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# 2016 CFC Training

## Coordinator and Keyworker Campaign Guide



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## Words from our Chair!

On behalf of the US Postal Service and the CFC, I would like to thank each of you for volunteering to be Coordinators and Keyworkers during the 2016 CFC Campaign. Asking or getting people to donate money to a charity isn't always easy, that's why you're here today. With the tools and information you'll be provided today, our intent is to make you more confident in that role. With your help, we will make this the biggest campaign we possibly can.

Our theme this year is "Show Some Love." The CFC is a great opportunity to show love to the many charitable organizations you may support locally, nationally and internationally through the CFC. I encourage you to help your fellow co-workers identify their favorite charities and then Show Some Love.

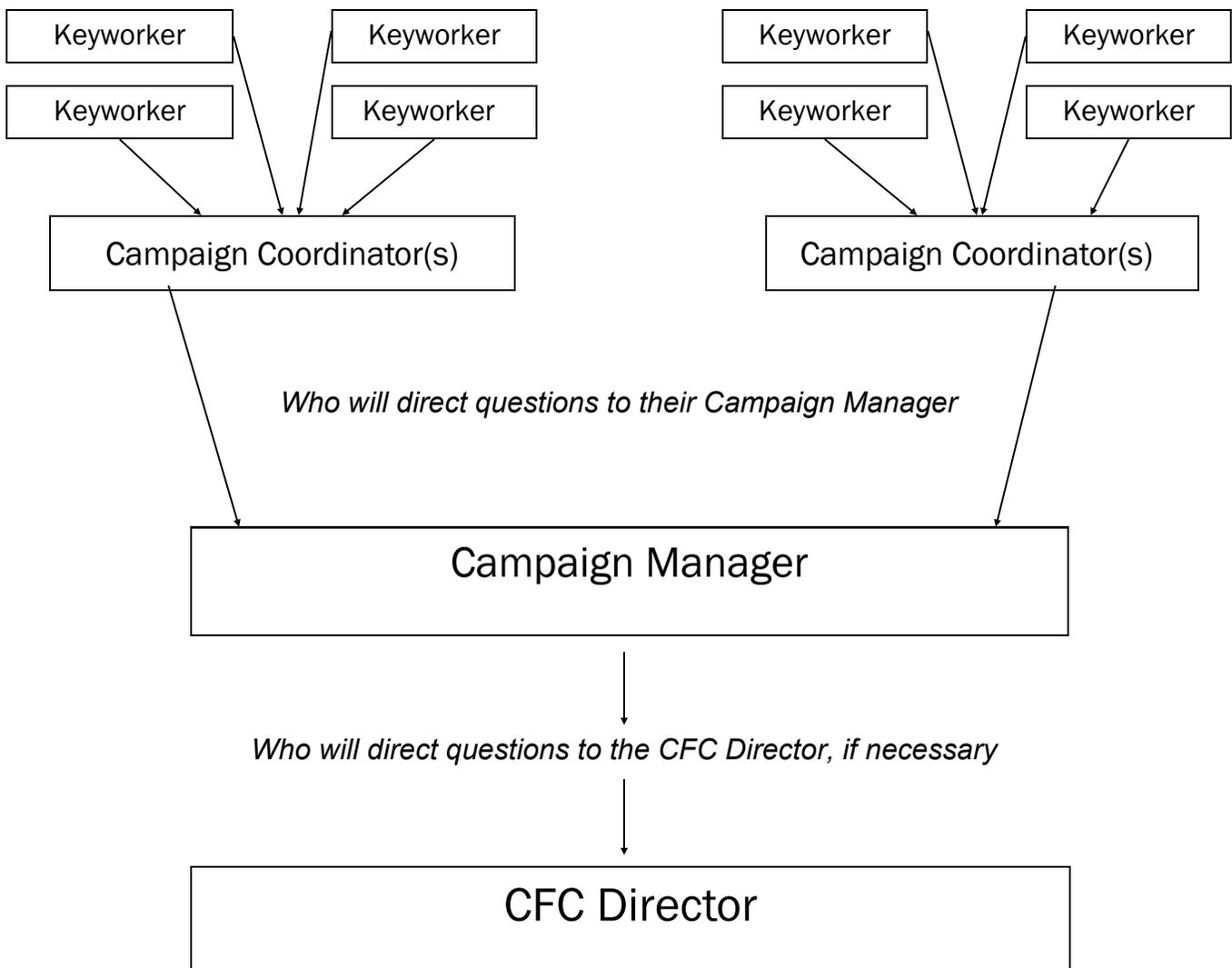
Gary Soultz, Postmaster of Indianapolis  
LFCC Chair  
US Postal Service

