



# Employee Giving Program

# 2022

## Ambassador Guide



*Part of your:*

## AMBASSADOR ROADMAP

*For every step along the way.*



# Contents

Introduction .....	3
About the EGP .....	4
Overview .....	4
Costs .....	6
Benefits.....	7
2022 Annual Giving Drive (AGD) .....	9
Contact Information .....	10
Ambassadorship.....	11
Teams .....	11
Lead Ambassador .....	11
Work Site Ambassador .....	11
Benefits.....	12
How to Get Started .....	12
SharePoint .....	14
Ambassador Roadmap .....	15
Special Events: Everything You Need to Know .....	16
COVID Guidance .....	16
Training.....	16
What to Know Before Hosting a Special Event .....	16
Giving Options.....	20
Ways to Give .....	20
Designation Options.....	21
Online or Paper .....	22
Tools and Resources .....	24
Online Resources.....	24
SharePoint Only.....	24
Marketing Materials Available .....	24
Other Important Information.....	24
FAQs .....	25

Pledging .....	25
Program and AGD.....	26
Volunteering.....	28
Nonprofits .....	31
Ambassador Toolkit .....	33
Templates.....	33
Manager’s Reference Sheet .....	34
Sample Introduction Email or Teams Post.....	37

## Introduction

**Welcome to the King County Employee Giving Program!** As an Ambassador, you serve a vital role in the success of the program through the Annual Giving Drive and beyond. It is only with your help that we can reach our more than 15,000 King County employees and raise millions of dollars to support our communities and the future. Your work as an Ambassador makes a huge difference.

King County employees care deeply about giving back and generating social good in their communities – the 2021 Annual Giving Drive raised nearly \$2.4 million to support nonprofit organizations that employees are passionate about. Even in tough economic times, they have stepped up to support their favorite nonprofits through the EGP. **Thank you** for your part in making that work possible!

This guide will provide you with a foundation of knowledge, tips about being an Ambassador, and the resources you'll need to be successful. Additional materials are on the [EGP website](#) and the [Ambassador SharePoint](#) pages. Your fellow Ambassadors can also be a great resource, as can the EGP campaign staff. As you participate in the program and assist others, remember that you are making a difference here at work, at home, and around the world.

Please feel free to reach to EGP staff at any time via:

- **Phone:** (206) 263-9372
- **Email:** [employeeegiving@kingcounty.gov](mailto:employeeegiving@kingcounty.gov)
- Or on [Teams](#)

Thank you!

Junelle Kroontje, *Employee Social Impact and Well-being Manager*

### EGP Committee

Beth Freeman  
Yanna Filippidis  
Lynda Kamrath  
Ashley Byrd  
Martine Kaiser

*The 2021 Annual  
Giving Drive  
raised over \$2.4  
million!*

## About the EGP

### Overview

The Employee Giving Program, or EGP, is the workplace giving program for employees of King County government. It was established in 1988 to create an easy and cost-effective way for employees to support their favorite nonprofit organizations, reduce the disruption to the workplace of multiple charitable campaigns, and to introduce an avenue for different nonprofits to participate. Essentially, the EGP exists to make it easy for employees to do good.

In 1988, fewer than 10 nonprofit organizations participated. Today, more than 1,200 organizations take part and we're still growing. Since the program's inception, King County employees have donated more than \$34 million, making the EGP the third largest public sector workplace giving program in Washington State.

### Mission

***"The King County Employee Giving Program delivers an innovative and effective comprehensive giving program that empowers and engages employees, to enrich our communities and provide opportunities for all people to thrive."***

### Authority

Established in [King County Code 3.36](#), the EGP is an official part of county business. Therefore, Ambassadors may use county resources in conducting their work during the Annual Giving Drive (AGD). The EGP allows us to raise money for nonprofits in a cost-effective and efficient way by consolidating efforts into one countywide giving program. This approach has been shown to minimize costs to the taxpayer of multiple fundraisers in the workplace, while at the same time, achieving better financial returns and social impact outcomes for the nonprofits. Win-win!

### Structure

The EGP is for all employees from all branches of King County government and is overseen and guided by a committee of up to 15 employees from all over the County. Program staff report to the committee and run the EGP's

*King County  
Employees have  
donated more than  
\$34 million!*

five lines of business year-round. If you're interested in becoming a committee member, please fill out [this application](#) and send it to [employeeegiving@kingcounty.gov](mailto:employeeegiving@kingcounty.gov).



Our work includes the AGD, [natural disaster relief efforts](#), volunteer programming, policy development, annual nonprofit vetting, pledge processing, and community outreach and education.

As an Ambassador, you are crucial to the program – you are the bridge between our participating nonprofits and our more than 15,000 King County employees, and you will ensure every one of those employees has a quality opportunity to make a difference through the program. You are responsible for raising awareness of the program in the workplace by planning fundraising efforts, creating promotional communications, hosting nonprofit speakers, and coordinating special events. Most importantly, Ambassadors bring moments of meaning to their peers' lives.



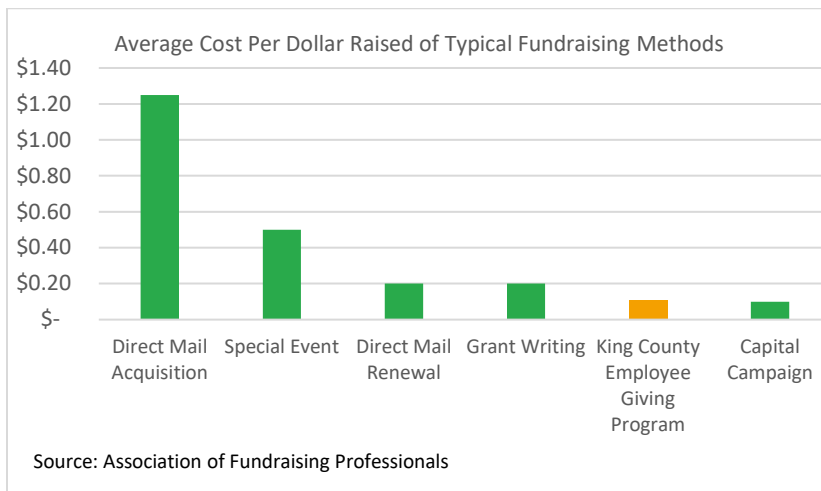
*As an ambassador, you are crucial to the program – you are the bridge between our participating nonprofits and our more than 15,000 employees.*

## Costs

The EGP is committed to keeping costs low for nonprofits and finding new efficiencies every year. Program costs are critical because they cover the support needed to coordinate a large workplace giving program. Funding ensures a system of accurate reporting and check distribution, nonprofit eligibility screening, and year-round program support. Workplace giving is one of the most cost-effective forms of fundraising.

