

# 2011 CAMPAIGN MANAGER'S GUIDE



COMPASSION  
OF INDIVIDUALS  
**POWER**  
OF COMMUNITY



2011 Combined Federal Campaign of the National Capital Area

[www.cfcnca.org](http://www.cfcnca.org)

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# INTRODUCTION

**Welcome to the Combined Federal Campaign of the National Capital Area (CFCNCA) for 2011.** Thank you for dedicating your valuable time this year to serving as a Campaign Manager for your organization. You are taking on a leadership role in a powerful community that raises millions of dollars to help people in need each year. The work you do is critical to the success of the 2011 campaign.

This guide outlines your responsibilities and offers tips on making this campaign another record-breaking year of giving. As you plan your campaign, work with volunteers, engage leaders, record donations and complete all other tasks on your list, remember that your efforts will bring help, hope and happiness to millions of people in need. Together we can make a difference in local communities, across the nation and around the world.

We thank you for your service and look forward to working with you in the coming months!

## CAMPAIGN ROLES

- **Local Federal Coordinating Committee (LFCC):** Federal leader volunteers who provide regulatory oversight of the campaign.
- **Campaign Chair:** Head of the department or agency that supports the campaign by participating in special events, approving campaign goals and providing the resources necessary to run an effective campaign.
- **Campaign Vice Chair:** Senior staff member appointed by the Campaign Chair to help make decisions, secure the support of the entire senior management team and participate in campaign events.
- **Loaned Executive (LE):** Federal employee volunteer who works full time with CFCNCA staff for approximately six months to support campaigns in his/her assigned accounts.
- **Campaign Manager (CM):** Federal employee volunteer responsible for coordinating and leading the campaign committee and informing senior management of progress.
- **Campaign Coordinator:** Federal employee volunteer responsible for recruiting Keyworkers and ordering and distributing campaign supplies.
- **Keyworker:** Federal employee volunteer responsible for making “the ask.”

## KEY CAMPAIGN DATES TO REMEMBER:

<b>9/1/11</b> Official campaign kickoff	2011
<b>9/7/11</b> Leadership Conference (for Campaign Managers and other invited guests)	
<b>9/21/11</b> Lend a Hand Event	
<b>10/12/11</b> Lend a Hand Event	
<b>10/24/11</b> Mid-Campaign Lunch (for Campaign Managers and other invited guests)	
<b>11/16/11</b> Lend a Hand Event	
<b>11/29/11</b> Countdown to end of campaign	2012
<b>12/5/11</b> Campaign Contest begins	
<b>12/15/11</b> Final day to solicit pledges	
<b>1/20/12</b> Deadline for Campaign Contest submissions	
<b>3/6/12</b> Campaign Finale Celebration	

# I AM A CAMPAIGN MANAGER. WHAT COMES NEXT?

Here is what you will be doing over the coming months:

- **Coordinating** the campaign as the everyday hands-on person.
- **Leading** the campaign committee and informing senior management of campaign progress.
- **Serving** as the key liaison between your department or agency, the Loaned Executive (LE) assigned to your account and the CFCNCA staff.
- **Tracking** progress toward your agency's CFCNCA goals throughout the campaign.

## TEN STEPS TO LAUNCH A SUCCESSFUL CAMPAIGN

- 1. Meet with your CFCNCA Associate Director and/or your LE.**

Collaborate with them to review last year's results, plan your campaign and develop new ideas to inspire giving. They also can help you learn about CFCNCA resources, such as e-Giving, campaign management tools and marketing resources.
- 2. Review your department or agency resources and structure.**

Note the physical locations of all office sites and ask your personnel, budget or finance office for the number of full-time employees in each office. This data will help you determine your agency's goals, the quantity of supplies required and Keyworkers needed. Obtain the Reporting Unit Numbers assigned to your organization. Unless your organization has restructured, these numbers should be the same as last year.
- 3. Obtain commitment from senior leadership.**

Meet with your Campaign Chair and Campaign Vice Chair to ensure that they are committed and involved. The Campaign Vice Chair will notify senior staff of your role as Campaign Manager and send out the call for Keyworkers and other volunteers. Always keep leadership informed about your progress and ask them to participate in campaign activities, such as e-mail blasts and events.
- 4. Recruit help.**

Select a campaign committee and set up a schedule of regular committee meetings. Your committee members assist with the planning and conduct of the various elements of the campaign including communications, data processing, logistics, marketing, finance and publicity.

## GEOGRAPHIC BOUNDARIES

Only Federal employees with an official duty station in the geographic region shown below can give through the CFCNCA. The geographic boundaries as established by the Office of Personnel Management for the CFCNCA include: the Greater Washington, DC Metropolitan Area; Prince George's, Montgomery, Calvert and Charles Counties in Maryland; Arlington, Fairfax, Loudoun and the Prince William Counties in Virginia. Virginia counties include all separately incorporated cities within the counties such as Manassas in Prince William County. Only Federal employee contributions from within the geographic boundaries of the CFCNCA are accepted and disbursed to charities.



**Hint:** Include former Campaign Managers, and, if possible, next year's Campaign Manager on your campaign committee. Ensure representation of different age groups and a diverse set of experiences. Remember to obtain prior approval for participation from each potential committee member's supervisor.

Recruit and train Keyworkers and Campaign Coordinators prior to the campaign kickoff. Your LE can help you plan and deliver the necessary training.

**5. Make a plan.**

Determine campaign dates, schedule important events and organize a communication strategy. This includes Keyworker training, a kickoff rally, e-mail blasts, charity fairs, mid-campaign activities, volunteer appreciation events and an awards ceremony. Work with your LE to determine what quantities of supplies you will need, and order them as soon as possible. Use incentives and drawings to motivate employees to turn in pledges early. Remember, the solicitation period ends on December 15, 2011.

