

# E-Giving Overview

## LE Training, August 10

OPM Innovator Award Recipient 2003-2009



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

# Today's Presentation

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- Overview of e-Giving
- Successes and Trends
- Options for e-Giving
  - Paperless: Payroll

# Overview of e-Giving

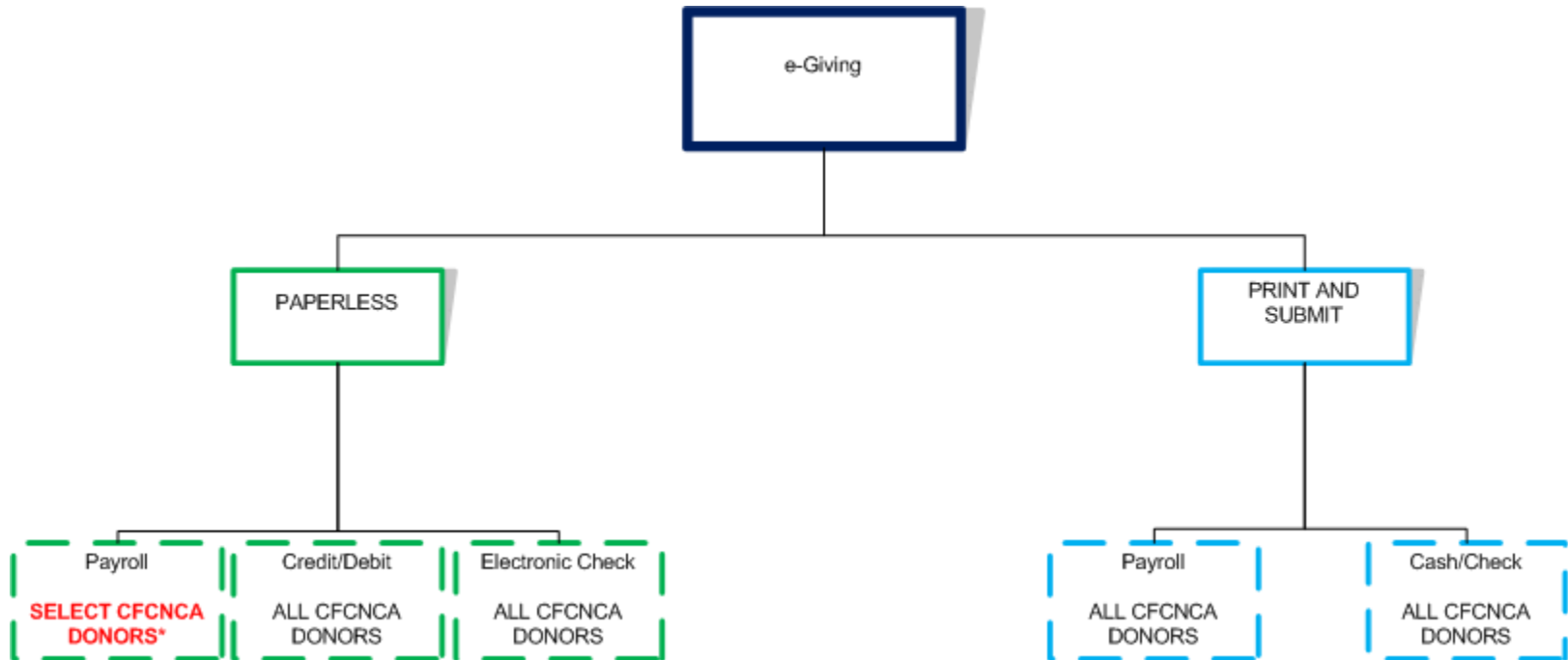
# What is e-Giving?

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- **e-Giving** is the umbrella term for any electronic giving method
  - The term “e-Pledge” has been retired
  - “Paperless” and “Print & Submit” added
- **e-Giving options** include:
  - *Paperless*: completely electronic and requires no printing
    - Payroll (for selected agency programs)
    - Credit/Debit (one-time or monthly)
    - Electronic Check (one-time or monthly)
  - *Print & Submit*: electronic data capture, which requires printing, signature (if payroll) and submission to Keyworker
    - Payroll
    - Cash
    - Check

# Understanding e-Giving

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*\*Paperless Payroll:*

- 1) CFCNCA Solution: Available to any interested agency EXCEPT Department of Defense agencies.
- 2) Employee Express Solution: Available to agencies using the CFC option for EEX.

