



CFC VIRGINIA PENINSULA

CAMPAIGN GUIDE FOR PROJECT OFFICERS AND KEY WORKERS

WELCOME

THANK YOU for agreeing to serve as CFC Project Officer or CFC Key Worker. You are the vital link between charities and donors.

CONTENTS

1. HISTORY & STRUCTURE
2. PROJECT OFFICER ROLE & KEY WORKER ROLE
3. GROUP AND ONE TO ONE PRESENTATIONS
3. DOs and DON'Ts
4. THE PLEDGE FORM
5. THE REPORT ENVELOPE
6. WHY SUPPORT CFC?
6. FREQUENTLY ASKED QUESTIONS
7. FUN IDEAS TO PROMOTE CFC
8. APPRECIATION GIFTS FOR DONORS`

HISTORY

The CFC began in the early 1960's to coordinate the fund raising efforts of various charitable organizations, so that the Federal donor would only be solicited once in the workplace and have the opportunity to make charitable contributions through payroll deduction.

The CFC is made up of local campaigns that organize the annual fund raising effort in Federal workplaces in the United States and abroad. Each local campaign is managed by a Local Federal Coordinating Committee (LFCC) which serves as a "Board of Directors". The LFCC is comprised of local Federal employees. The Office of Personnel Management (OPM) regulates the CFC and provides guidance and oversight to the local campaigns.

PROJECT OFFICER ROLE

The Project Officer is the TEAM LEADER and will ...

- Assume responsibility for the command/organization's campaign.
- Develop a six-week campaign plan.
- Involve the Commanding Officer or CEO with the campaign.
- Recruit and train Key Workers. Suggested ratio is 1 Key Worker for every 25-50 employees.
- Distribute CFC materials to Key Workers (pledge forms, CFC Charity brochure, etc.)
- Meet regularly with Key Workers, keep them informed of campaign progress and provide assistance as needed.
- Collect Report Envelopes from Key Workers that contain YELLOW COPIES ONLY and submit Envelopes to CFC office.
- DO NOT transfer contents of Key Worker Report Envelopes to one big envelope. Submit as many Key Worker Envelopes as necessary.
- Small organizations usually one/two submissions - larger organizations weekly/biweekly.
- Submit pledge form payroll slips (TOP WHITE COPIES ONLY) to your payroll office no later than December 15th. The earlier the better.
- Provide CFC Appreciation gifts to Key Workers for distribution to contributors.
- Recognize and thank Key Workers.

KEY WORKER ROLE

- Learn the facts about CFC. Attend a training session provided by Project Officer.
- Develop your campaign plan.
- Assume responsibility for personally contacting your assigned co-workers to ensure they have an opportunity to participate.
- Schedule one-on-one or group meeting. Explain the CFC, answer questions. Promote giving through payroll deduction ... the easiest way to give.
- Distribute Charity listing brochures and pledge forms.
- Collect completed pledge forms from co-workers Separate WHITE COPY and give to Project Officer for submission to your payroll office. Place YELLOW copy in CFC Report Envelope. PINK copy stays with contributor.
- Complete information on front of green Report Envelope.
- Submit Report Envelope(s) to Project Officer.
- Keep a record of needed Appreciation gifts to be distributed by you to contributors during or upon completion of your campaign, whichever is easiest for you.

GROUP PRESENTATION

- The most efficient and effective way to deliver the CFC message.
- Puts donors at ease, no one is singled out.
- Easiest way to reach the most people.

Sample: (20 minutes or less)

Welcome - Project Officer or Key Worker

Remarks - Commanding Officer/CEO/ Guest Speaker

Review:

- Charity Listing and Pledge Form
- Ease of payroll deduction
- Appreciation Gifts
- CFC Video (3 mins.)
- Conclusion - Ask for questions
- Ask for participation
- Thank your audience

Consider having guest speaker or employee testimonial about CFC experience. NASA Loaned Executive and/or CFC staff person will be pleased to speak about CFC at your event(s).

ONE TO ONE PRESENTATION

- Be comfortable, be informative
- Explain Charity Listing and pledge form
- Explain the benefits and value of CFC payroll deduction
- Ask for questions

DO:

- Keep the campaign period short - approximately six weeks.
- Create awareness about the campaign through email, posters, banners, newsletters, etc.
- Hold a kick-off event to mark the start of the campaign.
- Conduct group presentations.

DO NOT:

- Do not ask for 100% participation or keep list of non-donors.
- Do not request non-donors sign and submit a blank pledge form.
- Do not have supervisors involved in solicitation of subordinates.
- Do not just place pledge forms in mail boxes. Make the contact personal.
- Do not promote a specific charity.
- Do not coerce. Giving is voluntary.



2009 for 2010 Virginia Peninsula Combined Federal Campaign
 739 Thimble Shoals Boulevard, Suite 302
 Newport News, VA 23606

CFC Campaign No. 0896

ATTENTION PAYROLL OFFICES:
 Only use this number to identify the local campaign.

