



**2015
CAMPAIGNER
GUIDE**

**Coastal Bend Area
Combined Federal Campaign**

CONGRATULATIONS!

Welcome to the Combined Federal Campaign!

You are key to the success of this year's campaign. As a campaign volunteer it is your responsibility to tell those you solicit the reason they are being asked to give. Their gift will assure that services supported by the CFC are available to all, now and in the future. The CFC recognizes that giving is a personal choice. We want your employees to feel good about giving to the Combined Federal Campaign.

With the help and guidance of your CFC representative, your role is to coordinate a successful campaign for your federal agency and raise the critical dollars that will make a difference. Some of your duties in this important role include:

- Analyzing past campaign history and setting goals for your campaign
- Planning campaign events (kickoffs, employee meetings and thank you events)
- Working with team members to help solicit and communicate with employees
- Communicating with your CFC representative to make sure you have all the necessary resources
- Have fun!

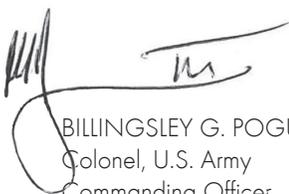
This guide will provide you with basic knowledge on planning, organizing and implementing a successful campaign. Think positively, be enthusiastic and take advantage of this guide and the other resources available to you.

Thank you for your time and talent. We could not do this without you!

2015 CO-CHAIRS, LOCAL FEDERAL COORDINATING COMMITTEE COASTAL BEND AREA COMBINED FEDERAL CAMPAIGN



S.E. BANTA
Captain, U.S. Navy
Commanding Officer
Naval Air Station Corpus Christi



BILLINGSLEY G. POGUE, III
Colonel, U.S. Army
Commanding Officer
Corpus Christi Army Depot

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QUICK FACTS

The 2014 Combined Federal Campaign received tremendous support from federal employees in the Coastal Bend Area. Local federal employees reached deep into their pockets and donated more than **\$837,742** to the Coastal Bend Area CFC.

2014 COASTAL BEND AREA CFC CAMPAIGN RESULTS

Total Dollars Raised	\$837,742
Number of Employees	9,460
Number of Donors	2,682
Per Capita Gift	\$88.55
Average Gift	\$312.35
Participation	28%
CFC of the Coastal Bend Area administrative cost	12%

2015 CAMPAIGN DATES

October 5 – November 20, 2015

COASTAL BEND AREA CFC WEBSITE

www.coastalbendareafc.org.

Please contact the CFC office at 361-765-8964 if you have any questions.



7 STEPS TO SUCCESS

STEP #1 ... ESTABLISH CFC SUPPORT FROM THE TOP

Your agency director's involvement is key to the campaign and can make the difference in how truly successful your campaign is. Having support from the top will lay the foundation for a successful campaign, no matter the size, structure or culture of a federal agency.



- With the support of your agency director, analyze past campaign history and set goals for your campaign.
- Conduct a leadership campaign with the members of management before the regular campaign.
- Management should be visible and speak in support of the CFC at all campaign events.
- Ask management to promote the CFC at all regularly scheduled staff meetings.

STEP #2 ... SET GOALS AND TRACK RESULTS

Everyone needs something to strive for and your CFC campaign is no exception. Establishing a realistic but aggressive goal creates excitement among your employees. Analyzing past campaigns will help you plan this year's campaign.



- Meet with your CFC representative to review previous campaign history.
- Meet with previous employee coordinator and campaign team to discuss what worked and what did not work.
- Utilize the checklist in this guide to set a campaign timetable.
- Set an obtainable campaign goal.
- Publicize and track campaign results throughout the campaign.
- Report your results to the CFC.

When setting your campaign goals look at these facts:

- Long-Term Giving History
- Agency Structure
- Economic Factors
- Leadership Givers



When tracking your results throughout the campaign consider:

- Number and amounts of pledges by payroll deduction.
- Number and amounts of pledges by cash and by checks. Track separately.
- Number giving and amount given at the leadership level.

7 STEPS TO SUCCESS

STEP #3 ... RECRUIT YOUR CFC TEAM

A strong campaign team with innovative thinkers and motivated volunteers will help ensure the success of your CFC campaign.

Campaigners provide face-to-face interaction – giving them the opportunity to make the personal ask and to answer any questions employees may have. They make the task of reaching every employee more convenient by breaking the organization into manageable segments.



- Select employees who are high-energy, are respected within your agency, and possess good communication skills.
- Recruit employees from each department or division.
- Design your team to share responsibilities of the campaign.
- Involve labor representatives on your team.
- Meet with your campaign team to discuss the campaign.
- Get campaign volunteers excited about the campaign.
- Formulate your campaign plan.

