



2011 CHARITY OUTREACH PROGRAM BRIEFING

OPM Innovator Award Recipient 2003-2010



Today's Presentation

3

- Background and purpose of program
- Program guidelines
- Helpful hints and best practices
- Effective presentation techniques
- 2012 application schedule

Background

4

- World's largest workplace charity drive
- Only workplace giving opportunity for Federal employees
- Donations are unrestricted
- Only opportunity to donate by payroll deduction
- Once-a-year, eliminates year-round solicitation

Connecting more than 350,000 Federal employees
to more than
4,000 local, national and international charities

Background

5

- 2010 participating charities included:
 - **2,568** national and international charities
 - **19** local federations with **1,148** member charities
 - **657** local independent charities

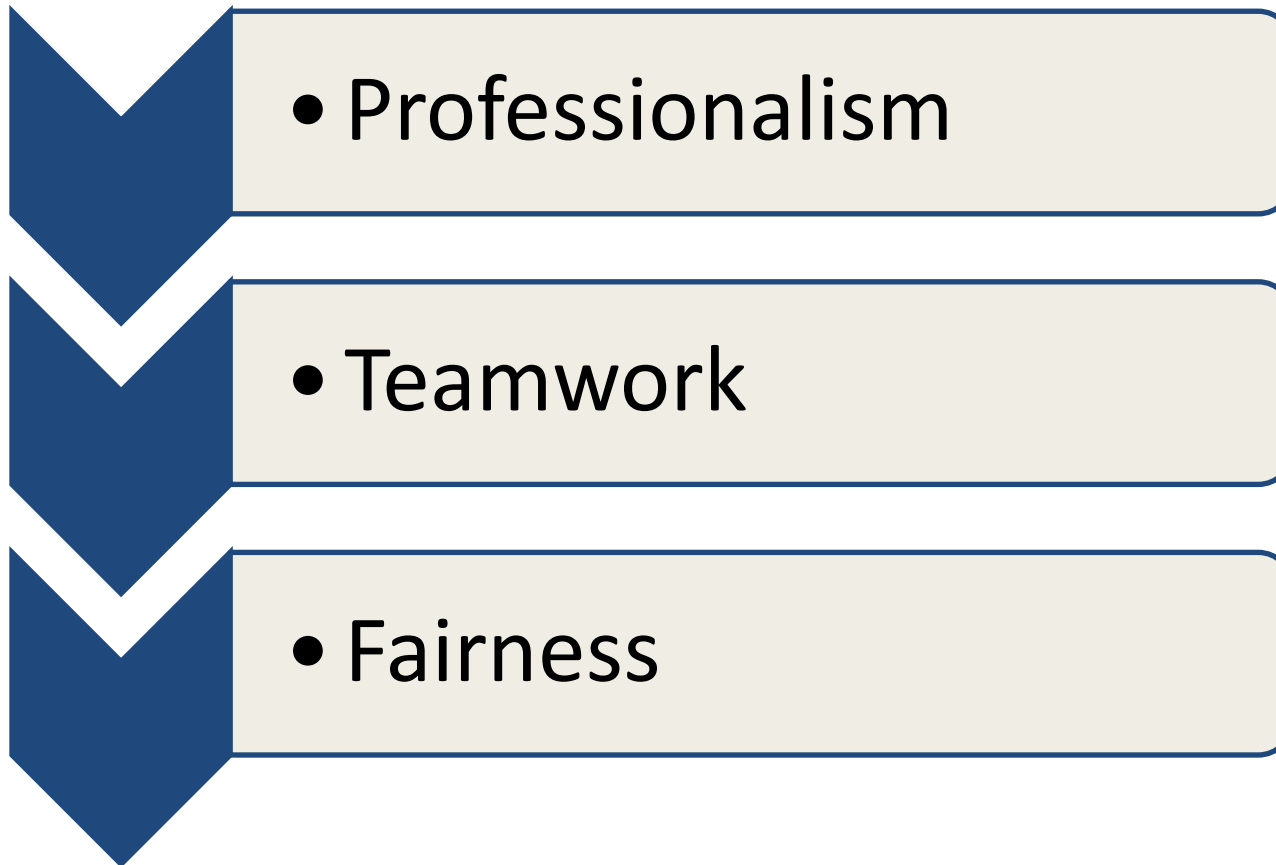
Purpose

6

- Charity Outreach Program briefs charities to participate in CFCNCA
- Organizes **campaign-wide events**
- Coordinates workplace **charity fairs** with Federal agency personnel
- Processes requests for **speakers** at events (kickoffs & Keyworker training)
- Maintains charity **database**

Program Commitments

7

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- Professionalism
 - Teamwork
 - Fairness

