



CFC South Hampton Roads Campaign Guide for Coordinators and Key Workers

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Welcome

Thank you for agreeing to serve as a Campaign Volunteer. You are the vital link between people who need help and that person who chooses to help--that's why your role and your enthusiasm is crucial.

This guide will show you how to run a successful campaign and make a difference.

Your Local Federal Coordinating Committee (LFCC) is responsible for all aspects of the campaign including campaign solicitation period. Donors may only be solicited between the dates of 1 Sep . 15 Nov. Solicitation outside of the dates of 1 Sep . 15 November must be approved by the LFCC by emailing cfc@unitedwayshr.org or calling (757) 853-8500 x113.

What is the Combined Federal Campaign?

The mission of the Combined Federal Campaign (CFC) is to support and to promote charity through a program that is employee-focused, cost efficient and effective. By enabling employees to select from a single guide and make their contributions through payroll deductions, the CFC allows for generous giving to worthy causes. We now can complete the pledge cards online. This affords donors with the opportunity to search charities electronically, make their pledge, and keep a record that is accessible year round.

The CFC is the only authorized solicitation of employees in the federal workplace on behalf of charitable organizations. It continues to be the largest and most successful workplace fundraising model in the world.

Reasons for Giving

You make the choice!

With over 3,000 organizations to choose from in the CFC charity list there is sure to be at least one that you believe in and can support.

Make an impact!

When you give through the CFC, your gift helps to improve the quality of life for people right here in your community, across the country and around the world. A little bit during the year goes a long way.

Give with confidence!

Federal employee volunteers annually review and qualify all of the charities that are eligible to receive funds in accordance with CFC regulations.

It is easy!

Payroll deduction is your key to substantial giving by letting you spread your contribution across the entire year.

Your CFC is accountable!

The campaign's board of directors- called the Local Federal Coordinating Committee- is composed entirely of federal employees. They oversee the administration of the campaign, review charity eligibility, review CFC audits, and supervise campaign progress.

Tools at your fingertips.

CFC staff provides you with all the campaign materials. You also have our website where you can create a theme of your own, download posters, advertise, and call for support.

The Campaign Coordinator “TEAM LEADER”

- Assumes responsibility for the command/activity campaign.
 - Involves the CO/CMC/Activity Director with the campaign.
 - Receives training and materials from the CFC.
 - Coordinates the selection of Key Workers and trains and distributes materials to them.
 - Develops a plan to implement the CFC drive.
 - Promotes voluntary employee giving through the CFC by payroll deduction.
 - Collects and verifies the accuracy of completed Key Worker Envelopes.
 - Maintains a record of leadership givers and distributes awards.
 - Distributes the payroll copies to the correct pay offices no later than 1 DEC.
 - Turns in all pledge forms for check/cash (and the money) and payroll forms to the CFC.
 - Ensures conduct of CFC activities endorsed by your command/activity is in accordance with CFC Regulations.
- Reports any coercive activity to the LFCC via the chain of command.
 - Completes their respective campaign by 15 NOV.
 - Thanks the Key Workers!!

The Key Worker

Fellow co-workers who assist the Coordinator (Key Worker for every 25-50 people).

- Assumes the responsibility for personally contacting all assigned co-workers to ensure they have an opportunity to participate.
- Attends or receives training from Command Coordinator.
- Distributes CFC brochures and pledge cards.
- Personalizes the pledge card for co-workers to be contacted by filling in their name.
- Promotes voluntary employee giving through the CFC by payroll deduction.
- Answers and explains questions about the CFC and asks for pledges from co-workers.
- Works with the Campaign Coordinator to arrange group meetings and/or special events.
- Collects pledge cards from co-workers and verifies information.
- Separates payroll/cash/check and leadership copies for the coordinator.
- Prepares Key Worker Envelope and submits it to the Campaign Coordinator for turn-in to CFC.
- Thanks each contributor!

Become the Expert

How does giving by payroll deduction work?

Payroll deduction is the easy way to give. A reasonable, affordable amount is withheld from your paycheck each payday and does not disrupt your monthly budget. Over a year's time, it amounts to a meaningful gift. Last year, more than 90 percent of all CFC funds raised were through payroll deduction.

Can I choose the charity that will receive my gift?

Yes, you can designate to any charity of your choice by recording the appropriate 5-digit code on the pledge card. You can ensure that your donation goes to meet those needs that are most important to you. If you designate specific charities, only that charity or charities you select will receive your gift. The charities you do not designate receive none of your money. **You can only donate to charities that are listed in the Charity List for your campaign area. Write-ins are prohibited and will be deemed as undesignated.**

What is the Charity List?

The CFC Charity List has all the approved charities participating in the campaign. Each charity listing has a 5-digit code, a brief description of the services it provides, and the percentage of overhead of the charity. The description also includes telephone number and/or a website you use to obtain information about the charity.

What if I do not designate?

If you leave the designation boxes blank, undesignated gifts will be distributed to all organizations in the campaign in the same proportion that those charities that received designations.

Can I make a confidential gift?

Yes. Confidential donations may be made by placing your pledge card in a sealed envelope before giving it to your Key Worker or by mailing the CFC copy of pledge card and/or monies to the CFC address on the top of each pledge card.

I am new to CFC—how do I make the ask?

Step One. Get to know the facts about the CFC

Read the preface and introduction to the Charity List thoroughly. Being knowledgeable about the CFC makes it easier to answer your co-workers questions. By receiving training, CFC will include more information on the entire process.