**6. Use social media to reach other volunteers and your donor base.**

Become a fan of the CFCNCA on GovLoop and Facebook and encourage your colleagues to upload their stories at [www.cfcnca.org/because](http://www.cfcnca.org/because). Friend-to-friend communication is a critical part of fundraising, and social media tools make it effective and easy. You also can connect with other volunteers to find event photos, updates and tips that will support your campaign efforts.

**7. Promote your campaign.**

Set a goal to solicit, educate and motivate every employee in your agency. Use marketing materials, inspiring stories and the CFCNCA videos to educate your colleagues on the benefits of giving through the campaign.

**8. Report your results to CFCNCA weekly.**

Use the MANAGE system to report your progress. Keep your LE informed and update senior management and colleagues regularly as well, in order to maintain momentum. Tracking results will help you recognize any problem areas as they arise so that you can deal with them promptly.

**9. Close out the campaign.**

Prepare a report consolidating final campaign data and information for next year's Campaign Manager. Provide feedback to the CFCNCA staff so we can continue to improve the campaign each year.

**10. Celebrate and say "thank you."**

Remember to order all CFCNCA awards and certificates well ahead of your awards ceremony (award details appear on page 22). Many people play an important role in the success of your campaign. Show your appreciation to volunteers and donors by thanking them for all they do.

**NEED MORE  
INFORMATION OR  
ASSISTANCE?**

Visit [www.cfcnca.org](http://www.cfcnca.org) or contact the CFCNCA staff and your assigned LE at:

**Combined Federal Campaign of the  
National Capital Area**

750 17th Street, NW  
Suite 200  
Washington, DC 20006  
202-465-7200 (phone)  
202-465-7545 (fax)

During the campaign, you can call CFCNCA Customer Support at 202-465-7230, Monday-Friday from 9:00 a.m. to 5:00 p.m. or e-mail [customersupport@cfcnca.org](mailto:customersupport@cfcnca.org).

# I AM A CAMPAIGN COORDINATOR. WHAT ARE MY RESPONSIBILITIES?

- 1. Recruit and supervise** your Keyworkers.
- 2. Schedule and attend a training session** with your Keyworkers.
- 3. Distribute the following supplies** to your Keyworkers.
  - Keyworker Training Kit:
    - 2011 Keyworker's Guide
    - Campaign Card
    - Volunteer Tip Card
    - Pledge Form
    - Pledge Form Carrier (Form 100)
    - Volunteer button
    - Volunteer gifts
  - Pledge Forms
  - Campaign Cards to give with the Pledge Form in place of the printed *2011 Catalog of Caring*
  - *2011 Catalogs of Caring* (inform Keyworkers to distribute only upon request to keep campaign costs low)
  - Pledge Form Carriers (Form 100)
  - Donor Thank You Cards
  - Donor stickers
- 4. Plan and direct group meetings** and/or special events with Keyworkers.
- 5. Train Keyworkers to process Pledge Forms.** Make sure they always use the correct Reporting Unit Number.
- 6. Stress to Keyworkers** the importance of delivering all paperwork to the designated volunteer promptly and, at a minimum, once a week.
- 7. Collect completed Pledge Form Carriers** (Form 100) from Keyworkers and review for accuracy and completeness.
- 8. Prepare the Deposit Form Sheet** (Form 200) and Deposit Bag (Form 300) within 48 hours of receipt of funds, or ask your campaign finance person to handle this task.
- 9. Deliver all sealed Deposit Bags** (Form 300) to the drop-off location within 48 hours of preparing the Deposit (Form 200).
- 10. Thank your Keyworkers** and recognize their work.

## Because...

"I enthusiastically support the charities I give to. I am happy to see them listed in the *Catalog of Caring.*"

# WHAT IS MANAGE AND HOW DO I USE IT?

MANAGE is a vital campaign management and reporting tool that connects volunteers to campaign resources, facilitates the ordering of campaign supplies, schedules charity outreach requests and tracks fundraising progress by department or agency. You can access a complete MANAGE manual at [www.cfcnca.org](http://www.cfcnca.org) to set up your profile and begin using the system.

## LIST OF MANAGE REPORTS

- **Tree Report** - an interactive web page report, ideal for quickly getting an overall picture of the campaign as it is currently reported in MANAGE (real-time).
- **Progress Report** - a unit-level report that displays data in real-time, for a prior point in time, or for a particular time-span.
- **Weekly Progress Report** - an Excel report capturing unit-level weekly data for a particular time span that shows a separate worksheet tab for each week.
- **Comparison Report** - a unit-level point-in-time progress report showing two consecutive years of data, side by side.
- **Deposit Report** - displays data for a particular time span down to the Pledge Form Carrier level. Data may be arranged by deposit number or by reporting unit.
- **Goal Attainment Report** - determines which reporting units are exceeding or falling short of their fundraising and participation goals.
- **Zero-Activity Report** - displays components that have not reported any current activity or did not report any activity during a particular time span.

## CAMPAIGN REPORTS

### The Tree Report

The **Tree Report** is an interactive report. You can choose additional display columns by clicking on the toggles at the top of the page with your mouse. The default view shows data for the current campaign year. You can also use the selector at the top of the page to display data for up to three prior campaign years.

## CHECK OUT CFCNCA WEBINARS

Go to [www.cfcnca.org](http://www.cfcnca.org) to view the webinar on **running reports** in MANAGE.

