forms and corresponding checks or money orders attached

#### 4) Mail to America's Charities: (or drop off at one of the locations listed)

a. Philadelphia Combined Campaign, c/o America's Charities 14200 Park Meadow Drive, Suite 330S, Chantilly, VA 20151



#### City of Philadelphia's Combined Campaign Paper **Pledge Batch Submission Form: Fundraising Event**

	Please complete this form according	o the instructions	provided	below. Thank you!				
DATE	BATCH# (This is your department#_today's date, Example: 01_10112019)							
DEPARTMENT NAME			DEPARTMEN	NT NUMBER				
CAPTAIN	EMAIL			PHONE				
PLEDGE FORM DELIVERY MET	THOD MAILED TO AMERICA'S CHARITI	is		DATE:				
	DROPPED IN DROPBOX			DATE:				
INSTRUCTIONS	Contributors and Total Annual Amount. Pr event monies to America's Charities. All checks should be made payable to To a Money Order or Check. America's Ci	Philadelphia Combin	ed Campai					
	SUBMISSION: Submit batches to one of t MSB-Concourse-Window 18. MSB-Combined Campaign Desk,							
BATCH SUMMARY	MSB-Concourse-Window 18.	Room 1530		TOTAL AMOUNT SUBMITTED IN THIS REPORT				
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- o Entered Agency Code, Charity Name, and Amount per Charity in the box above
- Total Fundraising Amount equal to Check Amount
- o Check(s) attached directly to Batch Submission Form

**Captain Signature** 

Date

### **CAN CONTRACT EMPLOYEES PARTICIPATE?**

Yes! Contract employees (those without a city-issued employee ID) may make donations to the campaign via check or credit card. Contract may complete a paper pledge form, or make a donation online using the Contract Employee Giving Site. The Contract Employee Giving Site is the only giving method that allows contract employees to make monthly recurring donations. Donations made via paper pledge forms must be one-time contributions. Checks from contract employees should be submitted in the same way employee checks and pledge forms are.

If a contract employee would like to make a one-time donation using a credit card, they can do so using the Contract Employee Giving Site.

All paper pledge forms MUST be postmarked or electronically submitted by FRIDAY, NOVEMBER 29.

### 5. Who's Who Behind the Scenes: Campaign Advisory Committee

The Campaign Advisory Committee is chaired by a city employee appointed by the Mayor, and is comprised of one representative from each Participating Fund or Federation, city employee representatives, annual Co-Chairs, a representative from the Campaign Management Organization (CMO), and other individuals who may be invited by the Mayor.

The Advisory Committee oversees the planning and execution of the Campaign, including: developing procedures, administrative budgets, and operating guidelines for each annual Campaign, approving Campaign materials, and providing support and materials for Campaign activities and events

#### **Fund/Federation Members:**

- $\circ \quad \text{AIDS Fund} \quad$
- o America's Charities
- Bread & Roses Fund
- o Catholic Charities Appeal
- o CHC:Creating Healthier Communities
- DVLF (Delaware Valley Legacy Fund)
- o EarthShare
- o Global Impact
- o Police Athletic League
- o UNCF
- o United Way of Eastern PA & Southern NJ
- WOMEN'S WAY

### **Campaign Management Organization**

#### **City Employee Members:**

- Mike Zaccagni, Director of Human Resources
- o Marsha Greene-Jones, Deputy Director of Human Resource

As they have for the past several years, <u>America's Charities</u> – a nonprofit which inspires employees and organizations to support each other and the causes they care about – is the Campaign Management Organization (CMO), in charge of planning and implementing the Combined Campaign, supporting Captains, and managing donated funds. The CMO works with you and other Captains to develop and execute fundraising strategies and ensure the Campaign's success. You may reach Becky Marx, the lead Campaign Manager, any time at <u>bmarx@charities.org</u> or 215-586-3299.

### **SECTION 2: "FUN"DRAISING**

### 1. The Brotherly Love Blitz!

The Combined Campaign timeline is short this year, and we need to make EVERY EFFORT COUNT! For **FIVE WEEKS ONLY** City Departments will engage in some friendly competition to raise funds quickly in the first ever **Brotherly Love Blitz**!

# THE CHALLENGE: 5 weeks to raise a collective \$150,000 for our local charities, while ALSO working to earn the most points for your department.