PRINT LAST NAME, FIRST NAME, AND MI	CHECK (if applicable) <input type="checkbox"/> CIVILIAN <input type="checkbox"/> MILITARY	FEDERAL AGENCY AND OFFICE USCG	SSN/EMPLOYEE ID
WORK ADDRESS & ZIP CODE		WORK PHONE ()	

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
MILITARY PAYROLL Branch of Service USCG	\$ \$5	x 12 months	\$ \$60.
CIVILIAN PAYROLL	\$	x 26 pay periods	\$

CHARITY CODE	ANNUAL AMOUNT
1 2 3 4 5	\$ \$ 30
6 7 8 9 9	\$ \$ 30
	\$
	\$
	\$

Check/Cash Amt. \$ _____ Check Number: _____
(make check payable to the Combined Federal Campaign)

Date of Contribution _____

CFC organizations do not provide goods or services in whole or partial consideration for any contributions made to the organizations via this pledge card.

DESIGNATED GIFT: To designate one or more charities or federated groups, fill in the charity code(s) and dollar amounts above.

RECOGNITION OPTIONS Only checked options will be processed. Address information is required to receive an acknowledgment from the charity.

My check-mark(s) and completed information below authorize the CFC to release my name and the corresponding information to my designated charities:

Pledge Amount

Home Address: _____

Home E-mail: _____

PAYROLL DEDUCTION AUTHORIZATION

I hereby authorize any agency of the United States Government by which I may be employed during 2010 to deduct the amount(s) shown above from my pay each pay period during the calendar year 2010 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 _____ DATE _____

PLEASE USE BALL POINT PEN & WRITE FIRMLY

COPY #1 - PAYROLL OFFICE

OPM 1654
Rev. Mar 2009

THE PLEDGE FORM & COMPLETION OF THE REPORT ENVELOPE

- PRINT CLEARLY: Name, work address, telephone number and your Federal Agency. Check box for either military or civilian.
- Write monthly or 26 pay period deduction and the total. Fill-in five digit charity code(s) and annual amount(s).
- Recognition Option: Check box if you want your pledge amount, name, home address or home e-mail released to your designated charity.
- Sign, date, enter SSN or Employee Number (NOTE: Number is blacked out on copies 2 & 3.) SSN is only required for payroll office use. Cash/checks do not need SSN or signature.
- Give copies 1 & 2 to your Key Worker or point of contact.



CFC REPORT ENVELOPE

THE COMBINED FEDERAL CAMPAIGN
OF THE VIRGINIA PENINSULA

ACCOUNT # _____
(To be completed by CFC Office)

BATCH # _____
(To be completed by CFC Office)

FEDERAL ORGANIZATION USCG YORKTOWN

UNIT/DIVISION _____

PERSON REPORTING _____

PHONE NUMBER _____ E-MAIL ADDRESS _____

INSTRUCTIONS • PLEASE READ CAREFULLY

There are THREE COPIES of this pledge form: WHITE: Forward to your Finance/Payroll Office;
YELLOW: Enclosed in this envelope; PINK: Give to Donor.

	CIVILIAN		MILITARY		TOTALS	
	# of PLEDGES	AMT. of PLEDGES	# of PLEDGES	AMT. of PLEDGES	# of PLEDGES	AMT. of PLEDGES
CASH	2	\$ 10	2	\$ 10	4	\$ 20
CHECKS	2	\$ 10	2	\$ 10	4	\$ 20
PAYROLL	5	\$ 10	5	\$ 10	10	\$ 20
TOTAL	9	\$ 30	9	\$ 30	18	\$ 60

- SEPARATE MILITARY AND CIVILIAN.
- SEPARATE CASH, CHECK AND PAYROLL PLEDGE FORMS. WRITE NUMBERS AND TOTALS ON FRONT OF ENVELOPE AS DESCRIBED BELOW.
- PLACE YELLOW COPIES ONLY IN GREEN ENVELOPE. BAND WHITE COPIES TOGETHER and GIVE TO CFC PROJECT OFFICER FOR SUBMISSION TO YOUR PAYROLL OFFICE. DONOR KEEPS PINK COPY.
- Complete Organization's Name and (Unit/Division if applicable). Name of Person reporting and phone, e-mail address.
- Column 1 - Write # of civilian cash, check and payroll pledges. Then write dollar amount of pledges. Write totals.
- Column 2 - Write # of military cash, check and payroll pledges. Then write dollar amount of pledges. Write totals.
- Column 3 - Add columns 1 & 2 cash, 1 & 2 checks, 1 & 2 payroll. Write totals.
- Add totals of column 1 & 2 and write final total # of pledges & amounts of pledges in column 3.

