Employee Workplace Campaign

A Reason to Give

Tax ID: 58-1962135
A nonprofit 501(c)(3) organization

MISSION: To educate the public on the safe and proper use of elevators, escalators and moving walks through informational programs.
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Workplace Giving – A Valued Tradition

One of the most significant resources American employers offer to address community needs is the opportunity for employees to give to charitable causes at the workplace. Our country has a long tradition of conducting employee workplace giving campaigns to address the social concerns of communities and respond to the charitable interests of employees. This time-honored practice provides nearly $4 billion annually – primarily through payroll deduction. It is the highest yielding and the lowest cost method of fund raising for nonprofit organizations.

Being able to give to charitable organizations through payroll deduction at the workplace is important to employees and has a strong connection to giving. Contributions made by individuals through payroll deduction are estimated to be between four and six times greater than gifts or those made through other means.

Make the Case for a Campaign

While workplace giving is a time-honored tradition with significant benefits, for many it has become nothing more than a routine administrative matter. To consider it merely as a routine deprives the company of one of its most effective employee-relations tools. The campaign provides an opportunity to build stronger relations with employees and to engage them in a major workplace activity. It demonstrates corporate support for the charitable interests of its employees, encourages teamwork and allows employees to assume ownership of a visible and important event.

Build a Strong Educational Component into the Campaign

In a survey for a professional services firm, about 40 percent of the employees indicated that having more information about the charitable organization would encourage them to make a contribution. It is important for employees to understand where their money is going and to know that the organization will make wise use of their funds.

Some companies develop intranet sites to support the campaign. These often contain links to the charity website, giving employees additional sources of information.

It is important to use a variety of communication resources to reach employees and to market the campaign. These may include Internet, intranet, email, voice mail, newsletters, posters and brochures.
Provide other opportunities for employees to get information about the campaign or about the services offered by the nonprofit organization participating in the campaign. This can be done through agency fairs, department meetings, brown bag seminars and informational brochures.

Create a Partnership between the Company and the EESF

The EESF wants to add value to the relationship by being a resource to both the company and your employees. In addition to the EESF’s experience in implementing workplace giving programs, we can provide information to help companies promote safety programs.
You have just been appointed campaign manager – now what?

Involve the top brass - Meet with Your CEO

Let your company's executives know how important their continued leadership and involvement is to a successful campaign. Ask them to be visible givers and leaders.

Like any project, your EESF campaign works best if you have support from the top. That’s why it’s important to meet with your chief executive officer. In your meeting, you need to get specific commitments from your CEO:

- **Permission to do group solicitation.** This is the best way to reach all employees with a consistent message about EESF and make sure all questions are answered. It is also the most efficient use of company time, because it means less follow up with those who don’t turn in pledge cards.
- **Approval of payroll deduction, if it is not already used.** Payroll deductions mean that the company, with the employee’s permission, withholds a specific amount from each paycheck and forwards it to the EESF on a monthly or quarterly basis. This is the easiest way for your fellow employees to contribute to their community and increase campaign success dramatically.
- **Commitment from the top person to personally endorse the campaign by contributing and by speaking briefly to employees at each group solicitation meeting when possible.**
- **Acceptance and support of a company campaign goal.**
- **Endorsement of the campaign in a letter sent to all employees.** A joint letter from the CEO and labor leadership has proven to be effective where appropriate.

Form a Committee

... even if it's just a committee of two. Committees can help organize events, help with publicity, hand out and collect pledge forms, and provide support for you and for the campaign.

Set a goal

Campaigns yield better results when they can strive for a goal. A campaign goal helps employees determine their own level of giving to help reach the goal, and gives people a sense of achievement when it is reached. It can be a goal for each department or a goal for the total amount of money raised for your community.

Hold a Kick-Off Event
Five days prior to your employee kick-off event, send a letter to employees stating the purpose of the meeting. A sample letter is included in the appendix. This letter should be signed by your CEO or other top management, as well as your labor representative if your business has a union presence.

Gather all the employees and generate excitement for the campaign. A sample agenda is included in the appendix. The kickoff is a great opportunity for employees to learn about the EESF and what donations will do in the community.