Valerie Rhodes, Customer Relations Coordinator  
LFCC Working Chair  
US Postal Service



# Communication and Organizational Chart

*CFC Keyworkers should direct questions to their Campaign Coordinator...*



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# Contact Information

**Local Federal Coordinating  
Committee (LFCC) Chair:**

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# Key Dates and Events

## **Campaign Begins**

September 12, 2016

## **Agency Fair**

September 28, 2016

11:00 am—1:00 pm

DFAS – Emmett G. Bean Center – South Entrance

## **Early Turn-In Rewards Deadline**

October 14, 2016

Federal employees who complete their pledge by this date are eligible to win one of eight gift bags and one of ten gift bags in November.

## **Early Turn-In Rewards Deadline**

November 15, 2016

Federal employees who complete their pledge by this date are eligible to win one of ten gift bags.

## **Campaign End**

December 9, 2016

## **Awards Ceremony**

February 2017

12:00 pm—2:00 pm

Garrison Restaurant and Banquet Facility  
6002 N. Post Road, Indianapolis, IN 46216

# CFC 101

## What is the Combined Federal Campaign (CFC)?

The Combined Federal Campaign is the only authorized solicitation of Federal employees in their workplace on behalf of approved charitable organizations.

Participation in the CFC is strictly voluntary. Coercion is forbidden.

## Why should I give through the CFC?

### Choice. Convenience. Confidence. Care.

#### Choice.

- You choose which charities receive your gift.
- You have over 22,000 charities which you may support through the CFC, encompassing every type of cause or mission possible.
- You choose how much you want to give and how you want to give; by cash, check, credit card or payroll allotment.

#### Convenience.

- You may support all of your favorite charities at once rather than individually supporting each charity.
- Giving via payroll deduction allows you to spread your gift over the course of a year, allowing you to give more generously.

#### Confidence.

- The CFC is a safe and proven program. It's been around for more than 50 years.
- CFC results are audited by a local independent CPA firm to ensure contributions are forwarded to the charities as directed by donors and to ensure the campaign is fiscally responsible.
- All charities participating in the campaign are screened by federal employees to ensure they meet the high standards of the CFC.

#### Care.

- Your gift improves the quality of life for you and your neighbors in Indiana, across the country and around the world.

# Every Dollar Makes a Difference

## **\$1 a week provides . . .**

- 12 elementary school students with trained volunteer tutors to help with reading and math
- 10 children with bilingual beginning-to-read books to build early literacy skills
- Three 30-minute appointments for health assessment and counseling for individuals facing physical, developmental or mental health challenges
- one acre of unprotected tropical rainforest which assures protection of the natural areas vital to our climate and diverse species
- one hour of expert training for a citizen's group interested in preserving natural areas in their communities
- 1 hour of crisis management at a veteran's group specializing in PTSD
- Pet supplies for a local animal charity for feeding, cleaning, and medical assistance for adoptable pets for two weeks
- 10 parking vouchers (not covered by insurance) for a cancer patient traveling to a clinic
- Purchase cat litter for an entire animal shelter
- One wig for a child with cancer undergoing chemotherapy