Steps critical to training your campaign team:

- Allow a CFC representative to conduct the training.
- Educate the campaign team on the impact their role has on the success of the campaign, the CFC and the resources available to them.
- Ask campaign volunteers to make their pledges at the training.
- Say "thank you" to each volunteer for their pledge and their time.

7 STEPS TO SUCCESS

Step #4 ... CONDUCT A LEADERSHIP GIVING CAMPAIGN

A Leadership Giving Campaign is the most effective way to increase your employee campaign results and provide community recognition for your agency and its employees. Leadership Giving provides the motivating factor and is the cornerstone for the CFC's ability to make a difference in our community. Membership in the CFC's **Leadership Giving Program begins with an annual commitment of \$1,008 for military or \$1,040 for civilians.**

There are several benefits to conducting a Leadership Giving Campaign in your agency:

- Extends your agency's CFC participation.
- Leadership Giving is the easiest way to meet your CFC goal.
- Makes the largest impact on services in our community!



- Recruit a Leadership Giving Campaign Volunteer. The volunteer should be a leadership donor.
- Have a separate Leadership Giving meeting inviting all agency leadership, past and potential leadership donors.
- One-to-one peer contact.
- Report Leadership Giving results at the employee kickoff.
- Say thank you to all your leadership donors.

WHAT CAN YOUR LEADERSHIP GIFT DO?

Some of the most rewarding opportunities to give could be the ones you give away:

\$3 Café Mocha each work day

24 young people with physical or mental disabilities can participate in special needs scouting.

\$4 fast food value meal each work day

37 school-aged children and teens get education, prevention and intervention on alcohol and drug abuse.

\$25 manicure twice a month

12 bone marrow registry donors will be available to aide those suffering from childhood and adult cancer.

\$80 dinner and a movie for two each month

238 meals delivered to homebound, low-income seniors.

7 STEPS TO SUCCESS

Step #5 ... EDUCATE, ENGAGE AND INVOLVE YOUR EMPLOYEES

We want your employees and our donors to feel good about giving to the CFC. Get your employees involved and educate them about the difference they are making by contributing to the CFC. Consider your agency's culture and demographics when planning your campaign message. You know best what your employees will respond to!



- Kickoff your campaign incorporating a fun theme, food and door prizes.
- Publicize your kickoff.
- Distribute campaign materials at the kickoff.
- Show the CFC video.
- Ask a co-worker who has benefited from the CFC to share their story.
- Invite agency speakers to illustrate the importance of giving to the CFC.
- Jumpstart the campaign by announcing Leadership Giving results.
- Provide incentives for turning in pledge forms before employees leave the kickoff.

Communicate! Communicate! Communicate! Keeping your employees excited about the campaign increases awareness of the CFC, increases donations and increases participation. People give if they are well-informed.



Additional methods of publicizing your campaign:

- Include campaign information in your agency newsletter.
- Utilize your agencies' intranet or e-mail to promote upcoming events and highlight important deadlines.
- Customize a PowerPoint presentation to be sent out to employees.

Step #6 ... ASK EVERYONE TO GIVE

The main reason people do not give to the CFC is because they are never asked. Don't let this happen in your organization! It is important to provide employees with adequate information about the CFC, enabling them to make an informed decision about giving.

Make sure employees know the importance of their gifts and their giving options. Publicize examples of what services donor's dollars can provide (see sample below).

Your CFC dollars at work ... a weekly gift of:

- \$2 allows one volunteer communications team to provide a local community emergency and disaster relief communications.
- \$5 provides 12 school children with a warm coat.
- \$10 purchases undeveloped land to provide public open space for recreation.
- \$20 provides 238 meals delivered to homebound, low-income seniors.

7 STEPS TO SUCCESS

The CFC is a designation campaign. There are more than 2,600 local, national and international charities listed in the CFC Charity Guide. Encourage your employees to give to the charities of their choice. Illustrate the affordability of contributions to the CFC (see below).

Based on 24 pay periods:

A gift of \$240 is only \$10 per pay period.

A gift of \$600 is only \$25 per pay period.

A gift of \$1,008 is only \$42 per pay period.



- Ask management to set the example by pledging to the CFC.
- Utilize campaign volunteers to distribute campaign materials, collect pledge forms and answer questions.
- Don't forget to ask off-site and remote employees to give.
- Discuss the Leadership Giving Program with donors.
- Encourage past donors to increase their gift.
- Help donors fill out their pledge form.
- **Remember ... the personal ask is the key.**

Encourage payroll deduction – This is the easiest way to donate to the CFC and is the preferred method as well:

- It's simple...just fill out your pledge form and you can give to your favorite charity all year long.
- It's easy on the pocketbook...a smaller donation taken out of your paycheck each pay period is a painless way to give.
- It's more effective...payroll deduction allows you to give larger donations easily.
- You don't miss what you don't see!

