

# The Provincial Employees Community Services Fund

## 2023 Incentive and Event Guidelines



**Caring for  
BC Communities**

*Celebrating 58 years of BC Public Service generosity*

**\$50+ million  
raised!**

**PECSF Annual Campaign**

September 26 to November 10



**PECSF**

Provincial Employees  
Community Services Fund



# Incentive and Event Guidelines

These guidelines have been put together to ensure that all volunteers have what they need to be successful during the 2023 PECSF Campaign and Pledge Drive.

## Contents

<b>General Advice for A Successful Campaign</b> .....	2
<b>Types of Incentives and Events</b> .....	4
<b>Incentives</b> .....	4
Participation Incentives.....	4
Pledge-Based Incentive Draws.....	4
<b>Events</b> .....	6
Types of Events .....	6
<b>Advice for Advertising Events</b> .....	10
<b>Advertising Checklist</b> .....	11
<b>Virtual Awareness Event Ideas</b> .....	11
Virtual Lunch Party Tips: .....	12
Virtual Pet Show-and-Tell Tips:.....	12
Digital Cookbook Tips:.....	13
Virtual Class Tips: .....	13
Host a Trivia or Quiz Party Tips: .....	14
Friendly Competition Tips: .....	14
Pledge Incentive Draw Tips:.....	15
Auction Tips:.....	15
Talent Show Tips: .....	16
Charity Speaker Tips:.....	16
<b>Other PECSF Resources</b> .....	17

# General Advice for A Successful Campaign



## Be Respectful

Participating in PECSF is a **choice**! Choices, beliefs, and privacy should always be respected above all else. Be sure to check-in with your team and donors often to ensure that their specific concerns and needs are heard and considered. Finally, remember that hosts, participants and/or audiences are being brave and putting forth effort that goes into participating and running a class, sharing talent, etc.



## Get Creative

The more innovative the event or idea, the more people will want to get involved! Combine any of the suggestions in this guide, and/or use your own ideas! Keep in mind, the purpose of the program and some of the expectations and/or policies.



## Communicate

Ensure you are promoting your messaging and events widely. Don't forget about colleagues who live and work regionally! Be efficient and get in touch with your internal communications shop to spread the word! Use the [PECSF Guidelines for Inclusive Language](#) when promoting your events!



## Get Executive Involved

Check with your Lead Coordinator to find out who your PECSF Executive Sponsor is or help recruit one! If Executive are involved in promoting, attending, or financially supporting your event, there will likely be a greater turnout. Consider having them speak at a virtual event!



## Manage Your Own Expectations

Campaigns and events can be a lot of work. Make sure you really consider all the planning, preparation, and reporting that is involved. Don't forget – it should be fun for you too! Use your [PECSF Resources](#)!



## Connect and Get Help

Don't try and do everything yourself, recruit other volunteers to help you and reach out to [PECSF HQ](#).



## Share Your Success!

Track and celebrate your campaign numbers, including event attendees and events held, etc. Take photos! Share them with your team and with [PECSF HQ](#) to acknowledge your accomplishments and inspire others!

# Types of Incentives and Events

## Incentives

### Participation Incentives

The use of rewards/prizes as a participation incentive can add excitement and fun to your campaign. Setting challenges and prizes that appeal to those in your workplace can often encourage participation.

**Caution!** There is a **fine line between incentives and gaming**.

How do you know if your event is a gaming event?

Ask yourself the following three questions to help determine if your event may be considered a gaming/gambling event.

1. Is there an **element of chance**?
2. Is there a **cost to participate** (e.g., a pledge required)?
3. Is there a **prize of material value**?

If you can answer **yes to all** three questions, you have a [gaming event](#). Contact [PECSF@gov.bc.ca](mailto:PECSF@gov.bc.ca) to discuss this further!

### Pledge-Based Incentive Draws

Any team or group can increase participation by holding free, **fun prize draws**. While it's fun to get competitive with other groups, challenging them to see who can get the highest participation rates or the most money raised, remember that the purpose of promoting PECSF is to create awareness, and that the participation in PECSF, as always, is about personal choice and engagement.