**. . . that's \$52 a year**

## **\$5 a week provides . . .**

- two months of meals for a homebound person
- five wigs for children with cancer undergoing chemotherapy
- two nights of shelter for a troubled or neglected youth
- after school care (food, health, recreation, and homework help) for one child for a year
- clothing, shoes and a winter coat for one individual who has lost everything in a home fire
- temporary shelter for a family of four for three nights following a disaster, or shelter for 10 people for one night
- gas or power service for an elderly or disabled person who has been threatened with a utilities termination notice

**. . . that's \$260 a year**

## **\$10 a week provides . . .**

- A full month of groceries from the local food bank for a family of 4
- two days of care for a terminally ill individual
- baby formula for one low-income family for a whole year
- five and a half weeks of work training
- one month of preschool for a child at risk of falling through the cracks
- a lightweight wheelchair for a person who is physically challenged
- five people being treated for mental illness the opportunity to attend recovery classes that provide education, peer support, and healing strategies

**. . . that's \$520 a year**

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# Role of Coordinators and Keyworkers

Your role as the CFC Coordinator or Keyworker is vital to the success of the campaign. The most important responsibility of each Coordinator or Keyworker is:

To make sure each employee is personally asked to participate in the CFC.

**The number one reason why people do not give is because they are not asked.**

When Coordinators and Keyworkers educate their fellow employees about the opportunities provided by the CFC and the benefits of giving through the CFC, more and more employees will choose to participate. As long-standing supporters of the CFC have retired, less employees have prior knowledge of the CFC. Coordinators and Keyworkers now play an even bigger role in educating their coworkers about the CFC and marketing the campaign through emails and other means.

## Role of Technology

The Indiana, Kentucky, and Southwestern Ohio CFC is strongly encouraging all donors to give online in 2016. However, the role of online giving in the campaign does not diminish the need for a “personal ask.”

**The importance of face-to-face, personal touch between the Coordinator/Keyworker and the Federal employee cannot be understated. The personal ask remains the primary reason why Federal employees contribute through the CFC. Giving online only facilitates the process – but it can never replace the importance of being personally asked.**

# Responsibilities

## Keyworker's Key Responsibilities

Keyworkers assist Campaign Coordinators with the administration of the campaign.

- Attend Keyworker training and your agency's kickoff.
- Make the Personal Ask— Organize details of ask for group meetings.
- Encourage online giving and giving by payroll deduction.
- Distribute Campaign Materials. Distribute tri-fold brochure and/or post cards (where applicable), then a pledge form and campaign directory (giving guide) if necessary.
- Display posters and goal thermometers that advertise the campaign.
- Help donors access online pledging and complete pledge forms if necessary.
- Make sure pledge forms are filled out properly. Return them to the donor for any corrections.
- Collect pledge forms and cash/checks from donors and turn in weekly to Coordinator.
- Thank donors and present donor recognition gifts (coin sets, challenge coin, etc.).

## Campaign Coordinator's Key Responsibilities

The Campaign Coordinator is the lead point of contact for all matters related to the CFC. He or she will plan, organize and implement an effective CFC campaign within that federal agency.

- Attend Coordinator training to gain knowledge about the campaign.
- Develop a campaign plan (as described in Campaign Strategies roundtable, (see pages 34-43).
- Obtain the support and involvement of both top management and labor.
- Recruit and train an enthusiastic team of Keyworkers who will help run a well-organized and successful campaign. Keyworkers are responsible for spreading the CFC message, making one-on-one ask of employees, and following up where necessary. A CFC staff person or Campaign Manager can assist you with the training.
- Review the giving history of the agency and analyze last year's contributions.
- Work closely with your Campaign Manager to establish campaign goals and time frames.
- Work with your Campaign Committee and Campaign Manager to coordinate and plan informative employee meetings, senior management briefings and, where applicable, Kick Offs and special events.
- Schedule regular Keyworker meetings and times to turn in report envelopes, especially if your agency is large and the campaign will run for several weeks.
- Identify and resolve campaign difficulties.
- Implement an effective system for processing pledge cards, downloading payroll copies if pledging through *CFC Nexus* (see pages 32-33), reporting campaign results, and maintaining accurate records.
- Thank all employees who contributed and thank members of the campaign team (Keyworkers).
- Request, receive and distribute donor recognition gifts to Keyworkers or contributors.
- Evaluate the campaign and make recommendations for next year.

