



NYCGives

AGENCY LIAISON GUIDE

(Rev. 11/22/21)

NYC Gives Agency Liaison Guide

Contents

Overview	3
Key Items	3
Roles & Responsibilities	4
DCAS' Role & Responsibility	4
NYC Gives Agency Liaison Role & Responsibility	4
EarthShare's Role & Responsibility	4
Creating a Successful Campaign Plan at Your Agency.....	5
Endorsement and Involvement of Management.....	5
Kick-off and Promotion	5
Set Goals and Acknowledge Generosity	5
Follow-up during the Campaign	5
Questions.....	5

NYC Gives Agency Liaison Guide

Overview

The Department of Citywide Administrative Services (DCAS) is proud to sponsor the NYC Gives employee charitable campaign (*previously known as the Combined Municipal Campaign*). NYC Gives offers City employees an opportunity to contribute, through convenient payroll deductions, to a vetted group of charitable organizations that provide urgently needed services to local, state, national, and international communities.

This document is intended to be a toolkit that contains pertinent information and resources to help NYC Gives Agency Liaisons in making the NYC Gives campaign a success at their agency.

Key Items

Employees have the ability to enroll, modify, switch or cancel their NYC Gives deductions via NYCAPS [Employee Self-Service \(ESS\)](#). If an employee informs you that they do not have access to a computer:

- Inform the employee that they have the ability to access ESS from any public computer (i.e., co-worker's computer, agency kiosk, home, library, etc.) via www.nyc.gov/ess to enroll and/or manage their NYC Gives deductions; or
- Coordinate with your agency payroll department to modify, switch and/or cancel employee NYC Gives deductions via the Payroll Information (Pi) system. Please note that the preference is for employees to self-manage their NYC Gives deductions in ESS as this will minimize data entry errors or inadvertent changes from payroll personnel. However, if the need arises, a '[Managing Employee Contributions in Pi](#)' guide is posted on the [NYC Gives web site](#) to assist payroll departments in processing employee NYC Gives modifications and/or cancellations in Pi.
- If your employees are experiencing technical issues with Employee Self-Service (ESS), please instruct them to log a ticket with the NYCAPS Central Help Desk at EmployeeSupport@dcas.nyc.gov. If your payroll personnel are having issues entering a deduction on behalf of an employee, direct the payroll personnel to log a Remedy ticket with OPA.

NYC Gives Agency Liaison Guide

Roles & Responsibilities

The NYC Gives campaign is administered by the Department of Citywide Administrative Services (DCAS) and coordinated by EarthShare.

DCAS' Role & Responsibility

- Notifying agency liaisons when charities are no longer participating;
- Collaborating with the Office of Payroll Administration in ensuring that participation status of NYC Gives charities is maintained in the Payroll Information System (Pi) as needed;
- Maintaining the NYC Gives website; and
- Responding in a timely manner to all inquiries submitted to NYCGives@dcas.nyc.gov.

NYC Gives Agency Liaison Role & Responsibility

- Liaise with DCAS NYC Gives program administrators on all questions related to the program;
- Disseminate information from DCAS NYC Gives Program Administrators to agency employees;
- Coordinate with employees to assure they have reassigned their contributions in ESS upon request or when charities are no longer participating in the program;
- Coordinate with the agency payroll department to update employee contributions in the Payroll Information (Pi) system; and
- Promote the campaign at your agencies to include creating promotional materials, events, etc.

EarthShare's Role & Responsibility

EarthShare is the organization contracted by DCAS to coordinate the campaign with charities. EarthShare is responsible for:

- Vetting charitable organizations wishing to participate in NYC Gives based on the program rules codified in Chapter 12 of Title 55 (DCAS Provisions) of the Rules of the City of New York:
 - An organization, whose primary mission is the protection and enhancement of the natural environment or conservation of natural resources (organizations must identify themselves as an "environmental" or "conservation" organization in their formal literature, i.e. annual report, brochures, etc., and must spend more than 50% of their budget on environmental or conservation programs).
 - A charity is a human health and welfare organization providing services, benefits, or assistance to, or conducting activities affecting human health and welfare.
 - The Internal Revenue Service (IRS) recognizes the charitable organization as one which is tax-exempt under 26 U.S.C. 501(c) (3) and to which contributions are tax deductible pursuant to 26 U.S.C. 170.
 - Member charities annually complete an audit and must have been in existence for three years prior to applying to the Federation as evidenced by three years' of IRS Form 990s.
- Notifying charities as to whether or not they have been accepted into the program, and handling appeals;
- Distributing funds resulting from employee charitable deductions to participating charities;
- Sending employee requests for acknowledgement and payout reports to participating charities (and DCAS) on a quarterly basis;
- Conducting periodic review of existing charities to ensure they are still actively participating in the NYC Gives program;
- Participating in an annual audit of the campaign performed by a third party contracted by DCAS.

NYC Gives Agency Liaison Guide

Creating a Successful Campaign Plan at Your Agency

Endorsement and Involvement of Management

- Solicit buy-in/approval from your agency's executive level staff.
- Send an agency-wide email having senior staff endorse the campaign and encourage employees to participate. However, *always* stress that NYC Gives is a voluntary giving program.

Kick-off and Promotion

- Hold a NYC Gives "Kick Off" event at your agency to announce NYC Gives enrollment through ESS.
- Attend employee related events to promote the campaign.
- Create promotional campaign materials that you can display throughout your agency to advertise and market the campaign.
- Highlight the NYC Gives charitable campaign via agency emails, newsletters, and agency intranet page.
- Include an overview during your agency's new hire orientation.
- Add to your new hire, rehire, and transfer task list to ensure employees have the opportunity to participate.
- Stress the benefits of employee participation:
 - ability to choose where they want their gift directed;
 - convenience of payroll contributions;
 - low-cost of the campaign;
 - tax-deductibility;
 - ability to receive acknowledgement from the charity if requested; and
 - impact of their contribution to causes near and dear to them.

Set Goals and Acknowledge Generosity

- Consider setting an agency-wide giving goal to encourage friendly competition within divisions or units at the agency.
- Have a division or unit recognition ceremony to thank division/unit staff who have donated the most over the course of the year.

Follow-up during the Campaign

- Send out periodic reminders for employees to join the NYC Gives campaign especially around the holiday season when people are most likely to give.
- Make sure that employees know who you are and how to contact you with questions or concerns.
- Post campaign reminders on your agency intranet pages, break rooms, etc.

Questions

Please contact NYCGives@dcas.nyc.gov with any comments or questions you have regarding the campaign.