#### What is a pledge and how does an incentive draw work?

A pledge to PECSF automatically enters the person into the draw. The pledge can be in any form available: online bi-weekly payroll deductions, online one-time payroll deduction, paper pledge form with donation **or** employees can “write-in” to be included in the draw **without** a PECSF pledge or donation.

If your ministry or organization is going to use prizes as an incentive, based on employee pledges, your designated PECSF Provincial Lead Coordinator **must** include, and follow-up on, the [write-in language](#) below to ensure the incentive draw is not considered a gaming event.

#### Mandatory Write-in Language

*To enter without a pledge: Please email your ministry/organization PECSF Lead Coordinator at [Name@gov.bc.ca](mailto:Name@gov.bc.ca). Subject: Your [Ministry/Organization] PECSF Draw Prize.*

*Your name is collected under sections 26(c) of FOIPPA by [Organization Name] for the purposes of administering your participation in the [Organization Name]'s incentive draws for the current campaign. For questions about the collection of your personal information, you can contact the [Organization Name]'s Lead Coordinator, [Lead Coordinator Name], at [Contact information – Email/Telephone Number].*

## Privacy Training Policy

Note: Only designated 2023 Provincial PECSF Lead Coordinators can receive individual donor names applicable to their entire ministry/organization for the purposes of pledge-based incentive draws. They must take **required training** and **sign a confidentiality agreement** in advance of the campaign to receive this information.

### Tax Implications

Prizes purchased using ministry/organization budgets are a taxable benefit and should be reported to the CRA by the winner/recipient. If you have any questions or concerns, please email [PECSF@gov.bc.ca](mailto:PECSF@gov.bc.ca) to learn more.

More ideas and considerations for running a pledge incentive draw can be found in our [awareness event ideas section](#)!

# Events

Events can be fun and engaging ways to promote PECSF.

## Types of Events

### 50-50 Gaming

The 2023 PECSF Gaming Licence will **only cover 1-day** 50/50 gaming draws.

In compliance with expectations of any [BC Gaming Licence holder](#), PECSF is required to identify one charity recipient for all one-day 50/50 event fund proceeds in advance of receiving a provincial BC Gaming Licence for PECSF Campaign 2023. PECSF has identified the Canadian Red Cross – for Services in BC as the only eligible charity recipient for 50/50 event(s).

Questions? Contact: [PECSF@gov.bc.ca](mailto:PECSF@gov.bc.ca)

As always, any CRA registered charitable organization is eligible to receive funds through online payroll deductions and fundraising events.

---

\*Only the following listed price points are permissible with the 2023 PECSF BC Gaming Licence

**1 ticket for \$2.00**

**3 tickets for \$5.00**

**7 tickets for \$10.00**

---

## PECSF Gaming Checklist for 1 Day 50/50 Draws

All advertising including email, web pages, posters, etc. must include the following details:

- ✓ Event name and your ministry/organization name
- ✓ Advertise Canadian Red Cross – for Services in BC will receive all proceeds via PECSF
- ✓ Price of tickets 1 for \$2, 3 for \$5, 7 for \$10
- ✓ Date, time, and location of draw
- ✓ Draw process details
- ✓ Contact person and email/phone number

**Note: Members of the organization responsible for the draw including event contact are not permitted to take part in the draw**

**Remember: Only 1% of our campaign totals each year is attributed to gaming! Let's continue to focus on easy, payroll pledges, in any amount.**

The **“Know Your Limit, Play Within it”** statement text box below must be copied/pasted in its entirety on the bottom of all advertisements.

Directions: Scroll curser to the top left side of the statement box below. Click/copy and paste to all communications including posters and emails.

## PECSF and BC Gaming Requirements

- You are required to track and report out on all sets of tickets sold at each licenced price point.
- You are required to report all ticket sales following your event, bank deposit and PECSF eForm paperwork.
- You must retain the winning ticket to attach to your required post-event reporting.
- If you are using all 3 price point options, you must use different coloured tickets.
- Bearer 2-part 50/50 tickets are available to order in 3 different colour options via [PECSF Campaign 2023 Supply Order Form](#).
- One Day 50/50 draws must be held on the same day as tickets are sold.
- When selling tickets, the sellers are not able to purchase tickets and must adhere to the 3 price point options.
- If no winner comes forward, keep drawing until a winner comes forward.