This tree shows reported data. [View the Campaign tree.](#) [Return to Manage.](#) Number of years to display data for: 1

**Toggle column display:**  
[Unit](#) [Year](#) [Potential](#) [Goal](#) [Goal %](#) [Total Dollars](#) [Total Pledges](#) [PctPrtn](#) [Avg Pledge](#) [Per Capita Pledge](#)  
[Paper Payroll Pledges](#) [Paper Payroll Dollars](#) [Avg Paper Payroll Pledge](#) [Cash Pledges](#) [Cash Dollars](#) [Avg Cash Pledge](#) [Event Dollars](#) [Conf Pledges](#) [Easles](#) [D/Easles](#)  
[Total Paperless Pledges](#) [Total Paperless Dollars](#) [Paperless Payroll Pledges](#) [Paperless Payroll Dollars](#) [Avg Paperless Payroll Pledge](#)  
[One-Time CC/Debit & Electronic Check Pledges](#) [One-Time CC/Debit & Electronic Check Dollars](#) [Monthly CC/Debit & Electronic Check Pledges](#) [Monthly CC/Debit & Electronic Check Dollars](#) [Avg CC/Debit & Electronic Check](#)

Unit	Year	Potential	Goal	Goal %	Total Dollars	Total Pledges	PctPrtn	Avg Pledge	Per Capita Pledge
Access Board	2011	28 (0)	\$2,100.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00
Administrative Office of U.S. Courts	2011	926 (0)	\$292,500.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00
Advisory Council on Historic Preservation	2011	40 (0)	\$14,974.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00
African Development Foundation	2011	25 (0)	\$16,500.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00
Agency for International Development	2011	3,114 (0)	\$617,000.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00
American Battle Monuments Commission	2011	19 (0)	\$2,750.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00
Appalachian Regional Commission	2011	51 (0)	\$25,000.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00
Architect of the Capitol	2011	2,620 (0)	\$75,000.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00
Armed Forces Retirement Home	2011	258 (0)	\$18,900.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00
Broadcasting Board of Governors	2011	1,417 (0)	\$75,000.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00
Central Intelligence Agency	2011	0 (0)	\$2,400,000.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00
Comm for Prchs frm Pyl Blind or Sivly Dbld	2011	25 (0)	\$13,699.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00
Commission of Fine Arts	2011	11 (0)	\$503.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00
Commission on Civil Rights	2011	28 (0)	\$6,000.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00
Commodity Futures Trading Commission	2011	412 (0)	\$110,000.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00
Congressional Budget Office	2011	242 (0)	\$80,000.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00
Congressional Office of Compliance	2011	18 (0)	\$5,000.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00
Consumer Product Safety Commission	2011	305 (0)	\$70,000.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00
Corporation for Natl & Community Service	2011	225 (0)	\$55,000.00	0.0%	\$0.00	0	0.0%	\$0.00	\$0.00

### The Campaign Progress Report

All MANAGE reports besides the Tree Report have a separate report settings page. The **Campaign Progress Report** is the most frequently used report. The settings page is the first thing you see after selecting a report from the main menu. All report settings pages display a description of the report at the top.

Many reports enable you to specify a time frame:

- Real-time, which reflects all current data in MANAGE
- Point-in-time, which enables you to look back to a prior date and time
- Span-in-time, which enables you to isolate activity for a given day, week, month, etc.

Most reports can be generated in three different formats:

- Excel spreadsheet, which is best for printing hard copies and reordering data
- Web page, which is useful for quick viewing and also allows bookmarking
- Raw data, which is easy to import into other programs

Component Name	Target Goal	Pct to Goal (reported)	Amt to Goal (reported)	Employees	Total Pledges (reported)	Participation Rate (reported)	Total Pledges (reported)	Total Dollars (reported)	Event Dollars (reported)	Average Pledge (reported)	Per Capita Pledge (reported)	Confidential Pledge (reported)
Dir/Assoc. Dir/Exec Staff	\$29,060.00	105%	\$29,060.00	92	0	70%	64	\$28,664.56	\$0.00	\$0.00	\$0.00	0
Agency Wide Contributions	\$0.00	0%	\$0.00	0	0	0%	2	\$218.15	\$0.00	\$0.00	\$0.00	0
Office of Court Administration	\$35,062.00	106%	\$35,062.00	111	0	61%	68	\$39,231.66	\$0.00	\$0.00	\$0.00	0
Office of Defender Services	\$16,110.00	135%	\$16,110.00	51	0	60%	26	\$11,755.00	\$0.00	\$0.00	\$0.00	0
Office of Facilities and Security	\$17,057.00	111%	\$17,057.00	54	0	45%	25	\$12,627.34	\$0.00	\$0.00	\$0.00	0
Office of Finance and Budget	\$44,222.00	166%	\$44,222.00	140	0	66%	73	\$44,637.55	\$0.00	\$0.00	\$0.00	0
Office of Human Resources	\$43,591.00	115%	\$43,591.00	138	0	38%	58	\$29,325.46	\$0.00	\$0.00	\$0.00	0
Office of Information Technology	\$29,693.00	93%	\$29,693.00	94	0	51%	53	\$36,183.50	\$0.00	\$0.00	\$0.00	0
Office of Internal Services	\$24,638.00	99%	\$24,638.00	78	0	57%	67	\$29,252.22	\$0.00	\$0.00	\$0.00	0
Office of Judges Program	\$37,273.00	104%	\$37,273.00	118	0	49%	65	\$33,253.79	\$0.00	\$0.00	\$0.00	0
Probation & Pretrial Services	\$15,794.00	89%	\$15,794.00	50	0	45%	25	\$11,276.25	\$0.00	\$0.00	\$0.00	0
<b>Grand Totals</b>	<b>\$202,500.00</b>	<b>0%</b>	<b>\$202,500.00</b>	<b>926</b>	<b>0</b>	<b>54%</b>	<b>526</b>	<b>\$276,425.48</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0</b>

## The Comparison Report

The **Comparison Report** is accessed from the "Report" drop-down menu. This report compares the cumulative progress of a campaign with the prior year's campaign at the selected point in time. MANAGE will show comparison data for both years at the selected month, day and time. The date you select also determines the campaign year for which your report pulls data, with September 1 marking the start of a "new year." For example, selecting any date between 9/1/09 and 8/31/10 will create a comparison report for the 2009 and 2010 campaigns.