One-time gift (check or cash)

Employees can still designate which charities they wish to donate to with a one-time gift.

Step #7 ... SAY THANK YOU

At the end of your campaign, celebrate your campaign's success by thanking your donors, agency leadership, and your volunteers for their support! Remember, every gift, no matter the size, or amount of time given is making a difference in the lives of many. Everyone deserves to be thanked!



- **REPORT YOUR CAMPAIGN RESULTS!!!!**
- Host the celebration as soon as possible after your campaign ends.
- Ask management to publicly thank all the donors and the campaign team.
- Create certificates for your volunteers and those departments that did especially well.
- Create a banner to be posted in your agency's lobby or at the entrance gate of your agency thanking employees for their contributions. Include total dollars donated to the CFC.
- Utilize the CFC Donor Recognition Program.

REPORTING YOUR CAMPAIGN RESULTS

It is very important to provide accurate reports to the CFC as soon as possible. It is important that contributions are processed quickly allowing for accurate reporting of results to OPM and our auditors, and we want to see how the overall campaign is progressing.



When reporting your campaign results there are a couple of factors to consider:

- Set internal deadlines for your volunteers and your employees.
- Turn in your report envelope, donor recognition report to the CFC office immediately. A CFC representative will pick up the report envelope from you and can help you complete the reports.

ELEMENTS OF CAMPAIGN REPORTING

CFC PLEDGE FORM

 COASTAL BEND AREA COMBINED FEDERAL CAMPAIGN P.O. BOX 270846 CORPUS CHRISTI, TX 78427		City/State Code: 48 1550 CFC Campaign No. 0838	ATTENTION PAYROLL OFFICES: Only use this number to identify the local campaign.		
PRINT NAME (LAST) Doe FIRST Jane MIDDLE INITIAL E.	<input checked="" type="checkbox"/> CIVILIAN <input type="checkbox"/> MILITARY	FEDERAL AGENCY AND OFFICE ABC Federal, Unit #123	UNIT / DIVISION AND PAYROLL OFFICE your CFC account #		
WORK ADDRESS & ZIP CODE 321 Federal Bldg, Room 654, Corpus Christi TX 78427		WORK PHONE 405-555-0001	SOCIAL SECURITY NO. / EMPLOYEE ID 1 2 3 - 4 5 6 7 8 9		
CONTRIBUTION: Fill in the blank showing the amount of your payroll allotment, cash or check contribution. Write in the total of your annual contribution in the space provided.					
ALLOTMENT SOURCE	AMOUNT	INTERVAL	TOTAL GIFT	Charity Code 1 1 1 1 1 → \$ \$1,300 2 2 2 2 2 → \$ \$1,300 → \$ → \$ → \$	PAYROLL OFFICE
MILITARY PAYROLL Branch of Service?	\$	X 12 months	\$		
CIVILIAN PAYROLL	\$ 100	X 26 pay periods	\$ 2,600.00		
Check / Cash Amt: \$ _____ Check Number: _____ (make check payable to the Combined Federal Campaign) Date of Contribution: _____					
<small>CFC Organizations do not provide goods or services in whole or partial consideration for any contributions made to the organizations via this pledge card.</small>					
INFORMATION RELEASE (OPTIONAL) Any information you enter below will be released, along with your name, to the charity(ies) to which you made a pledge. Do not enter your work address or email. Home Address 123 Anywhere St. Corpus Christi, TX 78427 Personal E-mail Address janedoe@myemailaddress.com		DESIGNATED GIFT: To designate to one or more charities or federated groups, fill in the charity code(s) and dollar amounts above. Undesignated gifts are distributed among all organizations in proportion to their pledges.			
<input checked="" type="checkbox"/> In addition to my contact information, I authorize the CFC to release the amount of my pledge to the charity(ies) I designated above.		PAYROLL DEDUCTION AUTHORIZATION I hereby authorize any agency of the United States Government by which I may be employed during 2016 to deduct the amount(s) shown above from my pay each pay period during the calendar year 2016 starting with the first pay period that begins in January and ending with the last pay period that begins in December, and to pay the amounts so deducted to the Combined Federal Campaign shown above. I understand that this authorization may be revoked by me in writing at any time before it expires.			
		SIGNATURE <u>Jane E. Doe</u>	DATE <u>10-15-15</u>		

INSTRUCTIONS FOR FILLING OUT THE CFC PLEDGE FORM:

STEP #1: Contributor Information

Complete all portions including: donor name, federal agency/organization name, unit/division or payroll office (optional) ... (please check with your Personnel department for this information or it can be found on your pay stub), work address, phone and social security number (for payroll deduction contributions only). Sign and date the payroll authorization agreement to allow for payroll deduction only.