**\*Failure to not comply with all gaming regulations and mandatory reporting can result in the Provincial Employees Community Services Fund losing its annual provincial gaming licence.**

## 2023 PECSF 50/50 Charity Proceeds Recipients by PECSF Region

If you are holding a one-day 50/50; you must use the Canadian Red Cross for Services in BC as the charity to receive the proceeds.

## Auction Rules and Guidelines

Should you wish to hold an auction, please note the following:

- ✓ Charitable donation receipts are not given to donors for funds given at these events.
- ✓ Auctions must post the fair-market value of the item in advance, and the value cannot exceed 80% of the winning bid.
- ✓ Funds raised need to be deposited at either Coast Capital Savings or Service BC Locations into our PECSF account (see form on next page).
- ✓ Once you've deposited the funds into the PECSF account, please connect with the PECSF team at [PECSF@gov.bc.ca](mailto:PECSF@gov.bc.ca) on next steps for reporting and directing the funds! Check out the [eForm tutorial](#).




## PECSF Banking and eForm Reporting


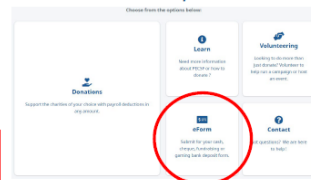
To ensure your event proceeds are credited to your applicable ministry/organization, all funds must be deposited into the appropriate PECSF Account and paperwork scanned to the PECSF eForm located in Employee Self Service. Instruction details are listed on the back of the [2023 PECSF Bank Deposit Attachment Form](#). Please contact PECSF if you are without access to Employee Self Service, and we will make alternative arrangements on your behalf.

If you have held a one-day 50/50 gaming event, you must report on your ticket sales sold at each licenced price point, attach the winning ticket, and provide your signature(s). Your deposit amount must match the 50/50 winnings paid out for the event. No additional monies can be deposited.

All individual 50/50 events must be reported, and monies deposited separately as per compliance with BC Gaming, Policy, and Enforcement.

2023 PECSF EVENT BANK DEPOSIT ATTACHMENT															
<b>ACCOUNT DEPOSIT INFORMATION</b>															
ONE FORM PER EVENT IS REQUIRED FOR EACH BANK OR SERVICE BC DEPOSIT															
<table border="1"> <tr> <td rowspan="3">Coast Capital Savings</td> <td>GAMING</td> <td>14162974</td> </tr> <tr> <td>FUNDRAISER</td> <td>2336040</td> </tr> <tr> <td>DONATION / PLEDGE</td> <td>2336040</td> </tr> <tr> <td rowspan="3">Service BC</td> <td>GAMING</td> <td>0882</td> </tr> <tr> <td>FUNDRAISER</td> <td>0880</td> </tr> <tr> <td>DONATION / PLEDGE</td> <td>0881</td> </tr> </table>	Coast Capital Savings	GAMING	14162974	FUNDRAISER	2336040	DONATION / PLEDGE	2336040	Service BC	GAMING	0882	FUNDRAISER	0880	DONATION / PLEDGE	0881	NAME:  MINISTRY / ORGANIZATION:
Coast Capital Savings		GAMING	14162974												
		FUNDRAISER	2336040												
	DONATION / PLEDGE	2336040													
Service BC	GAMING	0882													
	FUNDRAISER	0880													
	DONATION / PLEDGE	0881													
2023 GAMING LICENCE NUMBER: 143861 *ONLY 1-DAY 50/50 DRAWS ARE ELIGIBLE GAMING EVENTS 2023 BC GAMING LICENCE TICKET PRICES NOTE: ONLY THE FOLLOWING LISTED PRICE POINTS ARE PERMISSIBLE _____ sets of tickets sold @ 1 ticket for \$2 \$ _____ _____ sets of tickets sold @ 3 tickets for \$5 \$ _____ _____ sets of tickets sold @ 7 tickets for \$10 \$ _____ TOTAL 50/50 SALES = \$ _____ 50/50 WINNINGS PAID OUT = \$ _____ *MUST EQUAL HALF THE 50/50 SALES & MUST MATCH YOUR BANK DEPOSIT RECEIPT		<b>ADHERE Coast Capital Bank Deposit Receipt or ServiceBC Deposit Receipt HERE</b>													
X VERIFIED BY _____ X WITNESSED BY _____ ADHERE WINNING 50/50 TICKET HERE  PECSF Provincial Employees Community Services Fund															
Completed Form MUST be attached to PECSF eForm Available through Employee Self Service															