Points will be awarded to departments for donations, employee participation, and completing campaign-related activities, with the top-scoring department winning the grand prize for ALL of their donors: a catered lunch and behind-the-scenes tour of Lincoln Financial Field!

### How You Can Earn Points:

- Register a new employee for payroll deduction contributions 3 activity points per employee
- Raise \$1000 in payroll contributions 1 donation point per \$1000 (departments raising a total amount between \$500-\$1000 will receive ½ point)
- Hold a campaign fundraising event (on-site 15 activity points, virtual 10 activity points)
- Submit money raised from a departmental fundraising event 1 donation point per \$100
- Host a charity speaker (in-person 20 activity points, virtual 10 activity points)
- Hang 5 campaign posters in Municipal Buildings 10 activity points
- Send an engaging email about the Blitz to departmental staff 2 activity points each (max 4 points per week)
- Post about the Blitz or a featured charity on your department's social media, website or intranet 2 activity points each
- Employee donor matches or increases their 2023 campaign donation 1 activity point for each

#### **BONUS POINTS** (awarded at the conclusion of the Blitz):

- 20% employee participation at the end of the Brotherly Love Blitz 5 BONUS POINTS
- Department with the highest participation INCREASE 5 BONUS POINTS

### **RULES**

- Points are categorized as: activity points, donation points, and bonus points. The sum of all will count toward your department's total.
- No more than 50% of a department's point total may be attributed to total payroll contributions at the conclusion of the campaign (for example, if you have \$10,000 in total monetary donations, you must also have 10 points in other campaign activities to receive all 10 points from total donations. If you have 7 activity points and 10 donation points, you will only get credit for 7 donation points)
- All point activities must be submitted using the form link within 1 week of the activity to receive points: <u>Brotherly Love Blitz Point Submission Form</u>
- Any donation points for funds raised online will be counted and tallied weekly and emailed to Captains.
- Cash donations raised from departmental events MUST be converted to check or Money Order and dropped
  off or mailed to America's Charities with an event batch form. Prior to mailing, please complete the
  <u>Check/Money Order Submission Form</u> to ensure your department receives credit for those donations in a
  timely manner. This form should also be used when mailing one-time donation checks and paper pledge
  forms.

### **2.** Talking Points: Why Give Through the Campaign

- The City of Philadelphia 2024 Employees' Combined Campaign is a way for City employees to make a difference in communities across Philly and beyond.
- Funds help feed the hungry, shelter the homeless and animals, protect our environment, assist youth and the elderly, and much more.
- More than 300 charities are eligible for your donation.
- Set it and forget it; pledge now and pay in 2024.
- Payroll deduction allows you to have a big impact without taking a big chunk out of your bankaccount, since you can take a little bit out of each paycheck all year long.
- Raising funds through the Combined Campaign is the most effective way for a charity to raise sustainable support for its programs and services. Since the Campaign is a single, coordinated appeal, rather than hundreds of individual fundraising drives, it significantly reduces the administrative burden on charities.

### 3. Five Steps to Plan Your Campaign

#### 1. Develop a Plan

- **Establish a Campaign timeline** for your fundraising activities. This year the Campaign will run October 28- November 29. Plan your activities early.
- Set goals based on past Campaign results and dollars/percent participation. Ask the CMO for your department's history.
- Implement strategies to meet your goals. Ask your Department Manager to assist. If needed, speak with the CMO lead about the best way to utilize your time and efforts and decide what works best for your department.

#### 2. Establish Support from the Top. Work with Top Management to:

- Endorse the Campaign through emails or speak at virtual meetings.
- Attend Campaign events and invite your department employees.
- Thank and recognize volunteers and donors throughout the Campaign.

#### 3. Recruit a Team (Co-Captains)

- Find enthusiastic employees who support the Campaign to serve on your team to:
  - Attend trainings with you.
  - Assist you in Campaign planning.
- When planning your Co-Captain trainings, ask for a charity speaker to attend and give a virtual fiveminute presentation.
- If you have employees at multiple locations, it is best to have a Co-Captain located at each.

#### 4. Promote and Educate

- At your next department staff meeting, schedule the CMO lead, Becky Marx to help you schedule a charity speaker.
- Publicize your Campaign dates and events through emails, employee newsletters, bulletin boards, etc. contact the CMO lead to leverage charity impact and dollar-buy statements.
- Schedule a kick-off event.
- Have your commissioner or director send a general endorsement email to all employees.
- Provide incentives for donating online at specific intervals.