According to the Association of Fundraising Professionals, here are national average costs of some typical fundraising methods:

- **Direct Mail Acquisition:** \$1.00 to \$1.25 per dollar raised
- **Special Event:** \$0.50 per dollar raised
- **Direct Mail Renewal:** \$0.20 per dollar raised
- **Grant Writing:** \$0.20 per dollar raised
- **Capital Campaign (to fund a large one-time capital project, such as a building):** \$0.05 to \$0.10 per dollar raised



Per King County code, the EGP is paid for by the nonprofits that receive donations through the program. In 2021, the program costs to nonprofits were just **\$0.10 per \$1.00 raised**. This is in line with city, state, and federal workplace giving programs in our area. Additionally, participation in the EGP affords nonprofits invaluable exposure to a wide audience of county employees.

*Workplace giving is one of the most cost-effective forms of fundraising.*

### **Costs associated with the EGP include:**

- Printing of AGD and program materials
- Volunteer Ambassador training and recognition
- Marketing and communications events and materials
- Postage, report production, and disbursement of nonprofit checks
- Technology support
- Staff salaries and support
- Rent and overhead

***Nonprofits must fundraise in order to pursue their missions***, and they have several tools at their disposal. A nonprofit must use all of these tools to make the most of its fundraising potential. Additionally, organizations can use the money raised through our program to leverage other grants and donations. Workplace giving in general, and the EGP specifically, offers nonprofits one of their most powerful, low-risk fundraising options.

## Benefits

Because the EGP is an easy, cost-effective, and efficient way to raise money, it allows the nonprofits to spend more resources on direct programs—feeding the hungry, housing the homeless, protecting the environment, providing cultural experiences, and more. ***Every employee's participation will make a difference!***

## For Employees

- **Simplicity:** Fill out the online form and click Submit – done! The EGP will take care of the rest. When tax season arrives, all you'll need is a printout of your pledge and your last pay stub of the year.
- **Choice:** There are over 1,200 nonprofit organizations in the program and five ways to give (including a King County favorite – donating time). What are you passionate about?
- **Privacy:** By opting to remain anonymous on the pledge form, employees can truly remain anonymous in their giving and still have all the tax documentation.
- **Invest:** In yourself and your community. How many ways have you or those you care about benefited?
- **Tax Deduction:** EGP donations are tax-deductible to the fullest extent of the law.
- **Impact:** In 2017, individual contributions made up a whopping 72% of all U.S. charitable giving, according to Nonprofit Source. You, the individual, make the difference! In 2021, King County employees raised over \$2.4 million.
- **Efficiency:** Save time by planning ahead and not having to mail donations. Choose from prescreened nonprofits listed in one place.
- **Savings:** Each year, the EGP saves employees over \$30,000 in stamps alone – money employees would have spent had they mailed their own checks. (Not to mention the cost of the envelope.)
- **Emotional Boost:** Feel happier! A compelling, and growing, body of research shows that giving as little as \$5, volunteering, and other

*There are nearly  
1,300 nonprofits in  
the program and five  
ways to give!*



pro-social behaviors, can increase happiness and reduce stress. Altruistic actions activate the pleasure centers in the brain and have been identified as a key component of happiness, and generous people tend to be healthier.

- **Workplace:** Employee unity, service to the community, less disruption by centralizing charitable giving, and employee engagement. Fun!

## For Nonprofits

- **Dependable Income:** Nonprofits highly value workplace giving dollars because they are yearlong, predictable, and unrestricted. When someone gives through payroll donation, research has shown that they have up to three to six times more impact!
- **Lower Costs:** The EGP is a more cost-effective way to reach possible donors and process donations than other means of fundraising.
- **Visibility:** Participating organizations benefit from inclusion on the EGP website and in print materials directed at more than 15,000 employees. During the AGD, nonprofits may have the opportunity to speak and introduce their work to employees. In particular, they can reach hundreds of employees in virtual events.
- **Efficiency:** Each disbursement contains donations from multiple donors and is accompanied by EGP electronic reporting. What's more, EGP staff serve as a single point of contact.
- **More Bang for the Buck:** Each dollar received can be leveraged for other dollars; for example, nonprofits can use unrestricted funds like EGP donations for matching and challenge grants from other individuals and foundations. Being a recipient of EGP dollars looks good to other grant-making agencies.
- **Want to know more about EGP benefits?**

Let the nonprofits tell you for themselves by checking out [our website](#), reading [our blog](#) and following us on social media at:

- [www.facebook.com/kcegp](https://www.facebook.com/kcegp)
- [www.instagram.com/kcegp](https://www.instagram.com/kcegp)
- [www.twitter.com/kcegp](https://www.twitter.com/kcegp)

*Nonprofits value workplace giving dollars because they are yearlong, predictable, and unrestricted.*

*When someone gives through payroll donation, research has shown that they have up to three to six times more impact!*

## 2022 Annual Giving Drive (AGD)

Each fall, the AGD connects employees with workplace giving resources and the EGP nonprofits. The goal of the AGD is to make sure every employee has a quality opportunity to engage with the program.

### Major Solicitation Period

The AGD runs for 7 weeks, ending the Friday before Thanksgiving. During this period, employees can sign up for payroll donations, convert excess vacation time to charitable donations, contribute directly by check, make gifts by credit card, and pledge to volunteer at an EGP nonprofit. Employees can also host special events, coordinate fundraising activities, and hold presentations by nonprofit representatives with their work groups. By limiting special events to a few weeks of the year, we increase efficiencies and limit fundraising fatigue in the workplace.

### Honorary Co-Chairs

Each year, leaders from across King County –act as our visible leadership for the AGD.

### Nonprofit Engagement

In the past, we have done Nonprofit expos. These were valuable as they offered employees the opportunity to talk to our nonprofits one-on-one. This year, we are doing things a little different and look forward to bringing them back soon.