2010 Reporting Number	2010 Component Name	2010 Target Goal	2009 Target Goal	2010 Pct to Goal (reported)	2009 Pct to Goal (reported)	2010 Employees	2009 Employees	2010 Participation Rate (reported)	2009 Participation Rate (reported)	2010 Total Pledges (reported)	2009 Total Pledges (reported)
5551234	Dir/Assoc. Dir/Exec Staff	\$29,060.00	\$24,172.00	115%	150%	92	91	68%	119%	63	108
5551236	Agency Wide Contributions	\$0.00	\$0.00	0%	0%	0	0	0%	0%	0	0
5551237	Office of Court Administration	\$35,062.00	\$38,439.00	118%	118%	111	111	68%	116%	76	129
5551238	Office of Defender Services	\$16,110.00	\$8,408.00	79%	172%	51	43	51%	112%	26	48
5551239	Office of Facilities and Security	\$17,057.00	\$10,571.00	121%	203%	54	55	61%	115%	33	63
5551240	Office of Finance and Budget	\$44,222.00	\$18,116.00	125%	224%	140	111	66%	129%	92	143
5551241	Office of Human Resources	\$43,591.00	\$27,820.00	77%	102%	138	154	49%	61%	68	94
5551242	Office of Information Technology	\$29,693.00	\$33,180.00	145%	121%	94	103	67%	77%	63	79
5551243	Office of Internal Services	\$24,638.00	\$36,564.00	106%	80%	78	118	50%	83%	39	98
5551244	Office of Judges Program	\$37,273.00	\$34,970.00	95%	110%	118	132	49%	59%	58	78
5551245	Probation & Pretrial Services	\$15,794.00	\$11,323.00	88%	98%	50	56	72%	71%	36	40
	<b>Grand totals</b>	<b>\$292,500.00</b>	<b>\$243,563.00</b>	<b>109%</b>	<b>126%</b>	<b>926</b>	<b>974</b>	<b>60%</b>	<b>90%</b>	<b>554</b>	<b>880</b>

# WHAT SUPPLIES WILL I NEED?

**You can order supplies** through the MANAGE system. Be sure to allow at least ten calendar days for delivery. Always keep supplies on hand. Large quantities of supplies are available only through the CFCNCA warehouse and are not kept in the DC office.

Materials you can order from CFCNCA through MANAGE:

- **2011 Catalog of Caring**
- **Campaign Card**
  - Volunteers can hand this out with the Pledge Form and at special events.
- **CFCNCA Deposit Bag** (Form 300)
  - Should be distributed only to Campaign Coordinators using MANAGE to complete online Deposit Forms.
- **Keyworker Training Kit**
  - Contains the 2011 Keyworker's Guide, Campaign Card, Volunteer Tip Card, Pledge Form, Pledge Form Carrier (Form 100), volunteer button and volunteer gifts.
- **Pledge Form**
- **Pledge Form Carrier** (Form 100)
- **Posters**
  - Options include general campaign posters featuring beneficiaries of CFCNCA-supported charities and a poster for tracking progress toward your campaign dollar goals.
- **Donor Thank You Card**
  - Volunteers should distribute a card to every employee that they are aware of who has made a donation.

The CFCNCA will provide the following through a request made to your LE:

- **Large vinyl banners**
- **Large disposable plastic banners**
- **Balloons with strings and snaps**

## CHECK OUT CFCNCA WEBINARS

Go to [www.cfcnca.org](http://www.cfcnca.org) to view the webinar on **ordering supplies** in MANAGE.

# HINTS FOR SUPPLY DELIVERY, INCENTIVES AND MARKETING MATERIALS

## SUPPLY DELIVERY

**Make a delivery plan** including campaign contacts for each building and a plan for moving supplies from loading docks to storage locations, if needed.

**Remember to meet security requirements.** If your organization does not accept normal deliveries, provide an alternate delivery option and any other special instructions when you fill out the MANAGE system order form.

If you need further assistance, call Customer Support at 202-465-7230 or e-mail us at [customersupport@cfcnca.org](mailto:customersupport@cfcnca.org).

## DONOR AND VOLUNTEER INCENTIVES

Your LE will provide these incentives upon request:

- Eagle and Double Eagle Award Lapel Pins for employees who pledge 1 percent or 2 percent of their yearly gross salaries, respectively
- Donor stickers
- Volunteer buttons
- Certificates of Appreciation for Keyworkers
- Promotional items such as the Keyworker calendars, tote bags and water bottles

## MARKETING MATERIALS

- CFC and theme logos
- Document and e-mail banner
- Letterhead
- Campaign Card
- Event signage (e.g., podium and directional signs)
- Campaign posters
- Donor Thank You Cards

## Because...

“It is an effortless way to give to those that need help.”

# HOW DO I PROMOTE THE CAMPAIGN?

## **Communication activities are the “voice” of your campaign.**

Use all of your available media resources to educate employees about the campaign, its time frame, related events, how and why to give and where to go for information.

## **Develop a marketing strategy.**

Determine what type of communication materials will work best for your agency and when to use them. Use the CFCNCA materials as noted on page 11 for your department or agency (available for download at [www.cfcnca.org](http://www.cfcnca.org)). Display materials prominently and obtain approval for posting them, if necessary.

Determine special events to hold such as charity fairs, ice cream socials, community service days, silent auctions, chili cook-offs, talent shows or kickoff celebrations to raise awareness about the campaign. Appoint a Keyworker as a coordinator for each event. Make sure to clear all events through your agency or department’s Compliance or Ethics Officer.

## **Promote the campaign online.**

Use your department or agency’s intranet and e-newsletters to publicize the campaign. Develop a special CFCNCA section on your site that highlights the benefits of giving, inspiring stories from people who have benefited from the campaign, photos of your campaign activities and progress toward your goal as the campaign progresses. Additional ideas, information and stories about real people who have benefited from the campaign are available online.

## **Leverage social media.**

Start your own community or join/follow the existing ones within the CFCNCA GovLoop, Facebook and Twitter pages. Encourage your colleagues to post ideas, personal stories, discussions, blogs and event pictures. Post your own videos featuring personal stories and encourage others to post theirs.