**Have Departments/Branches hold an event, too**

Smaller events across the company keep the momentum going and help get more people involved.

**Communicate with employees**

Use internal communications (newsletters, intra- or internet) to communicate to employees what’s going on. Announce department events and progress toward your goal. EESF has a quarterly newsletter you can distribute during the campaign, and all year round.

**Celebrate!**

At the end of the campaign year, celebrate! Recognize departments that had the largest increase in giving, the best event, the largest percentage of employee participation, etc. Use newsletter or door prizes to publicize everyone’s hard work, and what a difference it will make in the community. Make people feel good about their involvement!
The History of the Elevator Escalator Safety Foundation

In 1988, the National Association of Elevator Safety Authorities International (NAESA International) established a committee to investigate the possibility of forming a foundation to educate the public, particularly children, on how to safely ride elevators, escalators and moving walks.

A group made up of inspectors, suppliers and contractors explored the task, and the committee determined that in order to succeed, they would need the entire elevator industry involved. The idea was presented to a Bridge Builders meeting at the next National Association of Elevator Contractors (NAEC) convention. The Bridge Builders had been established some years earlier as an informal forum to bring together all of the industry's associations to identify mutual problems and preclude duplication of efforts by the organizations. All of the major elevator manufacturing companies attended, as well as the president and executive director of all the national associations in the elevator industry.

Development of the Safe-T Rider© Program:

The founding organizations were the National Elevator Industry, Inc.® (NEII®), NAEC, NAESA International and ELEVATOR WORLD, the industry trade publication. Each organization committed to provide sufficient funds to establish the first program. In 1989, the Elevator Escalator Safety Council was organized. The group researched the availability of government grants to help fund the program, engaged a noted specialist in children's education for advice, and reviewed numerous programs directed toward changing children's behavior, such as Smokey Bear.

It took two years to develop the first program, Safe-T Rider, which consisted of an 8 ½ minute video, teacher’s guide, poster, coloring books, certificates, tests, stickers and buttons. During the first years when the program was field tested, it also included a pre-test and a post-test to effectively evaluate the efficacy of the program. During these two years, the organization also became a full-fledged 501(c)(3) nonprofit foundation so all contributions would be tax-deductible.

The program reaches over 500,000 elementary students annually. The materials are free of charge to any public or private school wishing to participate.

The Elevator Escalator Safety Foundation of Canada

In 1994, the Canadian elevator industry established the Elevator Escalator Safety
Foundation of Canada (EESFC), purchased Safe-T Rider and introduced the program to Canadian children. Quebec translated the video and Safe-T Rider now raps in French, as well as in English.

In 1996, the United Kingdom elevator industry purchased the program and in 1998 Argentina signed an agreement with the foundation.

**Development of A Safe Ride Program**

In 1996, in conjunction with the National Safety Council (NSC), the foundation began research to develop a new program, A Safe Ride. The program would be created to instruct adults, particularly senior citizens, on the safe use of elevators and escalators. Senior citizens are another at risk group for avoidable accidents when riding on elevators and escalators.

The A Safe Ride program was introduced at the 1997 Building Owners & Managers Association (BOMA) convention. Sixteen elevator companies participated in that convention and each company distributed free copies of the A Safe Ride video to valued customers. The Foundation’s A Safe Ride program for seniors is provided free of charge to Area Agencies on Aging and senior citizen centers in the U.S. and Canada. In addition, NAEC, NAESA International and the Canadian Elevator Contractors Association (CECA) purchased and distributed copies of the A Safe Ride video to their membership. The majority of elevator manufacturers have also purchased the video. It is the foundation’s wish that every senior citizen and every building manager and owner will eventually see the A Safe Ride video. Also, the National Safety Council distributed copies of the new program to all of their offices throughout the U.S.

**National Elevator Escalator Safety Awareness Week**

Celebrated during the second full week of November each year, this week publicizes the general safety rules developed by the foundation. Many communities have distributed materials, obtained proclamations from mayors and governors, and gotten 30- or 60-second public service announcements on local television stations. In 1996, the Safe-T Rider program was seen on the "Today" show, which meant 8 million people got the safety message.