We are encouraging Ambassadors to do the following:

- Invite a nonprofit (or 2!) in to speak at a virtual or in-persona staff meeting including huddles, safety meetings, etc
- Share videos in emails or during other opportunities
- Share digital materials about the nonprofits
- Share employee stories of connection

We have a goal to have a nonprofit speaker visit 75% of our workgroups! Our new virtual world increases our chances to do this easily as it is reducing logistical barriers. Check out the speakers bureau for more information.

### Important dates:

Sept. 6, 8, 13, 15, 26, & 29 – Ambassador Trainings

Oct. 3 – Official Start of the AGD!

Nov. 18 – Firm Deadline for Time Donations

Dec. 16 – Special Events Deadline

Feb. 2023 – Annual Ambassador Celebration

## Contact Information

Website: [kingcounty.gov/giving](https://kingcounty.gov/giving)

Address:

Employee Giving Program  
CNK-ES-0231  
401 Fifth Avenue, Second Floor  
Seattle, WA 98104

Campaign Staff	Contact Information
<b>Campaign Assistants</b>	
First line to get the help you need.	<a href="mailto:employeeegiving@kingcounty.gov">employeeegiving@kingcounty.gov</a> 206-263-9372
<b>Program Manager</b>	
Junelle Kroontje	<a href="mailto:junelle.kroontje@kingcounty.gov">junelle.kroontje@kingcounty.gov</a> 206-263-9405
<b>Program Administrator</b>	
Charlotte Grimes	<a href="mailto:cgrimes@kingcounty.gov">cgrimes@kingcounty.gov</a> 206-263-3646
<b>Campaign Executive – PeopleSoft and Pledging</b>	
Chris Zanassi	<a href="mailto:Chris.zanassi@kingcounty.gov">Chris.zanassi@kingcounty.gov</a> 206-296-4389

*Reach the  
Employee Giving  
Program Team at  
Their Own Phone  
Number!*

206-263-9372

# Ambassadorship

## Teams

We offer a variety of ways for employees to get involved with the AGD. No matter your role, we have resources to help you meet your goals and enhance your skills.

- **Lead Ambassador:** Lead at the department/division level
- **Work Site Ambassador:** Support AGD efforts in respective work groups
- **Special Event Coordinator:** Help plan a special event
- **Event Volunteer:** Support a virtual event, nonprofit engagement, etc.
- **Team Assist:** Help out during the AGD on a regular basis

## Lead Ambassador

Being a Lead Ambassador is a great development opportunity.

Responsibilities are as follows:

- Recruit, mentor, and manage your department's ambassador team
- Perform department/division-wide strategic planning
- Coordinate communication

*The Lead Ambassador is the coordinating heart and soul that provides vision to cultivate employee passion.*

## Work Site Ambassador

Ambassadors and their teams are critical to the success of the AGD. You are the key to ensuring every employee has a quality opportunity to engage with the program. You are a promoter of the program and act as a subject matter expert. Whether this is your first year as an Ambassador or you're a returning volunteer, we have resources to help you get the most out of your experience.

You will:

- Meet new people
- Explore fundraising best practices
- Engage with local nonprofits
- Practice project management
- Make a difference

*We offer a variety of ways for employees to get involved with the AGD.*

- *Lead Ambassador*
- *Work Site Ambassador*
- *Special Event Coordinator*
- *Event Volunteer*
- *Team Assist*

## Benefits

Listed below are just a few highlights of how being an Ambassador can benefit you. You will build skills and relationships that will help you in all aspects of your job and have the potential to last a lifetime!

- Learn and utilize organizational, communication, and team-leading skills
- Get to know coworkers and management at all levels of the organization
- Contribute to work group spirit and employee morale
- Have fun with your work group
- Feel good about doing something great for the community
- Gain experience in strategic planning, goal setting, and implementation

## How to Get Started

As an EGP Ambassador, your goal is to ensure that every employee is aware of the EGP during the AGD and to share the opportunity in a fun and informational way.

### ***“YAY, I’m an Ambassador! What next?”***

There are many ways to be an EGP resource for your work group. **The best place to start is by creating an [Ambassador Plan](#) and completing trainings in the online Ambassador Roadmap program.** The Ambassador Roadmap was created to meet you where you are in your experience with step-by-step suggestions and engagement tips.

Talk to your Lead Ambassador, other Ambassadors, and coworkers to understand how to make the most impact with your specific work group. And remember to share your accomplishments with the EGP program staff, your Lead Ambassador, and your fellow Ambassadors on [Teams](#)!

Here are some best practices for Ambassadors:

- **Officially register as an Ambassador.** Use our [online registration form](#). By registering, you are added to the EGP’s communication list that ensures you will receive up-to-date information from our campaign staff during the AGD.

*Gain experience in strategic planning, goal setting, and implementation.*

- **Attend a training.** We have both live sessions and videos to meet your training needs. You'll learn all you need to know about best practices, and in the live sessions you'll be able to engage with other Ambassadors. There is a clear connection between positive outcomes and trained Ambassadors.
- **Learn about the EGP.** [Become familiar with the EGP](#) so you can easily explain the [benefits of the program](#) with your coworkers.
- **Make your own pledge before talking to others.** You will discover that doing your pledge first makes it easier to ask others to follow your lead and helps you answer their questions. Also, your pledge demonstrates that you believe in what you are doing.
- **Ensure that every employee in your area is aware of the Annual Giving Drive.** Promote the AGD through presentations, material sharing, and personal communication.
- **Share from personal experience.** Everyone has a connection and experience to share – whether your community is safer because of a nonprofit, or you found your beloved family pet at a rescue organization, or you know someone that has been touched by cancer. You can find other inspirational stories from the nonprofits themselves. Try using a specific example when talking about the program.
- **Act as a single point of contact/subject matter expert for your work group.** Answer questions regarding Employee Giving, the online pledging system in PeopleSoft and more. Share how to find information on nonprofits, forms, who to contact, and other customer service questions. Collect any paper pledge forms from employees and send them via email to [employeeegiving@kingcounty.gov](mailto:employeeegiving@kingcounty.gov). Don't know an answer? We have friendly campaign staff who are here to answer your questions and provide whatever support you need. Email or call us at [employeeegiving@kingcounty.gov](mailto:employeeegiving@kingcounty.gov) or 206-263-9372.
- **Encourage payroll donation.** Explain how giving throughout the year, via payroll donation, makes it possible to give a more generous gift. Let donors know that nonprofits will receive funds throughout the year, making it easier for them to budget and plan. Additionally, nonprofits don't have to spend resources reminding donors about fulfilling a pledge and donors don't have to remember to send payments.
- **Set up a pledging station.** In locations where it is essential for employees to be on site, this could be a helpful tool. Take care to

*Ensure that every employee in your area is aware of the program and has an opportunity to support a cause they care about.*

provide contactless, individual-use materials and contact information where they can go to get more information. Provide giving guides and materials where employees can learn more about the program and the nonprofits and can use a computer to do their online pledging.