#### 5. Make the Ask and Say "Thank You"

NOTE: The #1 reason people do not give is because they were never asked. Please ask everyone!

- Send a personal "thank you" note to your Campaign team
- Have top management send organization-wide thank you(s) and acknowledgement emails

### 4. Six Tips for Success

- 1. Your goal is to ask everyone.
  - Giving every person the chance to contribute and share in the City of Philadelphia 2024 Employees' Combined Campaign will consistently strengthen the Campaign with each passing year.
  - However, stress to solicitors that coercing employees is unacceptable, and can only hurt the Campaign.
    - No one is required to give; giving is a choice, not an obligation.
- 2. **Make your pledge first!** If your co-workers know that you believe in and support the Campaign, they're more likely to pledge.
- 3. Promote the Campaign by publicizing group meetings and special events have FUN with the Campaign!
- 4. Work with the CMO. Becky Marx and the America's Charities team are here to answer your questions, provide materials, strategize with you, etc.
- 5. **Be positive and explain the benefits of giving** to a charity through the workplace. Stress the importance of each person's contribution to the community and how every gift makes a difference.
- 6. **Say thank you.** Whether your co-workers indicate they will make a gift or not, thank them for their consideration.

### **5.** Helpful Links For Captains

- BLITZ POINTS SUBMISSION
- PRINT MATERIALS REQUEST
- CHARITY SPEAKER REQUEST
- <u>CONTRACT EMPLOYEE DONATION SITE</u>
- EVENT CHECK SUBMISSION FORM

### **SECTION 3: MAKING A DONATION & DEPARTMENT REPORTS**

### **1.** Donor Giving Instructions

- Online: Payroll deduction, credit/debit card, electronic check
- Paper Pledge Form: Payroll deduction, check, credit card

### How to Give Online:

Step



Login and Setup Your User Profile

(1) Click "Sign in" from the top right corner of the site and enter the following credentials:

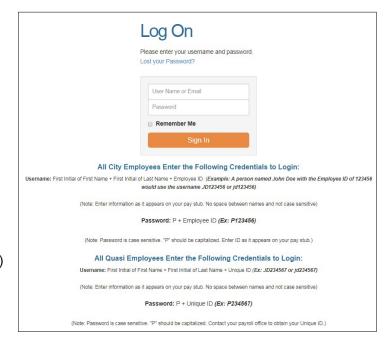
City Employees:

**Username** = First Initial of First Name + First Initial of Last Name + Employee ID (Example: A person named John Doe with the Employee ID of 123456 would use the username **JD123456** or **jd123456**)

(Note: Enter information as it appears on your pay stub. No space between names and not case sensitive.)

Password = P + Employee ID (Example: P123456)

(Note: Password is case sensitive. "P" should be capitalized. Enter ID as it appears on your pay stub.)



#### Quasi Employees:

Username = First Initial of First Name + First Initial of Last Name + Unique ID (Example: JD234567 or jd234567)

(Note: Enter information as it appears on your pay stub. No space between names and not case sensitive)

#### Password = P + Unique ID (Example: P234567)

(Note: Password is case sensitive. "P" should be capitalized. Contact your payroll office to obtain your Unique ID.)

- (2) Once you are logged in, your username will display in the upper right corner of the screen.
- (3) Click "Give Now" to start the pledge process online.
- (4) First, you will be asked to "Edit [your] Profile." Information you enter will be provided to the nonprofits you support through this Campaign so they can acknowledge your gift upon your request.
- (5) Select "Continue" when you have finished updating your contact information.



### Select a Payment Method

You may support your favorite nonprofits via Payroll Deduction or a one-time donation by credit card.

(1) Click "Add" to choose your payment method.

#### Payroll Deduction:

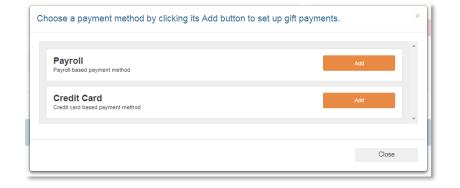
Enter in the amount you would like to pledge <u>per pay period</u>. As you enter in the per pay period amount, you will see the annual amount you are pledging on the right under "Your pledge so far."

NOTE: The City of Philadelphia Combined Campaign requires donors to give a minimum of \$2 per pay period per charity (\$52 per charity annually).