STEP #2: Contribution Information

For **civilian** payroll deduction, please indicate the gift amount per pay period and total contribution. For **military** payroll deduction please indicate gift amount per month and total contribution. For cash or check, please indicate total gift amount on the "check/cash amount" line. **All checks must be made out to the CFC.**

REPORTING YOUR CAMPAIGN RESULTS

STEP #3: Charitable Agency Designations

Use the **five-digit CFC code found in the 2015 CFC Charity Guide** and the annual dollar amount of the designations for each. Total annual dollar amount cannot exceed your total gift amount.

STEP #4: Donor Acknowledgment Information

Signify whether or not you would like to receive acknowledgement of your contribution from the charities of your choice. The CFC **will not** release the names, e-mail address or mailing address information of donors who **do not** wish to be acknowledged.

STEP #5: Donor Recognition

Please indicate whether or not you wish to receive a gift based on your level of contribution. *(You may request that one of the gifts offered from a lesser giving level — but not a greater giving level — be substituted, if you prefer.)*



- The **white copy** of the pledge form is to be sent to your payroll department for processing.
- The **yellow copy** of the pledge form, no matter if the donor gave through payroll deduction or a one time gift, goes inside the report envelope to be sent to the CFC office.
- The **pink copy** of the pledge form is the donor's tax receipt.

2015 CFC DONOR RECOGNITION

Please utilize the **Donor Recognition Form** found in this guide for ordering your Donor Recognition gifts. At the request of your fellow federal employees, donors are given the option of not receiving a recognition gift. If this is the donor's wish, please have them indicate this choice on the employee coordinator donor recognition report. Please distribute the Donor Recognition gifts in a timely manner. A happy donor is a repeat donor!!

The Coastal Bend Area is supporting our nation by using only American-made products!

MILITARY		SAMPLE INCENTIVES	CIVILIAN	
per month	total gift		per pay period	total gift
\$84	\$1,008	smoked ebony twist pen with CFC logo	\$40	\$1,040
\$50	\$600	16 oz. double-wall tumbler with flip-top lid	\$25	\$650
\$20	\$240	16 oz. low-rider desk mug	\$10	\$260

REPORTING YOUR CAMPAIGN RESULTS

CFC REPORT ENVELOPE

It is important that the report envelope is filled out completely and accurately:

INSTRUCTIONS FOR FILLING OUT THE REPORT ENVELOPE(S):

ENVELOPE TYPE #1 = PAYROLL DEDUCTION ENVELOPE:

1. Fill out envelope completely. **Do not include cash/check pledges.**
2. Federal Agency Info Box
 - Agency Name/Location (i.e. NASCC - Public Works, NEX, QOL, etc.)
 - Complete Address
 - County, State, Zip Code
 - Name of Keyworker (if applicable)
 - Phone Number of Keyworker
 - Email of Keyworker
 - Name of Coordinator/Loaned Executive
 - Email of Coordinator/Loaned Executive
3. Audit Box Completed with CC (LE) and CFC Staff
 - Total Number of Pledge Forms
 - Total \$ Amount of Pledges
 - Signature and Date of CC(LE) and CFC Staff
4. Seal and Initial Envelope (LE) and CFC Staff
5. Make a Photocopy of Envelope
6. Audit Box Fiscal Manager (**Do Not Complete this Portion**)

ENVELOPE TYPE #2 = CASH/CHECKS REPORT ENVELOPE:

1. Fill out envelope completely. **Do not include any payroll pledges.**
2. Federal Agency Info Box
 - Agency Name/Location (i.e. NASCC - Public Works, NEX, QOL, etc.)
 - Complete Address
 - County, State, Zip Code
 - Name of Keyworker (if applicable)
 - Phone Number of Keyworker
 - Email of Keyworker
 - Name of Coordinator/Loaned Executive
 - Email of Coordinator/Loaned Executive
3. Do Not Separate Cash/Checks from Pledge cards
4. Audit Box Completed with CC (LE) and CFC Staff
 - Total Number of Check Pledge Forms
 - Total \$ Amount of Pledges
 - Total Number of Cash Pledge Forms
 - Total \$ Amount of Pledges
 - Total Number of Pledge Forms
 - Total \$ Amount of Pledges
 - Signature and Date of CC (LE) and CFC Staff
5. Seal and Initial Envelope (LE) and CFC Staff
6. Make a Photocopy of Envelope
7. Audit Box Fiscal Manager (**Do Not Complete this Portion**)

ENVELOPE TYPE #3 = FUNDRAISER/SPECIAL EVENT REPORT ENVELOPE:

Follow Instructions for Cash/Check Report Envelope and include the name of the Fundraiser/Event Name and Date.