2023 PECSF EVENT BANK DEPOSIT ATTACHMENT	
<b>PRE-BANKING DEPOSIT INSTRUCTIONS</b> <ul style="list-style-type: none"> <li>ONE Form is required for EACH event or pledge deposit</li> <li>Circle appropriate PECSF ACCOUNT NUMBER (Gaming / Fundraiser / Donation)</li> <li>Bring completed Form(s) to the nearest Coast Capital or ServiceBC location</li> <li>Deposit money into the appropriate PECSF account(s)</li> <li>Adhere Bank Deposit Receipt(s) to each form(s)</li> </ul>	
<b>AFTER DEPOSIT</b> <ul style="list-style-type: none"> <li>Adhere WINNING 50/50 TICKET to the form</li> <li>Complete &amp; verify 50/50 ticket sales reporting</li> <li>Scan front page of this document &amp; save it as a PECSF document to your personal PECSF folder or desktop</li> </ul>	
<b>EMPLOYEE SELF SERVICE</b> Self Service – Payroll and Compensation – PECSF Event Bank Deposit Form	
Donate to the Community Fund 	
Enter the PECSF "Donate to the Community Fund". Then select the "eForm" tile.	
<input type="checkbox"/> Fill in required fields...EASY AS 1-2-3... <input type="checkbox"/> Upload & attach scanned copy of the Bank Deposit Attachment form <input type="checkbox"/> Click Submit <input type="checkbox"/> Take a screen shot for your own records	
<b>CONGRATULATIONS!</b> You're done! Additional training materials can be found in the "Become a Volunteer – Volunteer Resources" section of the website located here: <a href="http://www.gov.bc.ca/pecsf">www.gov.bc.ca/pecsf</a>	
*Questions or if you do not have access to Employee Self Service Please email: <a href="mailto:PECSF@GOV.BC.CA">PECSF@GOV.BC.CA</a>	
Completed Form MUST be attached to PECSF eForm Available through Employee Self Service	

## PECSF Logos to Copy/Paste





## Event Responsibilities

Event coordinators are often responsible for all aspects of planning, including budget and resources, implementation, and post-event reconciliation and in some cases, financial reporting. Awareness building, one day 50/50 gaming and fundraising events are often included in an organization's campaign action plan, as determined by the Lead Coordinator in consultation with your PECSF workplace committee/executive sponsor.

- ✓ **Lead the planning, coordinating and management of PECSF awareness events**
- ✓ **Organize and coordinate one-day 50/50 gaming events in compliance with all applicable gaming rules**
- ✓ **Recruit additional volunteers to help with event**
- ✓ **Work closely with team on event day to ensure the event's success**
- ✓ **Ensure multiple communications, posters, emails, and print posters are available and distributed to promote the event**
- ✓ **Work with external stakeholders to solicit draw prizes, food items**
- ✓ **Serve as liaison with charity stakeholders**
- ✓ **Assist with preparing budget**
- ✓ **Deposit and complete all PECSF banking reports prior to **Nov. 25/23****
- ✓ **Collect funds during events**

### Important to note:

- The public cannot be solicited for PECSF donations nor are they eligible to receive a charitable donation receipt through PECSF
- Employees should be discouraged from giving general donations at in-person events and encouraged instead to pledge online (no minimum payroll deduction amount!)
- Funds collected during events should be reported through the [PECSF eForm](#)

- If **PECSF charities** are invited to your events, remember, they should never solicit direct donations from BC Public Servants
- Brief your charity representatives in advance so that they understand the benefits of encouraging BC Public Service employees to support them through payroll deductions through PECSF
- All funds raised through PECSF are disbursed twice annually: August (payroll deductions from Jan-June + fundraiser and gaming proceeds) and March (payroll deductions from July – Dec)

## Public Facing Events

These are events that have the potential to be visible to the public. Examples of public facing events have included: hockey games, BBQs or events held at outdoor public locations/venues adjacent to the workplace, campaign kick-off events, biking, walking, or running challenges/fundraisers, etc.