# All-Around Giving

Federal employees are able to make an “All-Around Gift” – give to any participating CFC charity no matter where the donor or the charity is geographically located, formerly called Universal Giving (UG).

Donors are able to select from more than 22,000 local charities from areas outside of our campaign.

Donors may give to “all-around charities” through any of the online giving systems; MyPay, Employee Express or the online system at [www.givecfc.org](http://www.givecfc.org). where they can find all available charities. Donors may also give to all-around charities using the paper pledge forms, but since all-around charities are not listed in the paper directory or giving guide, codes for these charities will need to be searched online at [www.givecfc.org](http://www.givecfc.org).

When donors search for their favorite charities in [www.givecfc.org](http://www.givecfc.org):

**Charities local to the Indiana, Kentucky, and Southwestern Ohio CFC will be marked with a Green Heart icon.**

**Charities marked with an Orange UG Symbol belong to CFCs outside of our campaign area.**

Use the “Search Options” to help narrow down the search results, including the option to “include UG”.

## Online Giving Options

Federal employees have 3 means by which they may give online in 2016:

### MyPay

Employees paid through DFAS may log into MyPay and look for the Combined Federal Campaign option to pledge online through payroll deduction.

### Employee Express (EEX)

Employees paid through the National Finance Center (NFC) may log in to EEX and look for the Combined Federal Campaign option to pledge online through payroll deduction.

### CFC Website at [www.givecfc.org](http://www.givecfc.org)

All employees may give through CFC Nexus. Just go to the website and select “Pledge Online.” New donors will need to register and returning donors may log in. Donors may give by payroll or credit card.

# Online Giving: MyPay

## Payroll Deduction Only

Here are the Federal Departments that may use MyPay to pledge online:

**Defense (DFAS, National Guard, DCMA, DCAA, Recruiting Offices, etc.)**

**Veterans Affairs**

**Health & Human Services**

Donors are encouraged to research charity choices before logging into MyPay to contribute. Use “Search Charities” at [www.givecfc.org](http://www.givecfc.org) to identify 5-digit charity codes for entry into MyPay.

### Steps and instructions for giving through MyPay.

1. Login to MyPay, Select “Combined Federal Campaign (CFC)”
2. Do one of the following:
  - a. If you are Civilian/Marines – Select “Add New Contribution”OR
  - b. If you are Active Duty Army/Navy/Air Force – Select “Add New Contribution”, enter and confirm Campaign Code 0283
3. Follow the prompts to complete your payroll pledge
4. **Very Important:** Under “Personal Information Authorized Release” type in the 5-digit federal agency code in the “Command/Unit Name” field. See your CFC Coordinator or Keyworker to obtain your federal agency code (5-digits). If you are unable to obtain your federal agency code, enter the agency’s address.

**Personal Information Authorized Release**

Work Email Address:

OR

Work Phone Number:   
10 digits only (2224446666)

Command/Unit Name (Alphanumeric Field).   
Please enter your unit location or code provided by your campaign worker.

5. Review, confirm, and submit your CFC contribution

### Other caveats:

- Donors may not change or update pledges once they have been submitted.
- Sessions are limited to 30 minutes. All progress will be lost after the system times out.
- Donors can designate to a maximum of 30 charities.
- There is no paperwork associated with this pledge.