#### Credit Card:

This will be a one-time credit card gift. All credit card fees will incur a per transaction fee of 3.5% by your carrier. Credit card transactions are immediate. In the event of an error, you will need to contact your credit card company to cancel the transaction.

(2) Once you have selected the amount you would like to pledge per pay period or by one-time credit card payment, and you agree with the annual total you are pledging to the right under "Your pledge so far," click "Continue" to find charities to support.



Your pledge so far:

Your pledge so far:

### Set up gift payments

hoose and edit one o	\$0.00 TOTAL GIFT			
<ul> <li>Payroll</li> </ul>		\$0.00 ×		
Please Note - The City of Philadelp of \$2 per pay period per charity. Amount Per Period	s	donors give a minimum	Payment Methods	\$0.00 PAYROLL
Pay Periods	<ul> <li>26</li> </ul>			D START OVER
	• Add payment method			

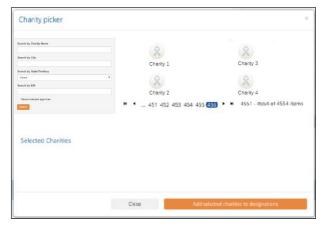
### Set up gift payments

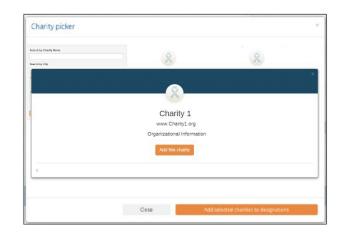
<ul> <li>Credit Card</li> </ul>	r more gift payment methods	\$0.00 ×	TOTAL GIFT
All credit card fees will incur a per t	ransaction fee of 3.5% by your carrier.		Payment Methods:
Total Annual Amount	\$ 0		\$0.0 CREDIT CAU
Credit Card Type	<ul> <li>Visa</li> <li>MasterCard</li> <li>AmericanExpress</li> <li>Discover</li> </ul>		CANCEL AND START OVER
Credit Card Number			
Credit Card CCV			
Expiration Date	Month 1 • Year	18 🔻	
Expiration Date	Month 1 Year • Add payment method	18 •	



### Choose Your Favorite Charities to Support

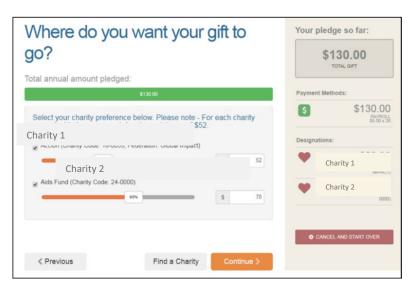
- (1) To find charities to support, click the "Find a Charity" button.
- (2) The Charity Picker screen will appear. Search by charity name, city, or state, or filter by federation to find a specific organization, or click through the alphabetical list.
- (3) You can select as many charities to support as you would like. As you find charities you want to support, click "Add" and they will appear highlighted in blue under "Selected Charities."
- (4) Click the orange "Add selected charities to designations" button. The organization(s) you selected will now display on your list of designations.
- (5) Next, you will have the opportunity to allocate your total pledge amount between the organizations you have added to your list of designations. To specify how much money to donate to each, use the slider tool or enter the exact amount in the donation box next to the charity.





# Change Donation Amount of Charity Designations:

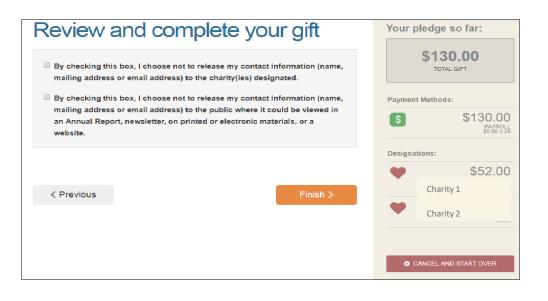
- (1) The amount you selected during the payment method step will be allocated between the charities you have selected. Please Note: The City of Philadelphia Combined Campaign requires donors to give a minimum of \$2 per pay period per charity (\$52 per charity annually).
- (2) To adjust the total amount you would like to pledge, click the "Previous" button to return to the payment method screen. The charities you selected will all remain saved on your list until you are ready to submit your pledge. When you have finished allocating your donation between designated nonprofits, click "Continue."