If you are considering holding a public facing event, there are a few things you need to keep in mind:

- Most importantly, PECSF was established as a Charitable **Employee Trust** to facilitate BC Public Service employees (*within their respective workplaces*) to support local charitable organizations through payroll deductions.
- PECSF is the **only** organization authorized to conduct a canvass of BC provincial government employees in the workplace.

## Fundraising

Fundraising events, while fun and engaging, are being encouraged for Campaign 2023. If you are planning on running a fundraiser, please consider the logistical implications carefully, including the feelings, concerns, and inclusion of your colleagues. Also, be sure to familiarize yourself with the Post-Event Reporting guidelines on our [website](#). If you are feeling uncertain and would like some further insight, contact the [PECSF HQ](#) team.

## Awareness Events

As mentioned, awareness events can be the most fun, engaging, and easy events to host. They don't require that you collect cash and complete paperwork, too! There is more advice on advertising and hosting awareness events below, as well as some fun, virtual ideas to try!

## Advice for Advertising Events

The following guidance has been established to assist you to maintain the integrity of this remarkable program:

- PECSF was established as a Canada Revenue Agency Registered **Employee Trust** to ensure each employee can support any CRA registered organization of their choosing. As such, remember:
  - Members of the public **should not** be solicited for PECSF donations, nor are they eligible to receive a charitable donation receipt through PECSF.
  - Businesses will not receive a charitable donation receipt for funds or items donated.

# Advertising Checklist

- The responsible organization must prominently present their **ministry or organization's logo or name on all advertisements** in support of proposed PECSF events.
- The **PECSF Logo** must be included in any advertisements **secondary to the ministry/organization's logo** (The PECSF logo can be found on our [website](#)).
- Advertisements must detail where all monies\* raised in support of the Provincial Employees Community Services Fund (PECSF) will be directed.
- All public facing event communications must be reviewed and approved by PECSF HQ prior to any publication or distribution.**
- If applicable, include [write-in language](#) for pledge incentive draws.

It is the participating ministry/organization's responsibility to ensure that all guidelines are strictly followed.

Please contact [PECSF@gov.bc.ca](mailto:PECSF@gov.bc.ca) well in advance of your proposed event, or if you have any further questions!

<p>*All funds raised through PECSF are disbursed twice annually: August (payroll deductions from January to June and fundraiser proceeds) and March (payroll deductions from July to December).</p>
---

## PECSF Virtual Awareness Event Ideas

The heart of PECSF is in supporting BC Public Service employees to contribute to charitable organizations and the important work that they do across the province. Hosting PECSF Awareness events can inspire employees to help strengthen their communities, champion causes that are meaningful to them, and pledge to donate through payroll deductions.

PECSF is encouraging volunteers to use these events to easily promote workplace engagement, while ensuring you create an inclusive campaign! The ideas and tips below were produced to help you think through the logistics to plan and hold successful virtual events.

We've included some tips (or considerations), as well as some "Next Level Options". The tips are meant to be some good reminders when planning. The "Next Level Options" are meant to help you build upon some of the basic ideas. While we encourage you to try new things, remember to have reasonable expectations and not to try to do too much. PECSF is meant to be fun, easy and respect personal choice!

## Virtual Awareness Ideas



### Virtual Lunch Party Tips:

Download the [Virtual Campaign Toolkit](#) to help you host a lunch-time presentation about PECSF. Remember to be inclusive! Virtual options may allow more people from your team to join, wherever they are located. Try to balance the information presented, or format, to appeal to new and long-time employees.

### Virtual Lunch Party Next-Level Option:

Use this event to highlight giving through PECSF, as well as charities that deal with food and/or food security, or something that relates to your business area.