**Interactive Programs on the World Wide Web**

The foundation’s website, [www.eesf.org](http://www.eesf.org) was created in 1996. Since then, the Safe-T Rider and A Safe Ride programs have become available online as interactive programs. These programs were developed in direct correlation to the hard-copy versions available to schools and senior citizen facilities. Now, those who use the Internet can educate their children online; and seniors can view the program on their home computers. Visit
www.safetrider.org and www.asaferide.org to view the programs.

Development of Rise Up Safe Rider


EESF and Elevator U worked together for several years to create a campaign for the university setting. Several universities were invited to participate in the development of the program. Concepts were used from Communication classes at both Michigan State and Purdue universities. Initial components, plus an entertaining video of students explaining safe riding methods, were developed by Michigan State.

Rise Up Safe Rider is a safety kit developed for university resident assistants, student government representatives, public safety officials, on-campus elevator shops and on-campus media such as the newspaper, television and radio stations.

The safety kit, which is available by download from both www.EESF.org and www.ElevatorU.org, consists of a planning guide; safety posters for elevators, escalators and moving walks; a brochure; a radio public service announcement; as well as an article and press release for student publications.

Rise Up Safe Rider program materials are user-friendly for malls, airports and transit systems, as they are generic in the safe riding rules with eye-catching graphics.
Appendix
Workplace Contribution Campaign Enrollment Form

Elevator Escalator Safety Foundation

EESF Mission Statement: To educate the public on the safe and proper use of elevators, escalators and moving walks through informational programs.

Yes, I would like to voluntarily enroll in the Workplace Contribution Campaign through the Elevator Escalator Safety Foundation payroll deductions. I understand that payroll deductions will begin immediately after the execution of this document and will continue until I request the cancellation of the contribution, in writing, to my company's payroll or human resource department.

Date: ________________________________________________

Employee name: (Please print)

_____________________________________________________

SS #: ____________________________

Company name: ________________________________

Please check the amount you wish to contribute (per pay period)

___ $5.00
___ $4.00
___ $3.00
___ $2.00
___ Other, please specify amount per pay period $_________

Please contribute the amount specified above to the Workplace Contribution Campaign. I understand that this amount will be deducted directly from my normal and routine payroll cycle.

____________________________________________________

Contributor Signature & Authorization

All contributions are considered charitable towards a 501(c)(3) charity; all deductions are tax deductible for the year given. Your contribution for tax purposes will be itemized on your pay stub.

Please return this executed form to your campaign contact or payroll representative for processing and …

THANK YOU SO MUCH FOR YOUR SUPPORT!!!
Kickoff Agenda

- Let your president or other key official set the tone and announce the campaign goals.
- Share the EESF story with the provided EESF Workplace Campaign video.
- Distribute pledge packets which should include EESF brochures and an enrollment form. Be sure that those who miss the meeting also get a packet.
- Inform employees about the start and end dates of the campaign, including any additional event dates.
- Introduce campaign contacts.
- Review enrollment form – how to complete it, where to turn it in.
- Explain any incentive you may have planned for turning your enrollment form in early or increasing your donation, etc.
- Announce the date of “thank you” event.
- End in a positive, upbeat way, by drawing for door prizes, having an enthusiastic speaker give a brief motivating speech, etc.
Sample Letters
The following letters can be adapted to meet the needs of your campaign.

CEO Endorsement Letter 1

Dear (Employee's Name),

This year's EESF campaign will kick off at (Company’s Name) on (Date), (Coordinator’s Name or the Campaign Committee) has been chosen as our employee campaign coordinator and has added new and exciting dimensions to this year’s drive. The EESF has always had the full support and commitment of (Company Name), and I am looking forward to this year’s campaign with enthusiasm.

During the week of (Date), a meeting will be scheduled to better inform you of the programs available through the EESF and to answer any questions you may have. I look forward to seeing you there.

Thank you for helping (Company Name) Step Safely!

Sincerely,
(CEO / Manager)

CEO Endorsement letter 2

Dear Employee,

As CEO of (Company), I am very proud of our company and its employees for helping to make our community better.