- **Act as a liaison between the EGP and your work group.** Don't know an answer? We have friendly campaign staff who are here to answer your questions and provide whatever support you need. Email or call us at [employeeegiving@kingcounty.gov](mailto:employeeegiving@kingcounty.gov) or 206-263-9372.
- **Work with leadership to send out messaging during the drive.** Get on the agenda! Provide EGP information at management team meetings and find out other ways your leadership can assist you with the AGD.
- **Organize special events and fundraisers.** See the *Special Events: Everything You Need to Know* section below for more details.
- **Bring in a nonprofit and/or an EGP speaker.** Five to ten minutes at the end of standing staff meetings works best. We have a list of nonprofits that have presenters available; their contact information is available on the Speakers Bureau list (on the SharePoint site).
- **Encourage folks to attend nonprofit presentations.** They can learn about all the amazing causes in the program.
- **Provide inspiring leadership during the AGD. Be creative!** You know your work group and what interests your coworkers best.
- ***Thank employees for their enthusiasm and engagement!***

## SharePoint

Check out the Ambassador [SharePoint page](#). From here, you can find more information than what is available on our website as well as interactive tools, including giving statistics and our online training program, the Ambassador Roadmap.

***DON'T FORGET!***

*Thank employees  
for their  
enthusiasm and  
engagement!*



## Ambassador Roadmap

Ambassador Roadmap is the ambassador development and training program that lets you engage at the level that is right for you. Learn best practices, tips, and fun suggestions.

You will receive a welcome email from NEOGOV inviting you to join the Ambassador Roadmap Learning Plan and to begin taking trainings. You don't have to complete all levels this year – go at your own pace. Lessons at each level build on the previous. If you are unable to use Ambassador Roadmap, contact EGP staff – we are happy to provide you with the PDFs.

*Ambassador  
Roadmap = Learn  
best practices, tips  
and suggestions for  
next steps.*



## Special Events: Everything You Need to Know

Plan and organize a special event for one or more EGP nonprofits. Have fun and engage coworkers while doing something great for the community.

Special events should only be scheduled between the beginning of the AGD and the special event deadline which is December 16<sup>th</sup> for 2022.

### COVID Suggestions

- Special events could be virtual and contactless.
- Request that employees use the [Storefront](#) for contactless credit card and e-check donations.
- Follow your onsite guidance and policies.
- Be creative! We've got this.
- Keep it simple and intentional. Instead of several little events, focus your energy and partner with others.
- Take advantage of systems already in place or popping up for our new work environment.

### Training

- Attend our September 9th Special Event webinar (or watch it later) to learn more about policies and best practices.
- When you register a special event online, please read and sign the Special Event Guidelines.
- Please have all special event coordinators view the webinar as well.

## What to Know Before Hosting a Special Event

### Increased Impact

Your special event will have the greatest impact for the nonprofit and raise awareness of the EGP if you promote payroll and time donations *in addition* to event donations. Following the impact formula is best way to maximize impact.

Further, use resources to clearly brand your event as an EGP fundraiser.

We ask you to:

- Arrange for speakers, either nonprofit reps or an employee
- Encourage employees to complete pledge forms on-site

*Here are some ideas for virtual special events:*

- Virtual scavenger hunt
- Distance bingo
- Talent show
- Cause Q&A
- Bring-your-kid-to-work day – virtual edition
- Virtual live auction
- Virtual run/walk
- Photography contest
- Bring-your-dog-to-work day

*What are you planning?*

- Display EGP promotional materials
- Provide pledging resources, such as giving guidebooks and pledge forms/online instructions

## Marketing

The EGP should be referenced in all event marketing – it is the program authority that allows events to occur ([per King County Code 3.36](#)). We encourage use of the EGP logo, available on the Ambassadors [website](#) and in [SharePoint](#).

## How to Feature Nonprofits

You may feature a specific nonprofit organization(s), but there should always be an option available for employees to give to another EGP nonprofit of their choice. If an employee wishes to designate their donation to a charity other than the one that is featured, document the nonprofit info as follows:

- Offer the [Storefront](#) where all nonprofits are listed and an e-check and/or credit card donation can be made.
- Note the donation on the special event paperwork.

Additionally, fundraisers may be held for the EGP general fund, or KCEGP. Money raised for KCEGP will be distributed across all nonprofit organizations that receive donations. For the general fund, use KCEGP 4-digit code 9999 on donation logs and paper pledge forms.

## Food Handling

Please follow appropriate food handling and safety guidelines. If using food as a fundraiser, such as a bake sale, it must be offered for a “suggested donation” and closed to the public. If you choose to “sell” food in the strictest sense, please check with [Public Health](#) to ensure that your vendor and event are operated in accordance with Public Health guidelines.

## Drawings, not Raffles

Raffles, as defined by the Washington State Gaming Commission, may not be held. However, you may hold drawings for prizes. What is the difference? Drawing tickets are sold by suggested donation, not a set price. If someone wants a ticket for free – you must give them one.

*Remember, for the general fund, use KCEGP code 9999 on donation logs and paper pledge forms.*

## Solicitations

King County employees may **NOT** solicit donations from businesses per the ethics code. There are, however, several ways in which you can acquire items for giveaways. The EGP has an array of items available by request.

Additionally, there is an allowance of \$0.33 per employee at the department level that can be used to purchase small giveaway items such as coffee mugs, experiences, and food. This allowance is up to the Lead Ambassadors to determine how to spend. You can also support each other with fun items found at home. Last but not least, use creative ideas such as

- lunch with the boss – with their permission of course
- pie in the face
- tour of a cool place you work
- fun trophy for bragging rights that gets passed around
- and more! What can you come up with?

**Use of funds for gift cards is no longer allowed.** Check with your Lead Ambassador to coordinate use of the allowance. Finally, you may solicit from fellow employees to donate items.