## **Display campaign videos and PSAs.**

A short campaign video and several personal stories are available at [www.cfcnca.org/because](http://www.cfcnca.org/because) for use during your campaign events, in high-traffic areas throughout your building or campus (e.g., cafeterias, TV monitors, near elevators), on your intranet site, through your public relations office and through social media channels. PSAs include messages from President Obama and your Federal co-workers.

## **4 WAYS TO INCREASE PARTICIPATION**

**Educate.** Potential donors need to hear the “story” of the campaign including its history; what it does for local, national and international communities; the charities’ roles and the past successes.

**Engage.** Show how every dollar makes a difference. Even \$1 or \$2 extra per pay period can have an impact on people’s lives. Make sure every employee is asked to personally participate.

**Empower.** Even a small donation, collectively, has the power to change people’s lives. Promote the ease of giving by payroll deduction and encourage online giving.

**Enthuse.** People are much more likely to give if they are involved in fun activities. Create challenges. Offer incentives.



**Give employees the opportunity to learn about charities firsthand.**

One of the best ways to motivate people to give is by connecting them directly with organizations that are making a difference for people and communities in need. With help from your LE, schedule employee visits to charitable organizations through the CFCNCA Charity Outreach Program. Remind participants that they must have their supervisors' approval. Plan transportation and always have CFCNCA materials available for those who participate.

Also, plan an on-site charity fair through the MANAGE system. Select a convenient time and location large enough to accommodate at least ten charity displays. Build promotion for the charity fair into your communications strategy.

**Because...**

“I love helping out, and I especially love doing various events for the CFCNCA; it’s a win-win deal. It builds morale and assists charities. It can’t get any better than that!”

# HOW DO I TALK ABOUT THE CAMPAIGN?

As a Campaign Manager, you will serve as a cheerleader, storyteller and the “go-to” person for information about the CFCNCA, charities and giving. Below is sample messaging that you can use to guide your discussions with individuals throughout the campaign.

**Federal employees in the national capital area support more than 4,000 approved charities** that reach out to people and communities in need locally, nationally and around the world. The campaign is created and run by Federal employees and is a demonstration of our caring and commitment to public service.

**Last year, the CFCNCA raised more than \$67 million** to address the needs of people and communities at home, across the country, and around the world, thanks to the public service spirit and compassion of our Federal employees. This year our goal is \$67.2 million because the need is greater than ever.

**This is a campaign about real people with real stories of hope.** In fact, their many inspiring stories come from members of our own Federal community whose lives are changed forever because of the generosity of Federal donors.

**Giving is easy;** all you have to do is choose a charity, make a commitment and then submit a form either online at [www.cfcnca.org](http://www.cfcnca.org) or by giving your completed Pledge Form to your Keyworker.

**Through the CFCNCA, we have the power to make a difference** on the issues we are most passionate about. Because of the generosity of Federal employees, lives are forever changed. Hope is the greatest gift of all.

## Because...

“Over the years, my children have received assistance from various charitable organizations. It truly gives me great satisfaction and pleasure to be a part of the CFCNCA and be able to give back the help that was given to me by volunteering with the CFCNCA.”

# HOW DO I MAKE THE CAMPAIGN FUN?

## HOLD A SPECIAL EVENT

### Why?

Events are an opportunity to build employee morale and to publicize the campaign. By holding events you will involve more people in the campaign, provide networking opportunities, increase contributions and move toward your fundraising goal more easily.

### When?

Plan kickoff events early in the campaign to involve your leaders and gain exposure for the campaign. During the middle of the campaign, engage your agency through competitions, tournaments and other events that take course over a series of weeks in order to maintain momentum. Events like raffles and bake sales are good countdown activities starting November 29. Most agencies hold at least three special events during the campaign season.

### How?

Create a time line and checklist of activities and share the responsibility with other volunteers. Events are a great way to engage others and create additional ways to participate in the campaign. If you would like charities at your event, fill in the request form in MANAGE or contact the CFCNCA Charity Outreach Coordinator for assistance in planning charity fairs and speakers.

## KICKOFF EVENT

Here are some suggestions for a successful kickoff to launch your campaign:

- Select a site to accommodate your staff.
- Involve leadership from the beginning.
- Obtain and share inspiring stories from Federal workers and charities, available at [www.cfcnca.org](http://www.cfcnca.org).
- Invite a union representative, if applicable.
- Arrange a charity fair to accompany the program.
- Show the CFCNCA videos and PSAs.
- Display campaign posters and materials.

## CELEBRATE 50 YEARS

Make a Public Service Announcement to celebrate the 50<sup>th</sup> Anniversary of the CFC. For more information about the PSA contest go to [www.cfcnca.org/because](http://www.cfcnca.org/because).

## Because...

“The CFCNCA provides a means for me to contribute to the charities of my choice and help my organization and the Federal Government meet or exceed their yearly goal.”

- Have laptops available for employees to access information about the CFCNCA.
- Make “the ask” for donations and have Pledge Forms available.
- Promote a sense of urgency to achieve your goals.

## AWARENESS ACTIVITIES

Schedule special awareness events throughout the campaign to maintain interest and motivate employee giving. Here are some activities to consider:

- Charity visit
- Auctions (both live and silent)
- Chili cook-off
- Putt-Putt Golf or Wii Tournament
- Bake sale
- Fashion show
- Car wash
- Talent show
- Guest entertainer
- Music or dance event
- Fun run/walk
- Sports competition or game

## CLOSING CEREMONIES

Closing/awards ceremonies are essential elements for recognizing all the volunteers and donors involved in the campaign. These events should include the following:

- Involvement of leadership
- Recognition of all the CFCNCA participants
- Awards for outstanding service and donor contributions
- A direct thank you from a Federal employee and/or charity that has benefited from donations
- Display of campaign finale marketing materials

## GUIDELINES TO REMEMBER

**CFCNCA staff or LEs cannot take your completed Deposit Bags** to drop-off locations. This important policy maintains the chain of custody of the CFCNCA Deposit Bags.