One way we do this is through our participation in the annual Elevator Escalator Safety Foundation campaign. EESF offers everyone an opportunity to help others with the confidence that dollars contributed are well spent.

In addition to our corporate gift, (Company) also supports an employee campaign. Our company believes in the effectiveness, efficiency and accountability of the EESF. That is why we provide the time and opportunity for our employees to learn about the programs funded by EESF, so that they can make an informed giving decision. We also offer payroll deduction to enable you to give as generously as possible without greatly impacting your
family's budget. We do this because our community’s needs are great and we believe that everyone has a stake in making it a better place to live.

Please give serious consideration to this opportunity to be a part of something that helps so many. The dates of our company’s campaign are (Dates). Our employee campaign coordinator is (Name). Please give him/her and the campaign committee your support.

Thank you for helping (Company Name) Step Safely!
Sincerely,
(CEO / Manager)

CEO Endorsement Letter 3

Dear Employee,

Please mark (Date) on your calendar and join our team to help kickoff (Company)’s annual Elevator Escalator Safety Foundation campaign.

At (Company), we believe that giving is a personal choice. That’s why we commit the time and resources to give you the opportunity to find out more about the EESF. All we ask is that you open your heart and your mind in order to make an informed giving decision. We look forward to addressing your questions at the company kick-off.

(Company) and EESF have worked together as a team for years to help provide free safety programs to the general public. One of the many advantages of giving to EESF is the assurance that your contribution is used in the most effective way possible. EESF keeps administrative costs to a minimum and EESF board volunteers make funding decisions after a thorough review of the budget and programs.

Plus, please remember that (Company) offers employees the convenience of giving through payroll deduction. (Describe how many pay periods per year, when payroll deduction starts, etc...) This makes contributing to EESF a little bit easier and more convenient for all of us.

When one of our volunteers approaches you to ask for a contribution, please be generous. EESF is the best opportunity we have to keep our community safe on our equipment.

Thank you in advance for your consideration, and for helping (Company Name) Step Safely!

Sincerely,
(CEO / Manager)
CEO Letter to Current / Potential Leadership Givers

Dear Executive,

Our company has always demonstrated through our contributions our belief that an investment in the Elevator Escalator Safety Foundation is an investment in the community.

Not only has (Company) distinguished itself as a leader in our field, but also as a leader in caring and giving to our community.

This year, we again have an opportunity to lead by example by participating in the EESF’s annual campaign drive. By giving an annual personal gift of $500 or more through the EESF campaign, you play a big role in helping address the increasing needs of our community. It also sends a clear message that you believe EESF is the best way to care for our community.

Please note that your decision to give to the campaign at any level is a personal one. Should you need additional information to make an informed decision, please do not hesitate to ask an EESF volunteer.

If you decide to participate, please complete and return the forms provided to you by (Volunteer), our company’s Employee Campaign Coordinator. They will provide an additional card for you to complete for recognition purposes. Although you may choose to remain anonymous, EESF believes that publicizing leadership contributor’s names sets a positive example for other donors who also might be able to give at the leadership level.

Thank you in advance for your consideration, and for helping (Company Name) Step Safely!

Sincerely,

(CEO / Manager)

Thank You to Employees

Dear Fellow Employee:

I want to personally thank each and every one of you who contributed to our Elevator Escalator Safety Foundation Workplace campaign. Your kindness will educate many on safe riding habits for our equipment.

Because of your generosity, employee contributions increased by (Percent) -- far exceeding our goal. (Company) employees’ (Amount) gift to the EESF this year is a true expression of caring and an investment in our community.
Thank you for your support. Together, (Company Name) is Stepping Safely!

Sincerely,
(CEO / Manager) (or Employee Campaign Coordinator)

Thank you to Volunteers

Dear Volunteer:

Thank you for doing a great job on this year's Elevator Escalator Safety Foundation campaign!

I know that a successful employee campaign doesn’t just happen. It requires a lot of planning, time and effort. I appreciate the extraordinary effort you put forth.

The results of our campaign speaks for itself. It’s obvious that more of our employees became educated about how their dollars work through the EESF. The proof is in the giving.