REPORTING YOUR CAMPAIGN RESULTS

Payroll Deduction Envelope



Please fill out envelope completely. DO NOT include cash/check pledges in this envelope.

Federal Organization/Agency: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Department Keyworker Name: _____
 Phone: _____ Email: _____
 Department Coordinator Name: _____
 Phone: _____ Email: _____

For Coordinator Use	For CFC Use Only
Total # of Payroll Pledges _____ Total Amt \$ _____	Total # of Pledge Cards _____ Total Amt \$ _____
CC Signature _____ Date _____	CFC Signature _____ Date _____
CFC Signature _____ Date _____	PCFO Signature _____ Date _____

MAKE A PHOTOCOPY OF THIS ENVELOPE FOR YOUR RECORDS.
 PLEASE SEAL ENVELOPE UPON VERIFICATION OF CONTENTS WITH CFC OFFICIAL

Thank You!

Nexus Envelope Entry	Nexus Data Entry
Envelope # _____	Envelope # _____
Account # _____	Account # _____
Date ____/____/____	Date ____/____/____
Initial _____	Initial _____

Cash/Checks Report Envelope



Please fill out envelope completely.

Federal Organization/Agency: _____
 Address: _____
 County: _____ State: _____ Zip: _____
 Department Keyworker Name: _____
 Phone: _____ Email: _____
 Department Coordinator Name: _____
 Phone: _____ Email: _____

DO NOT separate cash/checks from pledge cards

For Coordinator Use	For CFC Use Only
Total # of Check Pledges _____ Total Amt \$ _____	Total # of Check Pledges _____ Total Amt \$ _____
+ +	+ +
Total # of Cash Pledges _____ Total Amt \$ _____	Total # of Cash Pledges _____ Total Amt \$ _____
= =	= =
Total # of Pledge Cards _____ Total Amt \$ _____	Total # of Pledge Cards _____ Total Amt \$ _____
CC Signature _____ Date _____	CFC Signature _____ Date _____
CFC Signature _____ Date _____	PCFO Signature _____ Date _____

MAKE A PHOTOCOPY OF THIS ENVELOPE FOR YOUR RECORDS.
 PLEASE SEAL ENVELOPE UPON VERIFICATION OF CONTENTS WITH CFC OFFICIAL

Thank You!

Nexus Envelope Entry	Bank Verification	Nexus Data Entry
Envelope # _____	Amount \$ _____	Envelope # _____
Account # _____	Date ____/____/____	Account # _____
Date ____/____/____	Initial _____	Date ____/____/____
Initial _____		Initial _____

Fundraiser/Special Event Report Envelope



Please fill out envelope completely.

Federal Organization/Agency: _____
 Address: _____
 County: _____ State: _____ Zip: _____
 Department Keyworker Name: _____
 Phone: _____ Email: _____
 Department Coordinator Name: _____
 Phone: _____ Email: _____

DO NOT separate cash/checks from pledge cards

Fundraiser/Event Name: _____ **Date:** _____

For Coordinator Use	For CFC Use Only
Total # of Check Pledges _____ Total Amt \$ _____	Total # of Check Pledges _____ Total Amt \$ _____
+ +	+ +
Total # of Cash Pledges _____ Total Amt \$ _____	Total # of Cash Pledges _____ Total Amt \$ _____
= =	= =
Total # of Pledge Cards _____ Total Amt \$ _____	Total # of Pledge Cards _____ Total Amt \$ _____
CC Signature _____ Date _____	CFC Signature _____ Date _____
CFC Signature _____ Date _____	PCFO Signature _____ Date _____

MAKE A PHOTOCOPY OF THIS ENVELOPE FOR YOUR RECORDS.
 PLEASE SEAL ENVELOPE UPON VERIFICATION OF CONTENTS WITH CFC OFFICIAL

Thank You!

Nexus Envelope Entry	Bank Verification	Nexus Data Entry
Envelope # _____	Amount \$ _____	Envelope # _____
Account # _____	Date ____/____/____	Account # _____
Date ____/____/____	Initial _____	Date ____/____/____
Initial _____		Initial _____

It is important
 that the proper type of
 report envelope is used ...
 and that the envelope
 is filled out completely
 and accurately!

CFC CAMPAIGN RESOURCES

We are here to help!! We want to make your CFC experience enjoyable and hassle free.