Step Two. Personalize the pledge card

You or your Key Workers can insure everyone is contacted by filling in the names of the co-workers on the pledge card. Hand out the personalized pledge cards.

Step Three. Make your own gift before asking others

Why? Because you will discover that making your contribution first (hopefully through payroll deduction) says you believe in what you are doing. Making your own commitment first makes it easier to ask others to make theirs. Then when others ask, you can say you support the CFC.

Step Four. Personally ask others to give

Ask each co-worker face-to-face. It gives you the chance to personalize the campaign for every person and to answer specific questions and concerns that each co-worker may have. When people are *asked in person*, statistics show that 67% of those approached give.

Remember these four key points.

1. Personalize each visit. Talk about one or more of the charities with which you have had a personal experience. Alternatively, you can share a story of someone you know who has been helped. Smile and be enthusiastic
2. Encourage payroll deduction and explain that it makes it possible to make a generous gift by spreading the contribution out over a year. Deductions are made for one calendar year starting in January.
3. Once you have contacted the co-worker be sure to return to and pick up the pledge form, answer any questions, or help them complete the form.
4. Say, THANK YOU!!! Even if the individual choose not to give!! CFC is voluntary.

Campaign Strategy

It is really about getting organized and sticking to a plan.

1. Gather your team of Key Workers— especially for large commands. It is hard to ask folks when you have to do more than 50 co-workers.
2. Get the team together, set dates to run the campaign (keep it short- two months is too long unless operational schedules are part of the plan).
3. Train the team, hand out materials, answer questions, set up turn in dates (weekly).
4. Brief the chain of command and ask for their support.
5. Kick off, have fun, advertise in the command using the POD, POW, emails, posters. Use the website to add anything you want based on what your team decided.
6. Keep everyone informed of the progress and turn in dates and keep it moving.
7. Make sure the payroll deduction forms are turned in to the correct pay offices. Civilian personnel forms do not go to the PSD, HQ, or DMO offices. Normally, someone in admin support knows where they go, and if you cannot find out, call CFC.
8. Give everyone a heads up the campaign is ending and to turn in their pledge forms. You have to follow up with everyone because the goal is 100% contact. Provide your co-workers with a opportunity to give.
9. Wrap it up, turn in CFC paperwork weekly if you can. Announce the results to the command and celebrate. Say thank you to everyone!!.
10. Follow-up with distributing leadership gifts to your staff. CFC works to do a quick turn around.

PROCESSING THE PLEDGE CARDS

The key role of the coordinator is to get payroll copies to payroll and CFC copies to CFC. Instructions on how to process the pledge cards are listed on each envelope. There are three types of pledging.

1. PAPER PLEDGING: You will receive these forms.

PAYROLL COPY (top copy) Separate the cash/check forms from payroll. Remove the payroll forms so you can forward to the pay offices (separate your civilian from military and the military services from each other). The payroll copies are given to your Coordinator. The top copy for cash/check donations can be discarded/shredded. CFC will provide payroll envelopes to assist with respective military and civilian pay offices. CFC will get their copy of all forms for both cash/check (and the money) and payroll.

2. NEXUS ONLINE: <https://www.cfcnexus.org/cfcshr/> This link can be found on the front page of the website www.cfcshr.org or on the donor page of the same site. CFC will have posters to advertise this site. This is voluntary.

Donors sign on, set up an account based on their command. They can then browse and select charities, designate gifts, to complete an electronic pledge card. Both the payroll option or cash/check option is available. Their last step is to review the form and add their SSN for payroll only. Then they must print it, sign it, and provide the Key Worker or Coordinator with a copy. You will process this form just like above for payroll and cash/check. CFC however does not need a copy of any payroll form, just the cash/check forms and donations. This system provides CFC with electronic information that is processed at the end of the campaign drive. If Coordinators wish to have access to their command account, CFC will set up an account and password. Coordinators then can view pledges for their command and confirm they have all the online pledges.

3. EMPLOYEE EXPRESS (EEX): <https://www.employeeexpress.gov/> This link is only for certain Federal activities who have signed up with the Office of Personnel Management. Parent organizations will notify local offices of this option. CFC will also advertise to those participating.

Donors for certain Federal Agencies only. CFC can help ID whose those parent organization are that have signed up and paid for the CFC Module on EEX. Employees go online, use the CFC tab and pledge. The system is electronic so a pledge become effective after 15 December. CFC will get its information electronically. Donors who want to give cash/check will have to use the paper pledge above and the coordinator will turn in the forms and donations to CFC. Coordinators are not required to do anything but advertise. CFC will get electronic information after 15 December. The coordinators only have to turn in Cash/Check from paper copies.

DO'S AND DON'TS

DO:

- ◆ Keep the campaign period short- no more than six weeks.
- ◆ Create pre-campaign publicity. Advertise your command contacts.
- ◆ Hold a kick-off
- ◆ Ask every individual personally
- ◆ Use group presentations
- ◆ Encourage payroll deductions as the easiest way to give
- ◆ Follow up with those persons you missed
- ◆ Report coercion to the chain of command or the LFCC
- ◆ Say Thank YOU!!

DO NOT:

- ◆ Start by saying Well, its CFC time again.
- ◆ Ask for 100% participation or keep list of non-donors.
- ◆ Set personal dollar goals
- ◆ Have supervisors involved in solicitation of subordinates
- ◆ Drop pledge cards off in mail boxes
- ◆ Promote a specific agency or charities
- ◆ Arm twist people into giving its voluntary.