

01 NCAC 35 .0103 ORGANIZATION OF THE CAMPAIGN

The State Employees Combined Campaign is organized as follows:

- (1) Chair. Each year the Governor shall appoint the Statewide Combined Campaign Chair "or Statewide Campaign Chair" from one of the Executive Cabinet, Council of State, System of Community Colleges, or University Administration agencies. The Statewide Campaign Chair shall serve as director of the campaign. The responsibilities of the Chair include enlisting the support and cooperation of the head of each state department and university in coordinating an effective campaign, promoting the participation of state employees, setting the dates of and approving the published materials for the Combined Campaign, contracting for the selection of the Statewide Campaign Organization as set out in these Rules, and appointing members to and serving as chair of the SECC Advisory Committee. For the purposes of selecting the Statewide Campaign Organization, the Statewide Campaign Chair shall consider the following criteria:
 - (a) The selected organization shall have the ability to manage a state-wide fund-raising campaign.
 - (b) The selected organization shall have an audit to demonstrate financial accountability.
 - (c) The selected organization shall be a tax-exempt organization under the Internal Revenue Code.
 - (d) The organization shall verify a bond or proof of insurance in an amount that covers the total amount of designated and undesignated funds to be allocated to each of the respective member charitable organizations.
 - (e) The selected organization shall agree to comply with the terms of the State/Statewide Campaign Organization contract as determined in Subitem (4) of this Rule.
- (2) SECC Advisory Committee. This committee serves as an application point for all charitable organizations applying to participate in the SECC. The duties of the SECC Advisory Committee include the following:
 - (a) The committee shall recommend policy for the campaign to the Governor, the Statewide Campaign Chair, and state agencies and shall recommend the criteria for participation by charitable organizations. The committee shall review the recommendations made by the Statewide Campaign Organization and shall accept or reject its recommendations. Prior to each year's campaign, the SECC Advisory Committee shall approve a budget to cover all of its costs related to the campaign and shall develop an annual work plan.
 - (b) The committee shall be composed of at least 20 state employee members appointed by the Statewide Campaign Chair. Members shall serve four-year staggered terms. If a vacancy occurs, the Statewide Campaign Chair shall appoint a replacement to fill the unexpired term. No member shall serve more than two consecutive terms of four years.
 - (c) The SECC Advisory Committee shall meet at the discretion of the Statewide Campaign Chair; however, no fewer than four meetings per year shall be held. The SECC Advisory Committee shall conduct business only when a quorum of one-third of the committee membership, including the Statewide Campaign Chair or his designee is present.
 - (d) Any State employee who serves on the SECC Advisory Committee shall not participate in any decision where that employee may have a conflict of interest or the appearance of a conflict of interest, either of a personal nature or with regard to the agency in which the employee works. Any SECC Advisory Committee member who is also a member of a charitable organization's board shall recuse himself from taking part in deliberation or voting on matters by which that charitable organization may be impacted.
- (3) Statewide Campaign Organization. The Statewide Campaign Organization shall be selected by the Statewide Campaign Chair. The entity selected to manage the campaign shall conduct its own organization operations separately from duties performed as the Statewide Campaign Organization. The duties of the Statewide Campaign Organization include the following:
 - (a) serving as the financial administrator of the SECC;
 - (b) determining if the applicant charitable organizations meet the requirements of Rule .0202 of this Chapter;
 - (c) providing centralized pledge processing services in order to process all pledge forms of state employees;