**CFCNCA does not accept checks from donors made payable directly to charities.** Such checks will be returned to the contributor and will require a correction in the audit of your campaign.

# HOW CAN DONORS MAKE A PLEDGE?

## CHECK OUT CFCNCA WEBINARS

Go to [www.cfcnca.org](http://www.cfcnca.org) to view the webinar on **entering donations** into MANAGE.

### HOW TO CHOOSE CHARITIES

Donors can search online and choose from over 4,000 charities using the charity search tool at [www.cfcnca.org](http://www.cfcnca.org) or through the printed *2011 Catalog of Caring*. The online search tool allows donors to sort and select charities by name, keyword, locations, administrative overhead rate, CFC code number or service category.

### GIVING OPTIONS

#### e-Giving

- **Paperless Pledge.** Donate via personal credit/debit card or electronic check directly from a bank account and choose a monthly or one-time gift. Donors should not print and submit any forms to their Keyworker.
- **Paperless Payroll Pledge.** If your department or agency has the CFCNCA’s effective and easy paperless payroll option, or Employee Express, choose this option to make your electronic gift through payroll deduction. You do not need to print and submit this form to your Keyworker.
- **Printed Pledge.** For payroll deduction or cash/check gifts.
  - The signed copy and the audit copy must be printed by the donor and given to the Keyworker.
  - Donors print and keep the third copy as their receipt.

**Traditional Paper Pledge Form.** For payroll deduction or cash/check gifts.

### TYPES OF PLEDGES

CASH, CHECK	CREDIT CARD, DEBIT CARD, E-CHECK	PAYROLL DEDUCTION
<ul style="list-style-type: none"> <li>• e-Giving Printed Pledge</li> <li>• Traditional Paper Pledge</li> </ul>	<ul style="list-style-type: none"> <li>• e-Giving Pledge</li> </ul>	<ul style="list-style-type: none"> <li>• e-Giving Printed Pledge</li> <li>• e-Giving Paperless Payroll Pledge*</li> <li>• Employee Express (EEX)*</li> <li>• Traditional Paper Pledge</li> </ul>

\* Not available within all agencies.

**Note:** e-Giving pledges are made by going to [www.cfcnca.org](http://www.cfcnca.org) and clicking “Donate Now” in the top left corner.

## HOW DO I HANDLE DONATIONS COLLECTED AT EVENTS?

Here's how to process any checks and/or cash that donors give during events:

1. Fill in the line on the Pledge Form Carrier (Form 100) earmarked for any proceeds received from special events.
2. Download the Special Events Proceeds Form (Form 150) from MANAGE, then complete and obtain signatures from two employees to verify the accuracy of the total funds.
3. Insert the signed copy of Form 150 into Form 100 clipped to the event funds. The other copy should be retained for your records.
4. Log on to MANAGE and complete the line item in the Deposit Bag (Form 300) to report event donations. Also enter this amount on the "Total Special Event Proceeds" line on the Deposit Bag Form 300.

## Because...

"My work as a volunteer also helps me practice my public speaking skills, my event planning skills, my social marketing skills and my leadership skills. These are very important to me as a person and a professional."

# CAMPAIGN COORDINATOR RESPONSIBILITIES FOR PROCESSING PLEDGES\*

1. Open the Pledge Form Carrier (Form 100) and review the Keyworker Summary and Pledge Forms. Confirm that the Special Events Proceeds Form (Form 150) is accurate and complete, and the Pledge Form Carrier (Form 100) white envelope contains the cash and checks. Return incorrect Pledge Forms to Keyworkers so they can contact the donors for corrections. Confidential gifts should remain stapled to the Pledge Form Carrier (Form 100). Do not open the sealed confidential gift envelopes. All checks should be made payable to CFCNCA.
2. Make sure that only cash, checks, white copies of the Pledge Forms and Special Events Proceeds Forms (Form 150) are in the white pocket of the Pledge Form Carrier (Form 100) and that only yellow or payroll copies of the Pledge Form are in the yellow pocket of the Pledge Form Carrier (Form 100).
3. Complete the Deposit Form (Form 200) through MANAGE at [www.cfcnca.org](http://www.cfcnca.org). Use only one line on the Deposit Form (Form 200) per Pledge Form Carrier (Form 100). Your Campaign Manager will give you a user name and password to log in. If you do not have access to the online form, contact your LE or CFCNCA Customer Support.

4. Detach the yellow pockets from the Pledge Form Carrier (Form 100) when the Deposit Form (Form 200) is complete and seal them with the yellow copies of the Pledge Form inside. Forward the yellow pockets to your Campaign Manager or payroll office immediately.
5. Seal the white pockets of the Pledge Form Carrier (Form 100) and forward them, with any sealed confidential gift envelopes still attached, along with a copy of the completed Deposit Form (Form 200) to your Campaign Manager.

*\* For e-Giving paperless pledges, there is no action required. Paperless pledges are automatically credited to the donor-designated reporting unit.*

## DELIVERING DEPOSITS

If you have been directed by your Campaign Manager to deliver Deposit Bags (Form 300) to one of the assigned drop-off locations (list available online at [www.cfcnca.org](http://www.cfcnca.org)), please complete the following steps:

1. Fill in the information required on the front of the Deposit Bag (Form 300).
2. Insert the Pledge Form Carrier (Form 100) white envelopes, with the confidential gifts still stapled to them, into the Deposit Bag (Form 300).
3. Insert the white Audit copy of the Deposit Form (Form 200) into the clear pocket on the outside of the Deposit Bag (Form 300) and make sure the printed side of the form shows through the pocket. Seal the pocket. Do not leave the assigned drop-off location without a signed and dated copy of the Deposit Form (Form 200). The signed copy is proof that the deposit bag has been received by the drop-off location.