Utilize your CFC representative to:

- Analyze previous campaigns and set goals for this year.
- Help plan and implement a campaign strategy custom to your agency.
- Conduct campaign training.
- Order campaign materials.
- Secure agency speakers, tours and fairs.
- Present CFC information at employee meetings.
- Work with you to report your campaign results.

CAMPAIGN MATERIALS

Charity Guide is the list of eligible CFC agencies with vital information about the CFC. Each employee should receive a copy of this guide and be encouraged to become familiar with the listing of agencies. This guide is one of the CFC's best education tools available to your employees. The agency guide is also available for download from the local CFC website (www.coastalbendareafc.org).

Pledge Forms provides a way to record employees' gifts to CFC charities. Each employee should receive a pledge form.

Campaigner Guide is a quick reference brochure designed to give you and your campaign team the information needed to conduct a successful campaign, educate employees and ask for the contributions.

Campaign Posters will remind employees of this year's campaign theme.

Campaign Video will educate viewers on the CFC and the importance of giving.

CFC SPEAKERS, TOURS AND FAIRS

CFC speakers, agency tours and fairs are the best ways to motivate your employees through awareness and education. Explore what causes or charities interest your employees. Employees are more apt to attend a meeting or take a tour if they have a vested interest.

Agency speakers bring the agency to your employees when they are unable to visit an agency. Agency speakers are able to best tell their stories and provide your employees with a better understanding of the community needs and the programs offered by the agency.

- Choose an agency that interests your employees.
- Plan your events at least two weeks in advance to allow for scheduling.
- Inform your CFC representative of any speaking limitations, details regarding parking, what time the speaker should arrive and security issues at your agency.
- Start on time.
- Specify how long you wish each speaker to speak.
- Allow time for questions and answers.



CFC CAMPAIGN RESOURCES

Agency fairs provide firsthand exposure to a variety of CFC agencies. Design the fair to be interactive between your employees and the agency representatives.



- Choose agencies that interest your employees.
- Plan your events at least two weeks in advance to allow for scheduling.
- Specify how long you wish the fair to be. We suggest no longer than two hours.
- Inform your CFC representative of any details regarding parking, location of the fair (directions), if your agency will provide the tables for the agency fair, how many employees they expect (helps plan for materials and giveaways), what time the agencies should arrive to set up and security issues at your agency.
- How large is the display table or area?
- Start on time.

Agency tours define "seeing is believing." Tours are the single best way to show donor contributions in action.



- Choose an agency that interests your employees
- Plan your tour at least two weeks in advance to allow for scheduling and to increase chances of agency availability.
- Hold campaign training or a regularly scheduled meeting at an agency and then take a tour.
- Take agency executives, campaign volunteers or other special groups on a tour.

Contact your CFC representative about scheduling your agency's next CFC speaker, tour or fair.

FUN AND CREATIVE CAMPAIGN IDEAS

Try and make your campaign as informative and fun as possible. Below are some suggested fundraising activities and incentives to boost your campaign contributions and get your employees excited about your campaign.

When to Use Incentives

For a payroll deduction gift
For turning in a pledge form
For Leadership Giving
For the department with the highest participation
For the department with highest percent increase

Fund Raising Activities

Bake Sale
Silent Auction
Contests
Balloon or Candy Sales, Thank You Grams
Book Fair
Sporting Tournaments

Incentives to Engage Your Employees

Themed Meetings
Drawings
Meals
Vacation Days
Casual Days
Special Event Tickets (Ice Rays, C.C. Hammerheads, The Islanders)
CFC Items
Parking Spaces
Executive Car Wash
Gift Certificates

Where to Get Incentives

CFC office
Your vendors
Your own company and employees
Local businesses

CFC CAMPAIGN RESOURCES

GENERAL CAMPAIGN AND PRESENTATION TIPS



Be prepared

- Develop a clear understanding of the CFC. Review the materials in this guide, become familiar with the agency guide and pledge form.
- Establish your credibility ... understand the topic you are presenting

Be friendly

- Make a good first impression.
- Thank everyone, whether or not they give to the campaign.

Be informative

- Use the Charity Guide as a means to address concerns. Point out the spectrum of services offered by CFC charities.
- **Stress agency needs rather than campaign results in your presentation.**

Address questions and concerns

- Answer any questions you can.
- If you don't know the answer, don't guess ... get the answer from your CFC representative and follow up.

Ask for a pledge

- Remember ... you're not asking for yourself, but for others who need help.
- Be sincere. Make your own pledge before asking co-workers to do so.
- Arouse the emotions of your audience. Tell them about how you, a friend or co-worker was assisted by a CFC agency. The campaign video also provides emotional impact.
- Stress the importance and efficiency of helping others through the CFC.
- Present the pledge form and ask for a pledge.