2011 Outreach Program Agreement

8

- CFCNCA developed guidelines for a **fair and equitable** campaign with unbiased opportunities for all charities
 - 2011 Outreach Program Agreement outlines these **guidelines for charity participants**
 - Participating charities must complete, sign and date the agreement and **fax it to 202.465.7545** by August 5, 2011

Program Guidelines

9

- Remember that your charity represents **all** charities in the campaign
- Ensure that your charity's representatives:
 - Are willing and able to enter Federal **facilities**
 - Understand Charity Outreach Program **requirements**
 - Attend events by **invitation** only
 - Comply with **cancellation** policy

Professionalism – Teamwork -- Fairness

Program Guidelines

10

- Charity representatives should also:
 - Arrive on time and have the required **identification**
 - Greet, receive, thank all participants, show enthusiasm, **good customer service**
 - Distribute only **give-away** promotional materials (no items for sale); conduct games or raffles only with prior approval from agency sponsors

Professionalism – Teamwork -- Fairness

Program Guidelines

11

- Additional charity guidelines:
 - Wear professional **business attire**
 - Treat other charities with **respect** and **dignity**
 - Use only **display area** allotted to you
 - Inform CFCNCA immediately of any significant **concerns**
 - Keep your **contact information** current with the CFCNCA

Professionalism – Teamwork -- Fairness

Charity Fair Helpful Hints

12

- Reconfirm date before the fair
- Know where you are going, how to access the facility, where to park
- Find out specific security requirements for each event; bring photo ID
- Safeguard agency contact information
- Keep your commitments; be on time

Charity Fair Helpful Hints

13

- Be understanding if an agency has to cancel
- Honor display size/area; it is common to share table space with another stakeholder
- Give away promotional items
- Interact with all employees, everyone is a potential giver
- Before leaving, give a big “thank you” to employees for their support to CFCNCA

Effective Presentation Techniques

14

- **Know your audience**, agency/room size, site
- Presentation should be **3-5 minutes**
- Be concise, compelling, enthusiastic
- Always **thank the audience** for their participation, generosity and support
- Acknowledge the **economic climate** and that charities need more help than ever in these times

Effective Presentation Techniques

15

- Tell a **story** – how your organization improved a human need
- Describe your agency's **need** and how CFCNCA and the **generosity** of Federal employees helped to accomplish your mission
- Keep in mind younger donors are a part of your **new donor base**

Connect to donors through “storytelling”

CFC LOGO

16

Access to Official CFC Logos

- You may obtain the new logo and brand standards at OPM's website. You will be prompted to review and accept terms of the user agreement. You must agree to the user agreement before proceeding. By checking the box and clicking on the proceed button, you are agreeing to all terms outlined.
- Campaigns and other entities are not authorized to make the logo accessible via download on their websites or through other means. Interested parties **must** contact the Office of CFC website (www.opm.gov/cfc) where you will register and agree to the terms of usage.

Key Points To Remember

17

- Ask CFCNCA for assistance
- Know your audience and where you are going
- Keep your commitments; be on time
- Touch base with contact person on site
- Contact OPM for logo usage

Today's briefing completes
your 2011 training requirement

2012 Application Schedule

DATES	TASK
October 20, 2011	Federation Briefing
December 6, 2011	Workshop - CFCNCA Headquarters Session One – 10:00 a.m. Session Two – 2:00 p.m. (RSVP by November 16)
December 7, 2011	Workshop – CFCNCA Headquarters Session Three – 10:00 a.m. Session Four – 2:00 p.m. Session Five – 6:00 p.m. (RSVP by November 17)
December 8, 2011	Workshop – CFCNCA Headquarters Session Six – 2:00 p.m. (RSVP by November 18)
December 10, 2011	Workshop – CFCNCA Headquarters Session Seven – 10:00 a.m. (RSVP by November 21)

2012 Application Schedule

19

DATES	TASK
December 12, 2011	Opening of 30-day application period for federations
December 30, 2011	Opening of 30-day application period for independent charities
January 12, 2012	Deadline for Federation Applications
January 20, 2012	Notification deadline to Federation applicants not included with federation application
January 31, 2012	Deadline for Local Independent Applications
February 3, 2012	Deadline for Federation Application Samplings
March 2, 2012	Local Application Committee Training
March 5 – 9, 2012	Local Application Committee Meets

2012 Application Schedule

20

DATES	TASK
March 22, 2012	Suggested LFCC Meeting
March 30, 2012	CFC Charity Notifications (rejections by certified mail)
April 12, 2012	Charity Appeals due
April 19, 2012	Local Application Committee Meets
April 26, 2012	Suggested LFCC Meeting
April 30, 2012	Denial Notices sent via certified mail
May 11, 2012	Final Appeal due to OPM

THANK YOU