# Online Charity Search

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Select charities of choice from CFCNCA's comprehensive list of more than 4,000 approved organizations:

- Reduces costs through a **paperless catalog option**
- Searchable online database
- Sort by name, keyword, location, administrative overhead rate, CFC code number or service category (e.g., health, disaster relief, education)
- Accessible 24/7 at [www.cfcnca.org](http://www.cfcnca.org)

*"As a Keyworker, I used the charity search tool to help others choose their charity."*

– 2009 Volunteer

# e-Giving Benefits

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- Provides a fast, simple and user-friendly process
- Reduces overall campaign processing costs
- Decreases agency time and costs associated with aggregating and auditing pledges
- Increases security of pledges and personal information
- Responds to donor feedback from prior campaigns and focus groups
- Appeals to donors who prefer online transactions
- Offers 24/7 availability
- Provides customer support for questions

# Success and Trends

# 2009 Success

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- e-Giving increased dramatically
  - **66 percent increase in total dollars** collected electronically
  - Participating agencies **more than doubled**
  - Employees using online pledge methods **more than doubled**
  - **21% of all payroll deductions** were online

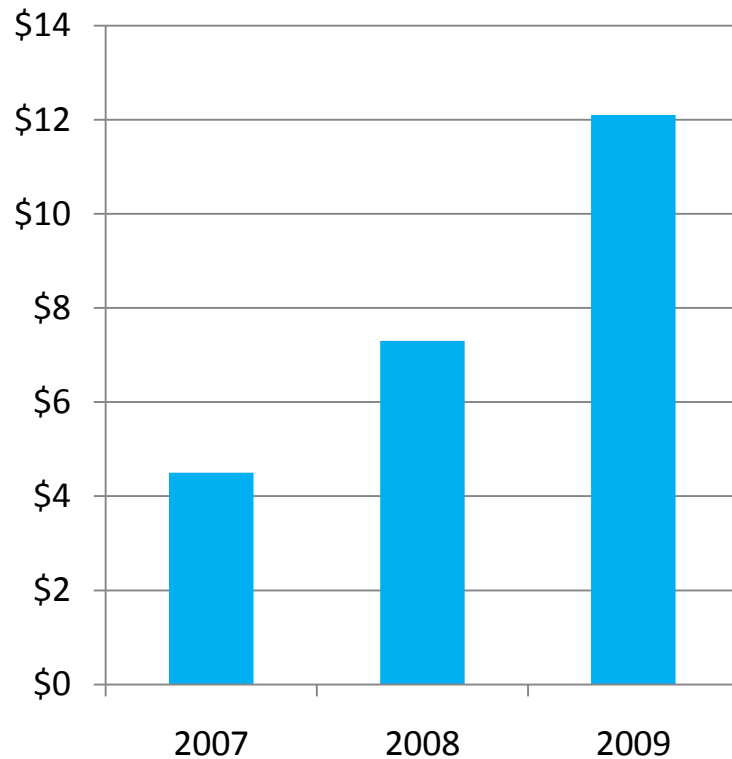
**e-Giving is the top rated content on [www.cfcnca.org](http://www.cfcnca.org)**

# e-Giving Trends

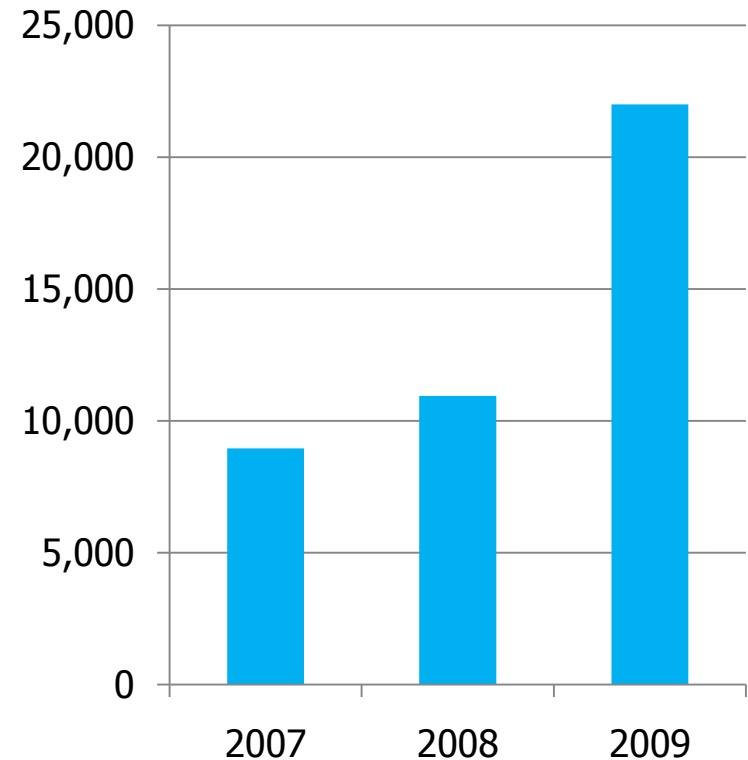
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e-Giving continues to increase