SAMPLE PRESENTATION (30 MINUTES)

- Welcome and remarks by Employee Coordinator or Campaign Volunteer **(3 min.)**
- Opening remarks by Agency Director or Commanding Officer **(3 min.)**
- Introduction of guest speaker **(1 min.)**
- A brief presentation from an agency speaker(s) or a testimonial by a fellow employee who has been helped by the CFC **(8-10 min.)**
- View the campaign video **(7 min.)**
- CFC Representative ... explain ways to give, the ease of payroll deduction, how to use the agency guide and fill out a pledge form, the advantages of giving through CFC and answer any questions **(5 min.)**
- Conclude ... and say **THANK YOU FOR BEING HERE!**

CFC SAMPLE FORMS

EMPLOYEE CAMPAIGN COORDINATOR'S PLANNING GUIDE

ACTIVITY	TARGET DATE	COMPLETION
1. Attend Employee Coordinator Training	Sept. 23, 2015	
2. Meet with CFC Representative		
3. Confirm agency/installation director support		
4. Develop a Leadership Giving Plan <ul style="list-style-type: none"> <li data-bbox="159 569 743 596">• Identify potential Leadership Givers in your agency <li data-bbox="159 611 699 680">• Conduct Leadership Giving Campaign prior to the overall campaign <li data-bbox="159 695 630 722">• Begin peer visits and follow-up on results <li data-bbox="159 737 675 806">• Report results of Leadership Giving at overall Campaign Kickoff <li data-bbox="159 821 488 848">• Thank all Leadership Givers 		
5. Recruit Campaigners		
6. Train Campaigners <ul style="list-style-type: none"> <li data-bbox="159 947 589 974">• Coordinate with CFC Representative <li data-bbox="159 989 440 1016">• Set location for training <li data-bbox="159 1031 537 1058">• Assign roles to the campaigners <li data-bbox="159 1073 537 1100">• Distribute Campaigner checklist 		
7. Plan Kickoff: <ul style="list-style-type: none"> <li data-bbox="159 1157 589 1184">• Coordinate with CFC Representative <li data-bbox="159 1199 261 1226">• Theme <li data-bbox="159 1241 277 1268">• Location <li data-bbox="159 1283 667 1310">• Confirm agency speaker or fair participants <li data-bbox="159 1325 407 1352">• Publicize your event <li data-bbox="159 1367 683 1436">• Ask Agency Director or Commanding Officer to participate <li data-bbox="159 1451 380 1478">• Show CFC Video <li data-bbox="159 1493 675 1520">• Ask co-worker affected by the CFC to speak <li data-bbox="159 1535 716 1562">• Distribute CFC Charity Guide and Pledge Forms 		
8. Start Campaign publicity		
9. Develop Campaign solicitation plan <ul style="list-style-type: none"> <li data-bbox="159 1671 581 1698">• Group meeting solicitation dates set <li data-bbox="159 1713 548 1740">• One-on-one solicitation dates set 		
10. Collect pledge forms and tally results		
11. Report progress throughout agency/installation		
12. Report final results		
13. Say thank you do your donors and campaigners		

CFC SAMPLE FORMS

EMPLOYEE COORDINATOR DONOR RECOGNITION REPORT

(duplicate as needed)

Federal Agency Name: _____

Employee Coordinator Name: _____

Telephone Number: _____

Please fill in this report or design a spreadsheet for accurate accounting throughout the campaign. Please indicate donor recognition items so we can provide you and your colleagues with the correct items in a timely manner. Once your campaign is complete turn it in to your CFC representative when they pick up the report envelope and they will do the rest!

DONOR NAME	AMOUNT GIVEN	16 oz. desk mug	16 oz. tumbler	smoked ebony twist pen	Donor desires NO GIFT ITEM
TOTALS					

CFC SAMPLE FORMS

CAMPAIGN INFORMATION / CAMPAIGN NOTES

Campaign Start Date: _____ Campaign End Date: _____

Employee meeting dates and times:

Agency Campaign Statistics:	(2014)	(2015)
Total Dollars Contributed:	_____	_____
Number of Contributors:	_____	_____
Average Gift:	_____	_____
Per Capita Gift:	_____	_____

Principal Combined Fund Organization:

Community Health Charities Texas

Coastal Bend Area CFC:

Shannon Chaves, CFC Director

361-765-8964 | 361-334-5635 fax

schaves_1@yahoo.com | schaves@healthcharities.org

P.O. Box 270846

DETFAC, Bldg. 252, First Street SE

Corpus Christi (78427)

(across from DHS/CBP Air & Marine)

Loaned Executive: _____

Phone: _____

E-mail: _____

Team Members: (duplicate as necessary)

Name: _____

Phone: _____ Contact Date: _____

FREQUENTLY-ASKED QUESTIONS

How long should my campaign last?