Thank you for all you did to make (Company)'s EESF campaign a success. But most importantly, thank you on behalf of the public who will be educated to ride safely!

Sincerely,
(CEO / Manager)
Payroll Department

Instructions for EESF Workplace Campaign Deduction

Please note that your payroll deduction procedures may be different from the guidelines we’ve provided below. Please consult your accountant or tax professional if you or your payroll service has any additional questions about setting this up. If you are using an outside payroll service, they can assist in setting this up for you. Both employee and company donation is tax deductible and should not be taxed.

Step 1. General Ledger Accounts

GL Accounts To Be Added – Employee contribution and company matching amount if your company is awesome enough to be doing so.

Employee
32000 - EESF deductions payable (other current liabilities)

Employer Matching
63300 - EESF employer matching contribution – (expense account)

Assign the proper account numbers as needed to these, the numbers above are simply for reference.

Step 2. Payroll Deduction Fields

Create two new payroll deduction fields. In most accounting systems where payroll is done in house, this is considered an employee benefit. One will be for the employee contribution and the other if your company would like to match it. Because space is limited on most payroll checks, abbreviate as required to ensure it will fit.

EESF_Emp_Don. – employee contribution (other current liabilities)
GL Account: 32000

EESF_Match_Don. Company - EESF employer contribution – (expense account)
GL Account: 63300

Make certain that these deductions are not taxed as both are tax deductible and should be taken pre-tax as the Elevator Escalator Safety Foundation is a nonprofit 501(c)(3) organization.

Step 3. Set Up EESF as Your Vendor

Set up the following vendor in your accounting system:
Step 4. Set Up Employee & Employer for Deduction

Set up employee account with deduction that employee wishes to have deducted from his check each week. If company matches, then set up that amount as well.

Step 5. Pull Weekly Donations from Earnings Report

Each week, print a current earnings report for the payroll cycle which will provide you a detailed deduction for both employee contribution and employer matching. Look to the last page of the report for these details.

EESF_Emp_Don. – Employee contribution (other current liabilities)
GL Account: 32000
EESF_Match_Don. Company - EESF employer contribution – (expense account)
GL Account: 63300

Keep each deduction separate from the other.

Step 6. Send Collected Funds To EESF

Enter invoice for total amount to be paid for the Elevator Escalator Safety Foundation. In the line item details enter two separate entries.

For example;

The total donation for payroll cycle, week 34, was $1,200.00. The total check amount would be $1,200 and there would be two line items as shown below.

$600.00 - EESF_Emp_Don. – employee contribution (other current liabilities)
GL Account: 32000
$600.00 - EESF_Match_Don. company - EESF employer contribution – (expense account)
GL account: 63300

Enter the date to be paid as what is typical with your payroll cycle, end of the month, 30 days, etc.

Mail To:
Step 7. You're Finished, Great Job!

Congratulations! The EESF appreciates your participation in helping us reach more children. With your donation, we can purchase more materials and send out more of them. Our goal of reaching 1 million second graders is closer to reality.

Thank you for helping the foundation spread the word on proper use of elevators, escalators and moving walkways.
How to create payroll item for EESF donation (Intuit)


To create the payroll item:

1. From the QuickBooks menu at the top, click Lists > Payroll Item List.
2. At the lower left of the Payroll Item List, click Payroll Item button > New.
3. Select Custom Setup and click Next.
4. Select Deduction and click Next.
5. Name the payroll item. For example: EESF Donation.
6. Enter the name of the Agency and the account number, and select the liability account.
7. To make the new payroll item a pretax deduction, click the drop-down arrow on the Tax Tracking Type window > select Premium Only/125 > click Next.
8. In the Taxes window, click Next twice.
9. Select Neither on the Calculate based on quantity window. Click Next.
10. Enter a default rate or limit, if they apply. Click Finish.
11. Add the new payroll item to the Employee Profile so that it appears on paychecks.

Once a month or quarter, please issue a check made payable and mail to:

Elevator Escalator Safety Foundation
356 Morgan Avenue
Mobile, AL 36606