### Dollars Pledged



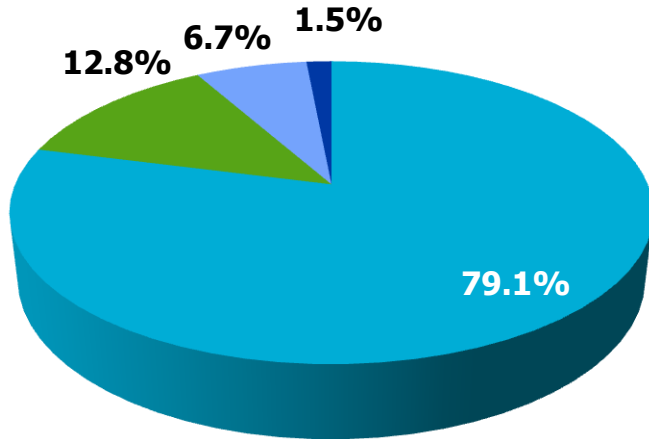
### Number of Donors



# Pilot Results

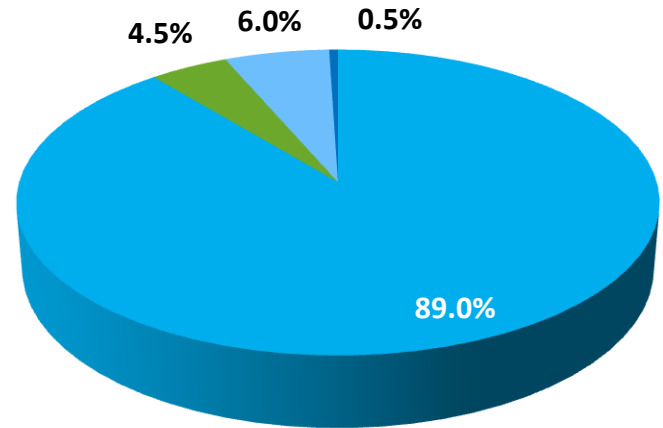
Credit/debit/electronic check pilot was highly successful

Pledges



Total: \$1.8 Million

Donors



Total: 7,009

■ One-Time Credit/Debit  
■ One-Time eCheck

■ Recurring Credit/Debit  
■ Recurring eCheck

# Options for e-Giving

# Print and Submit: Payroll

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- After completing Pledge Form
- Download and print final copy
  - 3 copies automatically printed: payroll deduction, audit and donor copy
- Sign payroll deduction copy
- Submit payroll deduction and audit copies of Pledge Form to Keyworker
- Retain donor copy as a receipt
- Request Donor Sticker and Eagle Award Pin (if qualified) from Keyworker

# Print and Submit: Check/Cash

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After completing Pledge Form

- Download and print final Pledge Form
  - Automatically prints 2 copies: audit and donor copy
- Submit audit copy of Pledge Form to Keyworker
- Retain donor copy as a receipt
- Request Donor Sticker and Eagle Award Pin (if qualified) from Keyworker

# Paperless: Credit/Debit Card

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After completing Pledge Form

- Enter billing address and credit/debit card information
- Review and confirm payment details
- Request Donor Sticker and Eagle Award Pin (if qualified) from Keyworker

# Paperless: Electronic Check

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After completing Pledge Form

- Enter billing address, bank account and routing number information
- Review and confirm payment details
- Request Donor Sticker and Eagle Award Pin (if qualified) from Keyworker

# Paperless: Payroll

# CFCNCA Solution

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- Streamlined model from previous years
  - No software development required
  - Maintains secure standards
- Available to any interested agency
- Example agencies:
  - U.S. Patent and Trademark Office (USPTO)
  - Environmental Protection Agency (EPA)
  - National Oceanic and Atmospheric Organization (NOAA)
  - USAID
  - GAO

# Benefits of CFCNCA Solution

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- **No submission of printed Pledge Form** is required
- Offers **simple and secure** collection method
- **Requires limited work** by the Federal department to implement
- **Integrates directly** into CFCNCA reporting database
- **Reduces errors** such as misrouted and/or missing payroll forms
- **Ensures timely delivery** to the payroll center
- **Eliminates manual entry** of pledge data by volunteers
- Enables remote employees (who have an NCA duty station) to participate **without the hassle of paper forms**

# Value of CFCNCA Solution

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- **Reduces costs** of running the campaign
- **Integrates effectively and easily**
  - No software development required
  - Two datapoints:
    - Agency supplies list of employee work e-mail addresses to CFCNCA at start of campaign.
    - CFCNCA supplies Paperless Payroll data to agency payroll department at close of campaign.
- **Eases burden to your help desk** with CFCNCA providing all Customer Support

*Online pledging makes life much easier for campaign managers because there are fewer deposits to record and take to the bank."*

*–2009 Volunteer*

# Employee Express Solution

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- Employee Express (EEX) continues to offer participating agencies paperless payroll giving
- Please contact your EEX representative for questions regarding the EEX solution