This is dependent upon the size of your agency, but no more than six weeks. Set internal deadlines for your campaign volunteers and your employees.

Can I run my CFC Campaign without a committee?

It is more efficient to have a team of support for you and your campaign. This way, you can delegate the responsibilities and have a more effective campaign.

How do I order my campaign materials?

Contact your CFC representative and let them know how many employees you have. We'll do the rest!

When should I distribute the Charity Guide and the Pledge Forms?

This varies from agency to agency. We suggest that you distribute them at your campaign kickoff. Remember to give every employee an agency guide and pledge form. Encourage your employees to keep the Charity Guide year round. It is a great resource for information!

Schedules are tight at our agency, how can I save time on Employee Meetings?

Employee meetings are key in communicating the importance of giving to the CFC. Here are some tips for fitting them into everyone's schedule:

- Keep them short and sweet – 30 minutes is all you need.
- Start on time and stay on track!
- Tie in CFC presentation into an already scheduled meeting – all we need is 5 or 10 minutes to communicate the message.
- Add CFC to the agenda of a weekly staff meetings.

What if my Agency Director is not available to speak at campaign events?

Ideally, your Agency Director will address the employees to demonstrate support for the campaign. However, if schedules do not permit, ask another member of management in your agency to communicate top level support to your employees.

Why should our employees give to the CFC?

Donations to the CFC improve the quality of life for you and your neighbors. They ensure access to the thousands of vital health and social services not supplied, or only partially covered, by government sources. These services stabilize lives, arrest social problems, encourage productivity, and increase the resources and prosperity of the entire community. Remember, you never know when you, a friend or a loved one may need the services of a CFC agency. By contributing today, you can help build a stronger tomorrow!

Why not just give directly to the charities?

There are several reasons that the CFC is among the best ways to give to charity.

- CFC is your campaign. It gives a voice to caring federal employees who annually raise millions to support worthy charities.
- The fact is that most of us are too busy to research charities and make a contribution. CFC makes it easy and does it for you! All agencies and federations are carefully screened and meet strict but fair requirements established by OPM.
- Giving through the CFC allows you to use payroll deduction, thus increasing the amount of money you can afford to give to your favorite charity.
- Undesignated money is distributed according to the percentage of money designated to the agencies. Therefore, your designated gift allows your favorite agency to receive a percentage of the undesignated money.

FREQUENTLY-ASKED QUESTIONS

Who determines what agencies are listed in the CFC Agency Directory?

The Local Federal Coordinating Committee governs the local CFC. This volunteer committee, comprised of federal personnel, reviews each agency application for compliance with strict CFC criteria and votes on the acceptance or denial of each agency based on the criteria.

How do my employees know their contributions really get to the agency they designate to?

By CFC regulation, all designations must be honored! Each CFC is administered by a Principle Combined Fund Organization (PCFO) which is audited annually by an independent auditor to ensure that designations have been honored. In addition, you can request to be acknowledged for your pledge by your designated charity

When does my payroll deduction begin and how long is my contribution commitment?

Payroll deductions will be for one year only and begin the first pay period in January of the year following the pledge.

Why isn't my favorite charity a member of CFC?

Any nonprofit organization can apply to the CFC, though they must meet strict, but fair requirements. Your specific charity may simply not be aware of how they can participate in CFC. Please contact the CFC office at 361-765-8964 if your organization would like an application.

There is a CFC agency I don't like. I don't want to support CFC because of this.

The entire spectrum of organizations represented by the CFC is because of the varied interests of the federal workforce. CFC does not make political judgments of the worth of any particular organization. By designating where your funds go, you can be assured that only the charities of your choice receive your donation.

What is the relationship between the CFC and Community Health Charities Texas?

The CFC requires an organization to serve as the Principle Combined Fund Organization (PCFO) to plan, promote, and carry out its goals. Community Health Charities Texas (CHCTX) applied in 2015 to the Local Federal Coordinating Committee to be granted a one-year contract to serve in this capacity. CHCTX applies to the campaign separately as an eligible non-profit organization to receive designations.

Someone I know didn't receive help from a CFC funded agency.

Get the facts – names, dates, and all other pertinent information – then call your local CFC office. No one who needs help is arbitrarily turned down, nor do you have to contribute to the campaign in order to receive help.

An agency's ability to help those in need is many times dependent upon CFC and other private contributions received. Consequently, there are cases in which an agency has just enough funds to assist a specific number of people. Federal employees' continued generosity can give CFC agencies an increased ability to help more people in need.

NOTES