## Appropriate Accounting

Special events must comply with King County cash handling guidelines. Convert any cash received into a money order or cashier's check made directly payable to the nonprofit organization. If the donation is intended for the general fund, make the check out to "Employee Giving Program" with the code "9999" in the memo. Harborstone Credit Union will convert donations to a cashier's check for free if you say you are part of the King County EGP.

Within a day of the event, please fill out [our online Special Event paperwork](#). All checks and any completed pledge forms you collected as part of your event need to be **submitted to EGP staff within 5 business days and attached to a printout of the special event paperwork confirmation email you received after submitting the online form.**

## Credit Cards

Employees can make credit card donations through the [online Storefront](#). If you are hosting a Special Event with a featured nonprofit(s), contact the EGP Campaign Assistants to add your event to the storefront. **Storefront events allow attendees to select from a list of featured nonprofits without**

*King County employees may NOT solicit donations from businesses per the ethics code.*

**scrolling through the entire catalog.** Please give EGP staff at least one week's notice to add your event to the storefront and online calendar.

### How to Maximize Your Special Event

1. Select activities or nonprofits that relate to your work site's/group's interests
2. Bring in a speaker
3. Immediately give feedback to your colleagues about the impact of the event
4. Visibly thank and recognize helpers, speakers, and participants
5. Include opportunities to pledge (pledge forms, guidebooks, pledging station)

*Special events account for **less than three percent** of total donations; **HOWEVER**, they account for 75 percent of engagement and enthusiasm for the Annual Giving Drive.*

## Giving Options

### Ways to Give

#### Payroll Donation

- Must choose to renew every year (does **NOT** roll over)
- One-time, once a month, or twice a month (regardless of pay schedule). An employee's payroll donations cannot have different frequencies – they must all be one-time, once a month, or twice a month.
- Minimum \$5 donation per deduction
- Employees may give to as many as 20 organizations

#### Vacation or Compensatory Time Donation

- Donations are treated as income and turned into a paycheck
  - The net cash value, after all appropriate taxes and possible retirement deductions, is tax-deductible to the fullest extent of the law.
  - However, the rate at which the gross dollar amount is taxed may be different than what appears on a typical paycheck. This is because an average time donation is around 8 hours, whereas a typical paycheck totals 80 hours.
- Minimum of 4 hours
- Maximum of 40 hours
- Only vacation and cash-out-eligible compensatory time can be donated
- However, if in a “use it or lose it” situation (usually, if hired on/before 12/31/2017 over 480 hours or on/after 1/1/18 over 360 hours), an employee can donate all of the excess plus 40 more hours.
- Only whole hours can be donated; for example, 5 hours, 11 hours. Increments, such as 6.3 hours or 12.48 hours, are not acceptable.
- Can choose to give to as many as three nonprofit organizations (per King County Code)
- FIRM deadline of **November 18, 2022**, for time donations.
- Current year tax deduction (2022).
- Donations will be processed in a single special payroll in December, prior to the last payroll of the year.

#### *Five ways to give:*

1. *Payroll donation*
2. *Time donation*
3. *Check*
4. *Credit card*
5. *Volunteer*

#### *Firm deadline for time donations:*

*November 18, 2022*

- Employees that donate time will receive a pay stub and a letter detailing their donation during the last part of the month of December. The stub and letter will be mailed to their home.

### Check Donation

**We recommend employees who would like to give by check use the [storefront](#) e-check option. This helps streamline donation processing.**

For informational purposes only, paper checks are handled as follows:

- Checks **must** be made payable directly to the nonprofit organization or to the EGP general fund.
- Personal checks, money orders, or cashier's checks are accepted
- Anonymity can't be offered because personal information is often directly on these forms of payment unless the donation is made to the EGP.
- Check donations can only be processed through the paper pledge form (not available on PeopleSoft self-service)

### Credit Card

- Visa or Mastercard, credit or debit
- One-time donations only
- Online through [EGP storefront](#)
- Employees may give to as many organizations as they like
- This method may be used for special events or general giving.

### Designation Options

- **Designated Donation:** Directed to a nonprofit organization, specifying the organization's 4-digit code found online or in the catalog.
- **Undesignated Donation:** Made to the KCEGP, with code 9999. Donations made this way are distributed to the participating nonprofits that received other pledges.

For example, if 2.5% of the total quarterly disbursement is designated to the ABC Foodbank, 2.5% of all undesignated funds would go to the ABC Foodbank as well.

*We recommend employees who would like to give by check use the storefront e-check option.*

## Online or Paper

### Online – PeopleSoft

- Located in the [PeopleSoft Self-Service module](#)
- Can be done from home or from work
- Offers the most privacy
- Easy and efficient
- Payroll donation and time donation
- Previous year's pledges automatically populate but **DO NOT** roll over. **Employees must resubmit every year to renew.**

### Paper – Pledge Forms

- Can be downloaded from the [website](#) or [SharePoint](#)
- Send to the EGP for processing **AS YOU RECEIVE THEM**. Please do not wait until the end of the drive.
- Make a copy for the employee!
- If you would like to give to more nonprofits than what the form allows, attach additional sheets labeling each one: Pledge 1, Pledge 2, and so on.
- Since direct checks **must be transported in person or by mail** and be attached to a paper form, we do not recommend paper checks during the Annual Giving Drive during COVID-19. Please use the e-check option on the [Storefront](#).

### Leadership Giving

Leadership giving is a great way for employees to set their giving goals for the year. There are four different levels of leadership giving:

1. **Bronze** – 1 hour of pay per month (0.058% of Annual Salary\*).
2. **Silver** – 2 hours of pay per month (1.15% of Annual Salary\*).
3. **Gold** – 3 hours of pay per month (1.73% of Annual Salary\*).
4. **Platinum** – 4 hours of pay per month (2.31% of Annual Salary\*).

\* based on 1.0 FTE

Regardless of how much an employee makes per hour, they have the same opportunity to reach a leadership giving level! [PeopleSoft Employee Giving](#) will automatically calculate the leadership level, and the paper form includes a formula for self-declaration.

*Send paper pledge forms to [employeeegiving@kingcounty.gov](mailto:employeeegiving@kingcounty.gov) as they come in – don't wait until the end of the drive!*

## Employee Giving Program

---

Here is some important information about leadership gifts:

- Leadership givers are acknowledged with a gift at the different levels. When pledging, employees may choose to decline or accept their gift.
- Descriptions of recent leadership gifts can be found on the [website](#).
- **Please Note:** For 2022, all leadership giving levels will receive the same gift.