**Note for Coordinators:** MyPay pledges are downloaded from MyPay on Tuesday each week and imported into CFC Nexus on Wednesday. Coordinators may view all pledges by going to [www.givecfc.org](http://www.givecfc.org) and selecting Campaign Results.

The CFC website at [www.givecfc.org](http://www.givecfc.org) contains a direct link to MyPay.

# Online Giving: Employee Express

## Payroll Deduction Only

Federal agencies that are paid through the National Finance Center (NFC) may pledge online through Employee Express. Here are the Federal Departments that may use EEX to pledge online:

EPA	EEOC	GSA	Interior	NASA
NARA	NCUA	NLRB	OPM	RRB
SSA	Transportation			

Basic steps to completing your pledge online.

1. Log into Employee Express, select “Combined Federal Campaign”
2. Indicate the amount per pay period to determine your total annual gift
3. Select the charities to which you want to give

Enter the search criteria to locate your charity

Add your charity to your cart

**Search by Charitable Organizations Name:**  
**Organization Name:**  (Example: **My Favorite Charity**)

When you have finished selecting all of your charities, click the “Save Selected Charities and Continue Button.”

4. Once all charities have been added, insert the annual amount you want to give to each charity

**Charitable Organizations.**

Please use the search below to select the charitable organizations to which you would like to contribute. You will be able to add up to 30 charitable organizations to your cart. When you have completed your selection of charities, click on the "Save Selected Charities and Continue" button below and you will be able to specify how much you wish to contribute.

5. Enter your “Personal Information” such as work email and phone and your “Recognition Options”
6. Confirm the summary of information is correct

**Note for Coordinators:** EEX pledges are downloaded from EEX on Tuesday each week and imported into CFC Nexus on Wednesday. Coordinators may view all pledges by going to [www.givecfc.org](http://www.givecfc.org) and selecting Campaign Results.

The CFC website at [www.givecfc.org](http://www.givecfc.org) contains a direct link to Employee Express.

# Online Giving: CFC Nexus

## Payroll Deduction And Credit Card Contributions

All federal employees may pledge online through CFC Nexus in 2016. Credit card contributions will only be accepted through *CFC Nexus*. Giving is made easy – let us show you.

Basic steps to completing your pledge online.

1. Go to [www.givecfc.org](http://www.givecfc.org) – Select “Pledge Online” on homepage.
2. Register or simply log into the system. Returning donors will need to confirm their federal agency and email address.
3. Select payroll deduction or credit card (one time or recurring)

Note: Payroll deduction starts the first pay period of the new year (January–December).

Recurring credit card starts the day you pledge and then each month for the next 11 months.

4. Select the charities to which you want to give
5. Once all charities have been added, insert the annual amount you want to give to each charity
6. Complete short survey (optional)
7. Enter and submit your pledge

*CFC Nexus* offers “**Help & Training**” (under the main menu) to show you how to register and pledge for those who are unfamiliar with the system.

Payroll pledges begin January 1, 2017. One-time credit card pledges are processed that same day. Recurring credit card pledges are for a 12-month period beginning on the date of the transaction.

## Charity Search Function

Donors can give to over 22,000 charities as a result of All Around Giving. Donors need to know how to narrow down search results so they can easily find the charities to which they want to give.

Donors must select “More Search Options” in the Charity Selection page to narrow down search results.

Donors may use the following tools to narrow down search results:

- Select or unselect “Include UG Charities”
- Change option under “Show” - from “Everything” to Local, National or International
- Sort matches “By Distance from Zip” - this is particularly helpful if searching for local charities.

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# Benefits of Online Giving

There are advantages (to both the CFC and the contributor) to giving online as opposed to completing a paper pledge card.

- Eliminates Errors
- Helps the CFC reduce the cost to administer the CFC.
  - Giving online means the campaign can print less materials (pledge forms and directories) and saves the campaign the time and manpower of manually entering paper pledges into the database.
- Your pledge remains more confidential.
- Donors can view and retrieve previous online pledges by logging into the system.
- Contributions made online through MyPay and Employee Express link directly to your payroll system.