### Submit Your Pledge

- You will have one final chance to review your gift and designations, and you will also be able to select whether your gifts remain anonymous or if you grant permission to have your contact information shared with the charity(ies) you supported through this Campaign.
- (2) Click "Finish" to submit your pledge.





### Repeat this Process to Modify Your Donation

Credit card transactions are immediate. In the event of an error, you will need to contact your credit card company to cancel the transaction. However, if you would like to edit a payroll donation, you may do so.

1. Log into the Campaign website and click "Give Now."

2. You will be given an option to "Modify a gift from this Campaign"

• Choose this option if you would like to edit a pledge you already submitted. By choosing to modify a gift, you will open your existing pledge to edit. You will need to complete all steps of the pledge process as outlined above to return the gift to a completed status.

### 2. Captains' Reports

### America's Charities Reporting Portal Guide Instructions

America's Charities provides a robust reporting portal to help Captains be successful in charitable giving campaigns. The reports provide coordinators with the data they need to manage incoming pledges and track against goals.

#### **User Access**

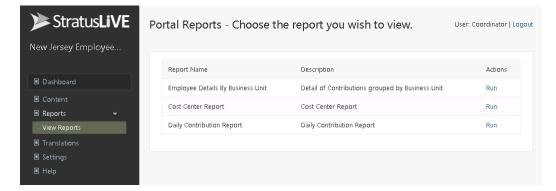
America's Charities will work with you to determine who should have access and at what level. Coordinators can be limited to a single Business Unit, multiple Business Units, or can view the entire organization. A Business Unit can be an agency, department, team, etc. Business Unit access is hierarchal. For example, if an organization has an Accounting department, with Accounts Payable and Accounts Receivable teams underneath, a coordinator who has access to the Accounting department will have access to all data from both teams underneath.

#### Dashboard

To access reports, you'll need to login to the giving site. Once you're logged in, click your username is the top-right corner and choose Dashboard from the menu.



Once you're on the Dashboard, click View Reports.



#### **Employee Details by Business Unit Report**

This report provides pledge details for each donor, grouped by Business Unit. To run the report, select the options in the fields shown below. For the Sub-selection, if you choose \*All\* it will only show data for the Business Units that you have access to.



Once you've selected your option, click View Report. You can also choose to 'Save Report' as a CSV, Word, Excel, or PDF file.

Business Unit Name	Employee Id	Full Name	Suggested Gift	Current Total Gift	Previous Total Gift	New	Net Difference	Out- standing	Incomplete Contributions
г									1
	1234	James Anderson	\$0.00	\$1,000.00	\$0.00	Y	\$1,000.00	N	
	12345678	David Thompson	\$0.00	\$0.00	\$0.00	N	\$0.00	N	
	A123456789	Jenny Hampton	\$0.00	\$910.00	\$0.00	Y	\$910.00	N	
	Total		\$0.00	\$1,910.00	\$0.00		\$1,910.00		
larketing									
	1234	Sarah Jones	\$0.00	\$0.00	\$0.00	N	\$0.00	N	
	12345678	Tom Smith	\$0.00	\$0.00	\$0.00	N	\$0.00	N	
	Total		\$0.00	\$0.00	\$0.00		\$0.00		
Sales									
	123456789	John Doe	\$0.00	\$3,134.00	\$0.00	Y	\$3,134.00	N	\$0.00
	Total		\$0.00	\$3,134.00	\$0.00		\$3,134.00		\$0.00
		Grand Total:	\$0.00	\$5,044.00	\$0.00		\$5,044.00		\$0.00

#### **Cost Center Report**

This report provides an overview of all Business Units. There are no settings for this report, just click 'Run' to view the report.

Cost Center Summary Report			Data A	Page 1				
Business Unit 1	Business Unit 2	Business Unit 3	Total Pledge	Num Emps	Num Donors	Percent Participation	Per Capita Gift	Average Gift
IT	N/A	N/A	\$1,000.00	3	1	33.33 %	\$333.33	\$1,000.00
IT	Help Desk	N/A	\$910.00	1	1	100.00 %	\$910.00	\$910.00
Marketing	N/A	N/A	\$0.00	2	0	0.00 %	\$0.00	\$0.00
Sales	N/A	N/A	\$3,134.00	1	1	100.00 %	\$3,134.00	\$3,134.00
		Totals:	\$5,044.00	7	3	42.86 %	\$720.57	\$1,681.33