*For 2022, all  
leadership giving  
levels will receive  
the same gift.*



## Tools and Resources

### Online Resources

The following are available via the EGP [website](#) and the Ambassador [SharePoint site](#):

- Descriptions and links to all resources available to you
- Ambassador toolkit
- Marketing materials and EGP logos
- Nonprofit info sheets, what a dollar buys, inspirational stories
- Employee Giving in PeopleSoft
- Ambassador cubicle signs
- Paper pledge forms
- And more!

### SharePoint Only

- Ambassador lists
- Ambassador Roadmap
- Speakers bureau (list of nonprofit speakers to invite)
- Customer Service Sheet

### Marketing Materials Available

- Digital posters and materials
- Social media images
- Nonprofit materials (for example, brochures, posters, giveaways)
- EGP logo
- PDF copy of the nonprofit catalog/giving guide

### Other Important Information

- Thank you's will be sent directly to employees. The program may need your assistance to find someone.
- EGP staff will send out weekly Ambassador emails and/or Teams posts with department stats, tips and tricks, and answers to any questions we see cropping up.

*From SharePoint  
to Teams to the  
Website, we've  
got your covered  
with resources!*

## FAQs

### Pledging

#### 1) How do I pledge?

- a. Online via [PeopleSoft](#)
- b. Paper pledge form, given to a work site Ambassador or emailed to the EGP at [employeeegiving@kingcounty.gov](mailto:employeeegiving@kingcounty.gov)

#### 2) How do time donations work? What leave is eligible?

King County employees can donate vacation and/or compensatory time to up to **three** different nonprofit organizations of their choice. The minimum donation is four hours, and the maximum donation is 40 hours (unless you have excess vacation time). If you are an employee with excess time that cannot be carried over into the next calendar year, you may donate more than 40 hours. Only vacation time and cash-out-eligible compensatory time can be donated.

#### 3) How much do I donate?

That is completely up to you! The most common first-time gift through the EGP is \$5 per paycheck. The minimum donation is \$5 per deduction (either one-time, once a month, or twice a month). Many employees like to give based on a personal goal; leadership giving may help you with that.

#### 4) Are my donations tax-deductible?

Yes. Donations made through the EGP are tax-deductible to the fullest extent allowed by law. The EGP recommends that you consult your tax advisor if you have any questions regarding the deductibility of donations in your specific situation. Just keep track of the proper paperwork for when you file your taxes.

#### 5) Where is the online donation form located?

- a. For payroll and time donations, it is located in your [PeopleSoft self-service](#) – the same place you go for open enrollment and where you can find other great information.
- b. For credit card donations, it is located on the [EGP storefront](#) on the website. Going online is faster, more efficient, and saves tons of money! Plus, it is more convenient and private for the donor.

*If you still have  
pledging questions,  
feel free to contact  
the Employee Giving  
Team directly at 206-  
263-9372 or  
[employeeegiving@king  
county.gov](mailto:employeeegiving@kingcounty.gov).*

**6) Shouldn't I just send my nonprofit a check directly?**

You absolutely can, the EGP is one of the ways to give back and complements your total giving goals. One of the big benefits for nonprofits is that workplace giving is more cost-effective for nonprofits to receive donations via payroll donation, saving them time and money (not to mention saving yourself time) than via a personal check.

**7) Do I have to pick just one nonprofit to support?**

You can donate to as many as **20 nonprofits through payroll donation** and **3 nonprofits through time donation**, and there is no limit when giving via credit card and check donations.

**8) Can I donate anonymously?**

Payroll or time donations made through PeopleSoft, paper pledge form, or credit card can remain anonymous if you choose. Anonymity cannot be guaranteed if donating with a personal check (either at a special event or with a paper pledge form), unless the check is made out to the general fund (KCEGP, code 9999).

## Program and AGD

**1) How is the EGP paid for?**

Per King County Code 3.36, the nonprofits share in the costs of the program. These costs are deducted from employee donations. Typically, nonprofit share of costs to run the program have amounted to 10% of total donations. The national workplace giving average is \$0.16 to raise and administer a dollar (16%). Included in the costs of the program are: printing and marketing materials, events, personnel salary and benefits, payroll costs, training, and county overhead and space costs. These funds are critical to run a successful, robust program like the EGP. A great nonprofit industry paper on the importance of proper funding can be found [here](#).

*You can donate to up to 20 nonprofits through payroll donation! And to three through time donation.*

Workplace giving in general, and the EGP specifically, is one of the lowest-cost, lowest-risk, and most efficient forms of fundraising and administering donations available to nonprofit organizations. For example, to reach and get new donors through direct mail (which most of us are familiar with and is the most common fundraising tool), nonprofits lose money, and to renew a member, it costs \$0.20. This is why payroll donation can be better than writing a check directly, though nonprofits appreciate gifts in all their forms! Per IRS guidelines, you are recognized for the total gift (i.e., the donation amount before the 10% program cost is deducted). For tax reporting purposes, all you need is a copy of your last pay stub of the year and a printout from PeopleSoft.

**2) Can I get prizes from businesses for special events?**

Employees cannot solicit businesses for event prizes. Contact the program for fun, creative ways to get prizes.

**3) Do I have to be an Ambassador?**

No! Being an Ambassador is strictly voluntary. There are many other ways employees can participate in the AGD – coordinate a special event, bring in a nonprofit or impact speaker to talk at a meeting, or just lend a helping hand to your department or division Ambassadors.

**4) Why can't I do a Special Event any time?**

Per King County Code 3.36, county employees can only be solicited for nonprofit donations during the AGD with few exceptions. As a result, most Special Events can only be conducted during the drive. This helps to streamline on-site fundraising and appeals, create equitable opportunity for both nonprofits and employees, and balance workplace needs.

**5) Can I invite a nonprofit to my work site or to speak to my work group? Is this favoritism?**

You absolutely can – it is even encouraged! You can invite a nonprofit speaker to a Special Event or even to a staff meeting (with the approval of your supervisor). The program has done the hard work of vetting the charities and providing the access. It is your turn to invite them in. This is not considered “favoritism” at all! In fact, it is part of our impact formula for success.