## PLEDGE PROCESSING FORMS

Pledge Form Carrier (Form 100)  
Special Events Proceeds (Form 150)  
Deposit Form (Form 200)  
Deposit Bag (Form 300)  
Return Bag (Form 400)

# CAMPAIGN SOLICITATIONS ARE COMPLETE. NOW WHAT?

**Some of the campaign's most important activities** will take place after December 15, the closing date for solicitations. This is the time to say "thank you" to department and agency leadership, volunteers and donors. Recognition and appreciation will build a strong foundation for next year's campaign.

- Thank donors with a Donor Thank You Card and sticker.
- Distribute letters of thanks from the Campaign Chair and Certificates of Appreciation to Keyworkers and other volunteers. A letterhead banner is available at: [www.cfcnca.org/marketing\\_resources](http://www.cfcnca.org/marketing_resources).
- Hold a recognition reception for volunteers and all Eagle/Double Eagle Award donors. Some donors and volunteers may prefer to remain anonymous, so confirm that they are willing to participate in any public event.

The CFCNCA provides awards at no cost to departments, agencies, reporting units and individuals to recognize various contribution levels.

## HOW DOES THE CAMPAIGN RECOGNIZE GENEROSITY?

The efforts of departments, agencies, reporting units and volunteers ensure the success of the CFCNCA and are central to its ability to help people around the world. The CFCNCA recognizes outstanding dedication and commitment with the following awards:

### DEPARTMENT/AGENCY RECOGNITION

- **President's Award** for reporting units with 75 percent employee participation or \$275 per capita gift.
- **Chairman's Award** for reporting units with 67 percent employee participation or \$225 per capita gift.

### CFCNCA COMMUNICATION CONTEST

The CFCNCA holds an annual Communication Contest to reward outstanding creative efforts that capture the spirit of the CFCNCA and communicate the campaign's theme, "Compassion of Individuals. Power of Community." Entries are judged on:

- Progress to goal
- Participation rate
- Overall impression
- Presentation quality
- Creativity and uniqueness
- Communication of campaign messages

The contest includes categories such as Best Website, Best Photography, Best Campaign Writing, Best Special Event and more.

See a list of last year's winners and learn about their campaign ideas at [www.cfcnca.org](http://www.cfcnca.org).

- **Honor Award** for reporting units with 60 percent employee participation or \$175 per capita gift.
- **Merit Award** for reporting units with 50 percent employee participation or \$125 per capita gift.
- **Million Dollar Circle Award** for departments, reporting units or agencies that generate more than \$1 million in donations.
- **Summit Award** for departments or agencies that achieve a 3 percent increase in total dollars raised over the previous year's campaign.
- **Participation Achievement Award** for departments or agencies that achieve a 2 percent increase in participation over the previous year's campaign.
- **e-Giving Award** for departments or agencies that have at least a 10 percent increase in paperless pledge donations between the 2010 and 2011 campaign years – with a minimum of 10 paperless payroll donations.

## VOLUNTEER RECOGNITION

- **Most Valuable Fundraiser** for CFCNCA Vice Chairs, Campaign Managers, Campaign Coordinators and other members of your CFCNCA team.
- **Special Service** for volunteers who have provided outstanding service to the campaign.
- **Certificates of Appreciation** for each Keyworker.
- **Outstanding Payroll Deduction Giving** for attaining an exemplary level of support for the CFCNCA with 75 percent or more of contributors making payroll deduction gifts.
- **100 Percent of Goal** for any reporting unit meeting or exceeding its campaign goal.

## DONOR RECOGNITION

- **Eagle Award Pins** for donors who give 1 percent of their salary as Eagle givers or 2 percent as Double Eagle givers. People giving at these levels receive a lapel pin.
- **Donor stickers**, Thank You Cards and a personal thank you.

## NOMINATE YOUR CFCNCA HERO

Each department and agency can nominate a CFCNCA Hero for a special award presented at the Campaign Finale Celebration. Nominations should be based on two key factors:

- CFCNCA volunteer activities
- Community-wide volunteer activities

Campaign Managers can nominate someone by submitting a short, one-page summary of the nominee's volunteer service. CFCNCA's Hero award recipient and winner of the Most Innovative Campaign Technique Award will be entered into the national CFC contest sponsored by the U.S. Office of Personnel Management.

For additional details on this year's contest, entry criteria and an entry form, visit [www.cfcnca.org](http://www.cfcnca.org) or talk to your LE or CFCNCA staff member.

# HOW DO I ORDER AWARDS AND CERTIFICATES?

Place orders for awards and certificates as early as possible after your campaign closes. It is best to order all awards and certificates at the same time. The deadline for ordering awards through MANAGE is March 30, 2012. After this date, you will need to contact CFCNCA staff to order plaques.

- Campaign Managers, or their designees, can use MANAGE to order the **President's, Chairman's, Honor and Merit Awards** for qualified reporting units at the end of their campaigns. If you are unable to order awards online, contact your LE or CFCNCA staff member for help.
- CFCNCA staff will order the **Million Dollar Circle, Participation Achievement, Summit Awards and e-Giving Awards** as the department or agency qualifies.

Each department and agency must notify the CFCNCA of the name and verify the accurate spelling for engraving on plaques. Plaques will be delivered to the address entered on the order form. Allow 10 working days for preparation and delivery of plaques. Review plaques for accuracy immediately upon delivery. Each eligible unit is limited to one complimentary award. **All award "redos" will be at the expense of the requesting agency.**

Certificates can be issued with the name of the CFC Honorary Chair or left blank for your own department or agency head to sign. Please advise CFCNCA staff of the number and type of certificates needed and whether they should be signed or unsigned. Certificates can be issued within two business days. Your LE will also be able to e-mail a template of the certificates so that you can print them as needed.