YOU MAY TURN IN AS MANY GREEN REPORT ENVELOPES AS NECESSARY. PLEASE DO NOT COMBINE CONTENTS OF ONE REPORT ENVELOPE WITH ANOTHER REPORT ENVELOPE, (UNLESS YOU ARE A SMALL ORGANIZATION AND CAN EASILY DO THIS!) FOR LARGE ORGANIZATIONS, COMBINING REPORT ENVELOPES CAUSES RECORD-KEEPING ISSUES AND DISCREPANCIES.

WHY SUPPORT THE CFC?

1. The CFC is like a department store for charities.

Charities in the CFC serve virtually every area of humanitarian needs: international relief and development, environmental protection, medical research and health care, hunger and homelessness, education and leadership training, family and community development, arts, culture and recreation, human rights and justice, special programs for women, children and minorities and the disabled, and many more.

2. It offers easy, convenient one-stop shopping.

To give, just choose the charities you wish to support - find the designation number code in the brochure - complete and sign the simple pledge form - and return it to your Key Worker or Project Officer. Beginning in January, your donation will be deducted automatically from your paycheck for the next twelve months and sent to the charities you selected.

3. It's guaranteed.

You can give with confidence because the CFC includes only charities that are financially accountable and effective. Every year, thousands of charities are carefully reviewed by your fellow employees, the Local Federal Coordinating Committee. Hundreds of charities are excluded from the list because they do not meet the high standards of the CFC.

4. It can be customized.

It can reflect your own beliefs, values and humanitarian concerns. The CFC pledge form has room for up to five different charities. This allows you to support the charities and humanitarian causes you care most about. For example you could distribute your gift among local, national and international charities or among a combination of secular and religious-affiliated charities. To ensure your donation goes to the charity you wish to support, designate your gift by specifying the code number(s) on the CFC pledge form

FREQUENTLY ASKED QUESTIONS

How do charities get listed?

Charities apply annually at the national or local level and must meet stringent rules. They must provide documentation such as an audit, IRS Form 990, annual report and other pertinent information.

How does payroll deduction work?

Payroll deduction is the easiest way to give. The donor decides a reasonable, affordable amount to be withheld from his/her paycheck each payday beginning in January and ending in December. Payroll deductions may be stopped by the donor by sending written request to your payroll office.

How do I designate to a charity to receive my contribution?

Simply enter the organization's five-digit code number on the pledge form. Only charities listed in the 2009 Charity listing are eligible to receive funds. If a donor chooses not to designate, the contribution will be treated as undesignated and distributed to all organizations listed in the CFC Charity List in the same proportion as they received designations.



FUN IDEAS TO PROMOTE CFC

Pizza party, continental breakfast, ice-cream social, afternoon tea/cake! CFC encourages organizations to use their own funds for kick-off items (cake, balloons, small prizes, etc). However, CFC will reimburse organizations for event items pre-authorized by the CFC office. Organizations with 5000+ employees are allowed up to \$1000, 1000+ employees up to \$500, all others up to \$250.

Baby Picture Match Game

Invite co-workers to try their luck matching baby and/or pet pictures with pictures of employees. Award the winning entry with a prize.

Jelly Beans

Put jelly beans in a jar and have participants pay to guess number of beans for a prize.

Chili Cook-Off Contest

Ask co-workers to cook a favorite chili recipe and enter it into a cook-off contest to be held at lunch time. Have a panel of nominated chili experts select the official chili champion. Award prize.

International Food Day

Invite employees to team together to create taste treats from around the world. Employees dress in appropriate costumes. Hold the event over the lunch hour. Award prize for best treat!

Music Makers

Have your talented co-workers help by donating their talent to a kick-off special event.

Treasure Hunt

Sell daily clues to where an advertised treasure is hidden. First employee to guess the location wins the treasure.

TEAM FUN

CEO Car Wash

Golf Tournament or Putt-Putt Contest

Sports event or any similar group activity



APPRECIATION GIFTS FOR DONORS

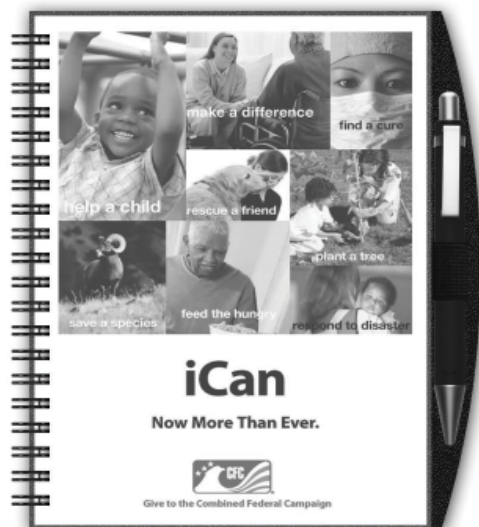
3" x 2" SmartCard - Unlimited use, year-round discounts from local businesses



\$150+ Pledges = SmartCard & 3½" x 5½" iCan Notepad



\$500 Pledges = SmartCard & 1¾" iCan Challenge Coin



\$1,000+ Pledges = SmartCard & 4" x 6" iCan Journal with Pen