*Special Events may  
be conducted from  
October 3 –  
December 16, 2022*

**6) Where do I turn in the money?**

All cash donations must be turned into a cashier's check or money order. This can be done at any Harborstone Credit Union but the one in the Chinook building is most familiar. Those checks then need to be delivered to the EGP via one of the following methods:

- a. **USPS:** 401 5th Ave, M/S CNK-ES-0231, Seattle, WA 98104
- b. **Drop-off:** arrange to deliver to program staff at EGP headquarters at the south end of the second floor of the Chinook Building
- c. **Pickup:** contact EGP staff to pick it up

**Checks CANNOT be sent through interoffice mail.**

If the money is associated with an event, you must fill out the [special event paperwork](#), print the email confirmation as a receipt, and turn in the receipt and money to the EGP.

**7) Who are the AGD honorary co-chairs? What do they do?**

The co-chairs help provide visible high-level King County leadership support.

## Volunteering

**1) Who can use this benefit?**

All employees covered by the Master Labor Agreement, other union contracts as they ratify this option, and all non-represented employees.

**2) What counts as volunteering?**

- a. Gifts of time, labor, and/or expertise in support of community initiatives without compensation, which directly benefit the community beyond our immediate selves and families, and result in improvements to our local or global community.
- b. Examples of volunteer service include:
  - Packing or distributing food at a food bank
  - Judging a science fair
  - Assisting as part of a search and rescue team
  - Walking dogs at an animal shelter
  - Mentoring as part of an official volunteer program
  - Building a house or cleaning up a park

**3) What does NOT count as volunteering?**

Some examples include:

*Who can volunteer?  
All employees covered by the Master Labor Agreement, other union contracts as they ratify this option, and all non-represented employees.*

- Political activities and campaigning
- Direct fundraising or sales (This is different than fundraising in the context of the AGD.)
- Time spent fostering an animal in your home

**4) Where can I volunteer?**

At a nonprofit that is part of the EGP and eligible for the program year during which the volunteer service is going to take place, or at a local school. Specific branches or offices of King County may further restrict organizations. For example, all volunteer requests at District Court should go through the Office of the Presiding Judge for approval.

**5) How do I know if an organization I want to volunteer with is in the program?**

You can look them up on the [website](#).

**6) If an organization is not in the program, how do I get them in?**

Ask them to apply during the nonprofit application cycle that happens every spring. For example, nonprofits that apply in the spring and meet the eligibility requirements by the deadline, will be eligible for volunteering beginning in September. [Fill out this form to refer a nonprofit](#).

**7) I want to volunteer at a school. Does it need to be part of the EGP?**

No, King County Code and the Master Labor Agreement separately call out local schools and schools attended by employees' children as a volunteering option separate from EGP-eligible nonprofits. However, getting into the program may provide further benefits to the school, such as donations and speaking opportunities.

**8) Can I volunteer at any school, or only one my child(ren) currently attend(s)?**

King County Code and the Master Labor Agreement were expanded to include any local school, not just your child's school.

**9) Can my team do a volunteer engagement together for a nonprofit?**

Yes, work groups may do volunteer engagements as a team, as long as they are truly voluntary for everyone involved and the volunteering meets all the other requirements of the program.

**10) Can I volunteer for other parts of King County or other government agencies that might not strictly be nonprofits?**

If they are in the EGP, yes. For example, King County Parks and Regional Animal Services of King County both have specific opportunities for people to volunteer.

*Know of a nonprofit that should be in our program but currently isn't? Ask them to apply during the nonprofit application process next spring.*

**11) Is my volunteer service tracked or shared?**

Yes, for reporting and recognition purposes, we track volunteer time. All data will be presented in aggregate. Your information will not be shared without your permission.

**12) What is the minimum commitment that counts as a day of volunteering?**

Employees are allowed three instances of volunteering in a calendar year, regardless of the number of hours used in any instance. Each instance cannot be longer than one normal workday. Exactly how many hours are used in a specific instance is determined by departments, following their current practices. We encourage employees to volunteer for at least half a day to maximize use of this benefit since it is limited to three instances. However, smaller increments may be allowed with supervisor approval.

**13) How do I request to take volunteering time?**

Request in advance using your department's absence request process or the EGP Sick Leave for Volunteer Service Form on the [leave administration website](#).

**14) My manager has requested written proof of my volunteering service. What do I need to provide?**

Use the verification portion of the Sick Leave for Volunteer Service Form on the [leave administration website](#).

**15) Is there a minimum sick leave balance I need to have to be able to use some for volunteering?**

You must have the time you want to take available in your sick leave balance when you take it.

**16) Can someone donate sick leave hours to me to use for volunteering?**

Yes, employees who meet certain requirements may donate up to 25 hours of sick leave per calendar year to other employees. See the [leave administration website](#) for more information.

**17) Can I donate my volunteer service days to someone else?**

No, you may not transfer your volunteer service days to someone else.

**18) Do I need to deplete my vacation hours in order to use donated sick leave for volunteering?**

No, this is an additional use of the sick leave hours you already have available to you.

*We encourage employees to volunteer for at least half a day to maximize use of the benefit.*

**19) Where can I see my balance of how many volunteering days I have?**

Self-service is does not currently offer this function; however, you can always ask your payroll administrator to run a report for you.

## Nonprofits

**1) How should I decide where to donate?**

You are already on the right track! What interests you? What are you passionate about? What need do you think should be filled? Do you have a personal connection to something? Check out our [online nonprofit search](#)! We have organized it several ways to help in your review: service category, keyword search, alphabetical, and an interactive map. You will find a summary for each nonprofit organization with links to more information. You can also choose the EGP in general (undesignated funds) using the code 9999.

**2) I don't see my favorite nonprofit; how do I get them included?**

All nonprofit organizations are required to apply each year between February and April for that year's AGD. [Eligibility requirements](#) are set in King County Code and available on our [website](#). Therefore, no write-ins are allowed.

However, [nonprofits and employees can sign up for notifications](#) about the application process, and employees can [refer nonprofits](#) year-round.

**3) When do the nonprofits get my donation?**

Donations are disbursed to the nonprofits on a quarterly basis throughout the year. Typically, time donations are distributed at the beginning of the year, separately from payroll, check, and credit card donations.

**4) What is a federation?**

A federation is an umbrella nonprofit group that raises money for its member organizations through workplace giving campaigns. It also acts as the main point of contact for its member charities. Often, federations represent nonprofit organizations with similar causes, such as "children" or "the environment." The EGP allows nonprofit organizations to participate directly or as part of a federation.