# CAMPAIGN DO'S

- Set a stretch goal using historical data from previous years.
- Tell all your colleagues about the campaign improving lives and communities with a goal of 100 percent informed opportunity to give.
- Enlist committed Keyworkers who are willing to meet personally with each employee.
- Recruit a diverse set of volunteers in a positive way, asking those who were successful Keyworkers last year, those who benefited from the CFCNCA or those who have been involved as volunteers in their community.
- Assign two or more agency campaign volunteers the responsibility of knowing the drop-off locations.
- Plan on one Keyworker for every 10 to 12 employees to ensure there are enough Keyworkers to solicit effectively for the campaign.
- Make sure all of your Keyworkers receive training prior to your campaign kickoff.
- Be sure all Keyworkers and Campaign Coordinators receive each component's Reporting Unit Number, which is used to track contributions to each of the department or agency units.
- Confirm that each Keyworker has the list of employees he or she is assigned to solicit and explains to them about where and how to turn in their completed Pledge Forms.
- Be sure all completed Pledge Forms are kept in a safe, secure location to maintain the security of each donor's personal information.
- Have Special Events Proceeds Forms signed by two employees.
- Make sure at least two employees are trained to input data into the MANAGE system for accountability and efficiency purposes.

## Because...

“The CFCNCA is an effortless way to give to those that need help.”

# CAMPAIGN DON'TS

- Set a goal of 100 percent participation or establish personal dollar goals and quotas. Note: These coercive practices are strictly forbidden by the CFC.
- Develop or use lists of non-contributors or provide and use contributor lists for purposes other than the routine collection and forwarding of contributions.
- Use results as a factor in an employee's performance appraisal.
- Ask employees which charities they designated for their donation.
- Solicit pledges from outside the CFCNCA area. Federal agencies that attempt to conduct a national campaign for their employees and have all employees participate in the CFCNCA are in violation of rules governing the campaign. A Federal employee may participate in a particular CFC only if that employee's official duty station is located within the geographic boundaries of that CFC. (Please refer to the map on page 4 to see geographical boundaries of the CFCNCA.)

## Because...

"I look forward to giving every year."

# COMMON QUESTIONS ABOUT THE CFCNCA

**Q: Why should I make charitable contributions through the CFCNCA when I could just send a check directly to charities I wish to support?**

**A:** By combining solicitations into a once-a-year, unified campaign, CFCNCA reduces the need for individual and costly solicitations from charities. Accounting costs also are much lower because charitable gifts are consolidated into reliable, monthly checks to the charity, reducing processing costs. Lowering costs through this collective effort ensures that more money goes directly and quickly to the good work of the charity.

**Q: If I don't designate a charity, what happens to my donation?**

**A:** All "undesigned" donations are combined and then shared proportionally among all charities and federations that received designations. It is important to select and designate charities to ensure that your gift goes where you want it to go. Use the online charity search at [www.cfcnca.org](http://www.cfcnca.org) to search and find charities that match your interests. It allows searching by keyword, location and other important factors to help you find charities efficiently.

**Q: How efficient is the CFCNCA?**

**A:** Through the oversight efforts of the Federal employees on the Local Federal Coordinating Committee and strategic management by the Principal Combined Fund Organization, Global Impact, 7 percent of the funds raised were spent on campaign expenses such as printing materials, training volunteers and auditing contributions in the previous year. This is lower than the average CFC fundraising cost nationwide of 10.4 percent. Because this cost is so low compared with other fundraising campaigns, every dollar you pledge goes a very long way toward helping others. By combining donations, administration costs are cut and the value of each pledge is maximized. Online tools help reduce administrative costs and increase efficiencies even more. Donating through e-Giving reduces costs even further.

**Q: How much was raised in the 2010 campaign?**

**A:** The CFCNCA raised over \$67 million in 2010, which was \$500,000 more than donations raised in 2009.

For additional information, including more FAQs, visit [www.cfcnca.org](http://www.cfcnca.org).

**JOIN THE ONLINE  
COMMUNITY**

Join the online community at **GovLoop** and **Facebook** to share inspirational stories, tips and best practices with other volunteers. Register as a volunteer at [www.cfcnca.org](http://www.cfcnca.org).

# ADDRESSES FOR MILITARY MEMBERS NOT ASSIGNED TO A DOD AGENCY

**If a Pledge Form is received from a military member not assigned to a Department of Defense agency, the Campaign Manager must send the yellow copy of the Pledge Form to the proper office:**

## **Army**

Department of the Army  
Office of the Administrative Assistant  
Resources and Programs Agency  
ATTN: AARP-ZA (Karen Kane, 13134B)  
2511 Jefferson Davis Highway  
Arlington, VA 22202-3926

## **Navy**

Personnel Support Activity – Detachment Washington  
235 Wick Drive SW, Bldg 92  
Naval District Washington  
Washington, DC 20373-5803

## **Air Force**

11th Wing/FMFS  
110 Luke Avenue, Suite 190  
ATTN: Mr. Howard Seeley  
“For forwarding to correct processing office”  
Bolling AFB  
Washington, DC 20032

## **Marines**

Active Duty Marine Corps Payroll  
ATTN: CONAD Henderson Hall  
Bldg 29, Room 205  
HQBN - MCNCRC  
1555 Southgate Road  
Arlington, VA 22214

## **Coast Guard**

*While the Coast Guard is one of the Armed Forces, it does not come under the Department of Defense for payroll purposes. Yellow slips should be forwarded to the CFCNCA office who will send them to the Department of Homeland Security.*

## **THE CFCNCA OFFICE ADDRESS IS:**

Global Impact  
750 17th Street, NW  
Suite 200  
Washington, DC 20006  
Attn: Mr. James Francavilla



**HOPE IS THE GREATEST  
GIFT OF ALL.**



**2011 Combined Federal Campaign of the National Capital Area**

750 17<sup>th</sup> Street NW, Suite 200 | Washington, DC 20006 | 202.465.7200 | [www.cfcnca.org](http://www.cfcnca.org)