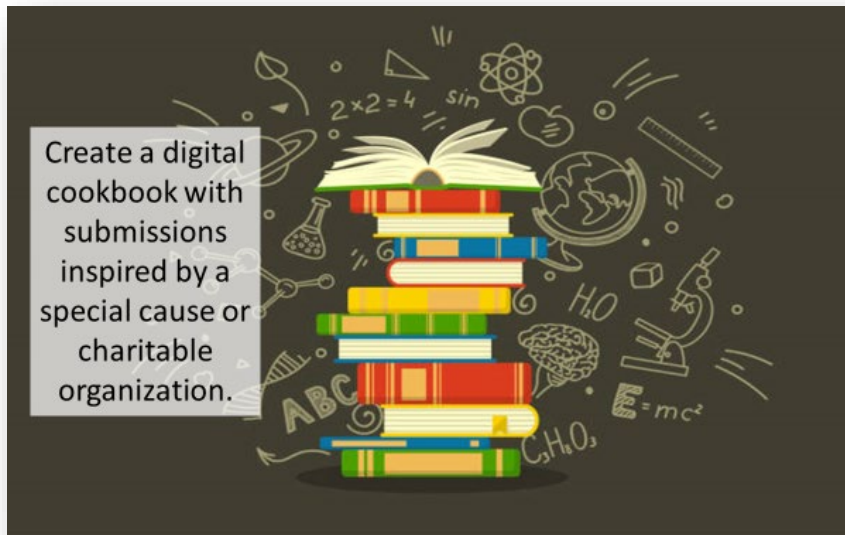


### Virtual Pet Show-and-Tell Tips:

Spend a few minutes to raise awareness about PECSF, and supported charities that protect and assist animals.

### Virtual Pet Show-and-Tell Next-Level Option:

Invite a charity to attend virtually to share about the work they do for animals in your community! Learn more about the [considerations for inviting a charity speaker](#) to an event!



### Digital Cookbook Tips:

Create a shared digital resource that touches on things that interest you and your colleagues. It can be poems, movie reviews etc. Encourage submissions that appeal to a diverse audience (e.g., foods that cater to dietary needs, movies that cross genres, poems formatted for accessibility) and include messaging about PECSF and/or a specific cause or organization.

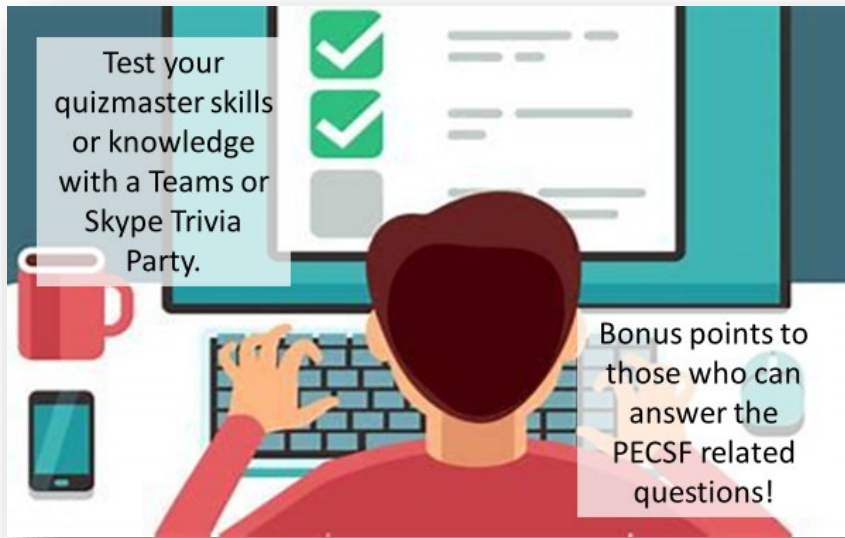


### Virtual Class Tips:

Feel free to adapt this to diverse interests. Examples: Run an executive-led cooking class, a poetry or story writing class, or a TED style speaking event, a DIY bike tune-up, etc. The goal is to have fun and raise awareness! Just remember your [Standards of Conduct!](#)

### Virtual Class Next-Level Option:

Create a series of classes for diverse audience interests or skills in mind!