*Check out our  
online nonprofit  
search or choose  
the EGP in  
general fund  
using code 9999.*



**5) How do I get a catalog/find the information in the catalog?**

We no longer print a full catalog; with more than 1,200 organizations, it is far more efficient to have everything online. Have no fear, though – there are still lots of great ways you can access the information in what used to be the catalog. We have printer-friendly giving guide PDF files, a user-friendly website, and pledge forms on paper, so feel free to email [employeeegiving@kingcounty.gov](mailto:employeeegiving@kingcounty.gov), call the EGP at 206-263-9372.

**6) I have more questions, where should I go?**

Contact us at [employeeegiving@kingcounty.gov](mailto:employeeegiving@kingcounty.gov) or call us directly at 206-263-9372.

*Questions? Contact  
us at 206-263-9372  
or  
[employeeegiving@  
kingcounty.gov](mailto:employeeegiving@kingcounty.gov).*

# Ambassador Toolkit

## Templates

You are busy, and we want to support you in the EGP work you do. Use these templates throughout the AGD to help you. They are just some of the key documents you will need. For electronic copies and more resources, check out the [EGP website](#) and [Ambassador SharePoint](#) page.

## Using Ambassador Tools

- [Ambassador cubicle sign](#)
- [Ambassador Communications Plan](#)
- Manager's Reference Sheet (see below)
- Sample introduction email to staff (see below)

## Donating

- [Paper pledge form](#)
- [PeopleSoft Employee Giving instructions](#)
- [Tax receipt for cash and non-cash donations](#)
- [Important tax information](#) bottom of the page

## Planning Special Events

- Checklist
- Guidelines
- Special Event form
- Accounting worksheet

*Use templates  
created for you to  
help promote the  
Annual Giving  
Drive.*

## Manager's Reference Sheet

### King County Employee Giving Involvement Opportunities

When employees are given the opportunity to participate in workplace activities, they develop skills, contribute to greater engagement, increase morale, and innovate. The EGP is just one such opportunity offered at King County. We encourage you to discover all the different opportunities available.

#### What is the EGP?

The EGP is the voluntary workplace giving program that offers the following to King County employees:

- 5 ways to support over 1,200 nonprofit organizations
- Interaction with a diverse range of nonprofit organizations and causes
- An opportunity for connection while making a difference

The EGP oversees program operations, including payroll donations, monetary disbursement, reporting, nonprofit vetting, nonprofit outreach, and employee engagement and development. EGP is a “One King County” program touching employees in every branch of King County government.

Further, the King County EGP has five major lines of business:

1. Workplace Giving
2. Employee Engagement and Development
3. Policy
4. Administration
5. Community Partnerships

#### Can King County Employees Work on EGP Activities?

Yes. The King County EGP is established as an official part of workplace business in King County Code 3.36; therefore, King County employees may voluntarily work on and attend EGP-related activities as part of their workday. All employees helping the EGP should obtain their supervisor's permission prior to participating.

*Use the Manager's Reference Sheet to provide your manager with answers to questions about what the program is and what you'll be doing.*

## Employee Personal and Professional Growth Opportunity Serving EGP

- **Leadership Development:** Employees learn and utilize organizational, communication, and team-leading skills.
- **Employee Proficiencies:** Employees can gain experience in strategic planning, goal setting, and implementation.
- **Connection and team-building:** EGP events are a great way for coworkers and management at all levels of the organization to interact and get to know each other.
- **Morale and Community Benefits:** Events contribute to work group spirit and employee morale while also benefitting the nonprofits of the community.
- **Employee Engagement:** Based on King County's employee engagement index, employees involved with the program are 22% more engaged than those who are not.
- **Annual Performance Appraisal:** Served as an Ambassador during the last AGD? Be sure to highlight it in your annual performance appraisal as a Major Accomplishment. Planning to serve as an Ambassador this year? Add it to your annual performance appraisal as a "year-ahead" goal.

## What Opportunities are Available With the EGP?

Listed below are the myriad ways in which King County employees may participate and contribute.

- **Attend or Put on a Virtual Special Event During the AGD:** Come to an event or participate in an activity that helps raise awareness and donations for an EGP nonprofit.
- **Attend a Nonprofit Expo:** Expos are a chance to learn about nonprofits and meet representatives from agencies that serve people, animals, and the environment.
- **Volunteer:** Lend a hand at an AGD special event or nonprofit expo. Volunteer at one of our participating nonprofits using our new benefit. There are many different ways that you can help!
- **Be an EGP Ambassador:** Ambassadors play a key role in employee engagement, providing information about the EGP to their teams. Get people involved, coordinate a special event, get recognition, and know you're doing something important. Ambassadors receive

*Based on King County's employee engagement index, employees involved with the program are 22% more engaged than those who are not!*

required training and can refer to online resources in the Ambassador Roadmap as needed.

- **Join the EGP Committee:** Help steer the course of King County workplace giving by [joining our Committee](#). It takes a diverse group of creative, high-energy people to expand and improve our award-winning program every year.

### Have additional questions?

This information sheet is to serve as a high-level overview of the King County EGP. Individual departments and divisions, as well as union contracts, may have specific guidelines not mentioned here. Make sure to consult the head of your department or of HR if you have any questions that can't be answered by EGP Lead Ambassadors or committee members in your department.

#### EGP Staff:

[employeeegiving@kingcounty.gov](mailto:employeeegiving@kingcounty.gov)

206-263-9372

*Employee Giving  
Program staff can be  
reached at 206-263-  
9372 or  
[employeeegiving@  
kingcounty.gov](mailto:employeeegiving@kingcounty.gov).*

## Sample Introduction Email or Teams Post

Potential Subject Line: “Annual Giving Drive starts today” or come up with something fun like, “Nice to meet you!”

---

Hey everyone,

I wanted to take a moment and introduce myself for those who haven’t met me yet. My name is <name>, and I work in <section>. I am also going to be your work site Ambassador for this year’s Annual Giving Drive.

I am looking forward to doing this because... <why, personal story, etc.>

The AGD starts today and goes through November 18, 2022. There will be lots of engaging opportunities, such as virtual nonprofit expos and <insert special event planned>, to learn more about the program, including the more than 1,200 nonprofits, and for us to have fun while making a difference.

You can go [online and pledge at any time](#), it takes less than 10 minutes, but let me know if you need a paper form. I am happy to get one for you.

I am here to help and answer any questions. I look forward to getting to know you all.

Sincerely,

*Turn this sample introduction email into a post in Teams too!*