- (d) compiling reports for the SECC Advisory Committee and notifying federations and independent organizations no later than March 1 following the close of the campaign on December 1 of the amounts designated to them and their member charitable organizations and of the amounts of the undesignated funds allocated to them;
 - (e) transmitting quarterly to each federation and independent organization its share of the state employee's funds. When the total contribution for any federation or independent organization is two hundred fifty dollars or less, the SECC Advisory Committee may direct the contributions be made in a lump sum the first quarter to the recipient federation or independent organization. Interest earnings shall be disbursed to each participating federation and independent organization based on its proportionate share of the campaign's total gross contributions if an interest bearing account is established. Undesignated funds shall be distributed in accordance with the rules in this Chapter;
 - (f) printing and distributing the pledge form, the campaign report form and collection envelopes to state departments and universities;
 - (g) collecting pledge reports and envelopes from state department and university volunteers;
 - (h) maintaining an accounting of all funds raised and submitting an audited end-of-campaign report of the following:
 - (i) amounts contributed and pledged;
 - (ii) number of contributions; and
 - (iii) amounts distributed to each participating charitable organization;
 - (i) preparing a list of all accepted organizations and distributing them to all applicants;
 - (j) coordinating an annual statewide or regional training session for state employee volunteers;
 - (k) serving as liaison to participating charitable organizations;
 - (l) providing staff to administer the SECC in consultation with SECC Advisory Committee.
 - (m) preparing a budget of anticipated campaign and administrative expenses for the SECC;
 - (n) preparing a suggested annual work plan of goals and objectives for the SECC;
 - (o) educating state employees in the services provided through their support;
 - (p) deducting, before disbursements are made, direct costs of operating the campaign from the gross contributions and charging each federation or independent organization its proportionate share of the campaign's operational cost as determined in Subitem (4)(a) of this Rule. The Statewide Campaign Organization shall document the total actual costs of the campaign, which shall not exceed 20% of gross contributions;
 - (q) maintaining records related to campaign activities;
 - (r) providing such other central management functions as may be agreed upon as essential in its contract with the State Campaign Chair; and
 - (s) collecting pledge reports and envelopes from state department and university volunteers.
- (4) A three-year contract between the state and the Statewide Campaign Organization shall be executed in order to develop an audit trail. The contracts shall allow a charge for campaign expenses to be claimed by the Statewide Campaign Organization. All terms and conditions of this contract shall be subject to approval by the Statewide Campaign Chair. The Statewide Campaign Organization shall recover from gross receipts of the campaign its expenses which shall reflect the actual costs of administering the campaign. Total actual costs of the campaign to be recovered shall be documented and shall not exceed 20% of budgeted gross receipts. The campaign expenses shall be shared proportionately by all the recipient organizations reflecting their percentage share of gross campaign receipts. No costs associated with the campaign shall be borne by the State. All costs shall be borne by the proceeds from the campaign.
- (5) Solicitation Campaign Organization. The campaign shall be divided into no more than 15 administrative regions, and managed within each state department or university according to the following structure:
- (a) State Department Head or University Chancellor. The director or chancellor of each state department or university shall set the tone and provide leadership for the campaign in the following manner: This person shall ensure that voluntary fundraising within the department or university is conducted in accordance with these Rules, communicate support for the campaign to all employees, and appoint Department Executives and University Chairs within the agency's or university's central office.

- (b) Department Executives or University Chairs. Department Executives or University Chairs shall manage the campaign at the agency or university level. The Department Executives and University Chairs shall ensure that personal solicitations are organized and conducted in accordance with the procedures set forth in these Rules and shall appoint coordinators at agency institutions or local offices and universities and shall provide direction and guidance to the coordinators.
- (c) Coordinators. Coordinators shall be appointed by their respective Department Executives and University Chairs and shall manage the campaign in agency institutions or local offices and universities. The coordinators shall undertake the official campaign within their agency institution or local office and university and assist in setting campaign goals. The coordinators shall ensure that personal solicitations are organized and in accordance with the procedures set forth in these Rules and shall work with solicitors.
- (d) Solicitors. Solicitors shall work with coordinators to promote the campaign. Solicitors shall communicate the importance of the campaign to their fellow workers, encourage participation by payroll deduction, explain how to designate gifts and answer questions regarding the campaign. Solicitors shall personally solicit employees in their assigned area, report all pledges and contributions to the coordinator and ensure that pledge forms are distributed, completed and collected. Solicitors shall also assist in planning campaign strategies and events.

*History Note: Authority G.S. 143-340(26); 143B-10;
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