### Host a Trivia or Quiz Party Tips:

Check out new PECSF [resources](#) and activities, including a [Virtual Campaign Toolkit](#), to inspire you and your team with PECSF related content!



### Friendly Competition Tips:

Review the [PECSF guidance on gaming](#) to ensure that you are having fun in a way that upholds the integrity of the PECSF program! If you're unsure, contact [PECSF@gov.bc.ca](mailto:PECSF@gov.bc.ca).



### Pledge Incentive Draws

These are a great way to encourage all employees to pledge early and increase participation! Participants who pledge by a given date, are entered in a prize draw for advertised items.

### Pledge Incentive Draw Tips:

Focus on donations from within your organization and encouraging colleagues to make items or provide services that respect the current public health advice! **Consider:** [Tax implications](#) for prizes purchased by ministries/organizations.



### Auction Tips:

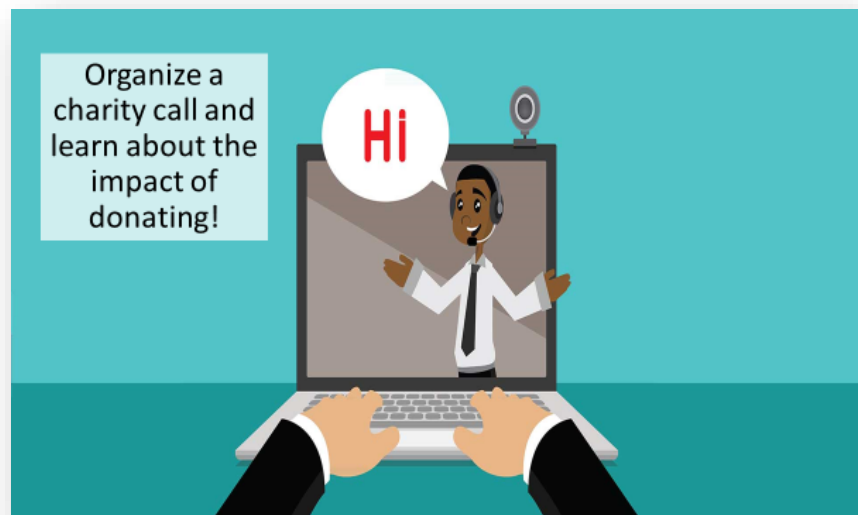
Remember: Some of the benefits of PECSF include that it is easy and doesn't have any administrative costs, so considering using auction platforms or tools that cost money are not the best option, as their use wouldn't align with the [principles of the program!](#)





### Talent Show Tips:

Feel free to share photos from this, and other events, with the [PECSF team](#) to celebrate all of the fun and innovative activities you organize to promote the 2023 Virtual Campaign!



### Charity Speaker Tips:

It's a good idea to do some research on the proposed charity in advance. You should only invite organizations that are registered with the CRA and eligible to receive funds from PECSF to an event. Check the [list of Fund Supported Pool charity contacts](#) currently supported through PECSF for ideas!

If charities are invited to your virtual events, remember, they should **never solicit direct donations** from BC Public Servants. Brief your charity representatives in advance so that they understand the benefits of encouraging BC Public Service employees to support them through PECSF payroll deductions.

## Other PECSF Resources

[PECSF101 Video](#): 20-min YouTube video required for all 2023 PECSF volunteers! Learn about the benefits of PECSF and how to share them virtually with employees in your workplaces.

[PECSF Volunteer Resources](#): calendar supply order forms, online calendar, PECSF selfie templates, Virtual Campaign Toolkit, Event Description Poster, etc.

[PECSF Volunteer SharePoint](#): online Corporate Calendar Prize Draw entry, PECSF Event Calendar for training and virtual launch details, confidential volunteer surveys, campaign statistics and more!

[Generosity in Action SharePoint](#) blog space: stories, articles, contests, and info about PECSF Virtual Campaign 2023.

If you have any further questions, please email the PECSF HQ team at [PECSF@gov.bc.ca](mailto:PECSF@gov.bc.ca).