## CFC Regulation Changes for 2017

The Office of Personnel Management (OPM) has delayed implementation of the new CFC regulations until January of 2017. Here are some highlights of the new regulations:

- OPM wants to reduce the number of pledges made by forms and wants more donors to give online. In fact, in time the only way to give through the CFC may be online. Coordinators and Keyworkers need to strongly encourage donors to give online as opposed to the paper pledge forms.
- OPM will eliminate cash contributions, including those made at events. As a result, Coordinators and Keyworkers need to condition donors away from cash pledges as best as possible and structure events such that participation is based upon a payroll pledge as opposed to a cash pledge.
- OPM wants to reduce the liability of cash pledges. Thus all events will become “educational” only.

However, cash pledges will remain a giving option for the 2016 campaigns.

# Local CFC Website

**Indiana, Kentucky, and Southwestern Ohio CFC**

Home About CFC Donors Coordinators & Keyworkers Charities Campaign Results Contact Us

The 2016 Campaign is Here! News at Indiana, Kentucky, and Southwestern Ohio CFC

**Pledge Online**  
Payroll and Credit Card

**CLICK HERE TO**  
Search Charities

For Federal employees who want to pledge through Employee Express, [click here.](#)

For Federal employees who want to pledge through MyPay, [click here.](#)

[Click Here for the 2016 Campaign Directory \(Giving Guide\)](#)

**How Are We Doing?**

2016 CAMPAIGN TOTAL \$	
August 24, 2016, 7:50 pm	
<b>NEXUS PLEDGE \$</b>	<b>\$1,300</b>
<small>\$1,300 / 2 pledges = \$650 avg</small>	
<b>TOTALS</b>	<b>\$1,300</b>
<small>\$1,300 / 2 pledges = \$650 avg</small>	

**show some Love**

**Choose your cause**  
and show some love today

The Greater Indiana CFC, Ohio River Valley CFC and the Fort Campbell Area & Western Kentucky CFC have merged to become the

**Indiana, Kentucky & Southwestern Ohio CFC**

[Click here](#) for a map of Campaign Boundaries

Special Thanks to our Sponsors:

**Indianapolis Post Office Credit Union**  
**Financial Center**  
**National Association of Letter Carriers**  
**BlueCross Blue Shield**

home contact us about CFC pledge online

Copyright © 2016. All rights reserved.  
This is the official Combined Federal Campaign website for the Indiana, Kentucky, and Southwestern Ohio CFC.  
This site has been reviewed and approved by the [Indiana, Kentucky, and Southwestern Ohio CFC Local Federal Coordinating Committee](#) for the 2016 campaign.  
For questions regarding the website, [contact us](#).

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

# Campaign Plan

All Coordinators should complete a Campaign Plan prior to the start of the campaign. By asking the following questions and documenting your plan of action, your campaign will be more efficient and successful. Your Campaign Manager will address these questions with you prior to the start of the campaign.

**When** do you want to begin and end your solicitation period?

The campaign will begin on September 12 and end on December 9, 2016.

Remember, it is preferable to keep the campaign period to about **four** weeks.

**How** many Keyworkers will you have to help support you?

The CFC recommends you have one Keyworker for every 25 employees.

If you have Keyworkers, it is important that they are properly trained.

Set a date and time to train your Keyworkers.

Your Campaign Manager will help you train your Keyworkers.

**Will** your Federal agency have its own campaign kickoff?

If so, when and where?

Discuss details in order to maximize attendance and generate enthusiasm for your campaign.

**How and when** will you and your Keyworkers plan to personally ask each employee to give?

**How and When** can you promote the CFC in group meetings?

Invite your Campaign Manager to speak or request a speaker to give his/her personal story (submit your request through your Campaign Manager).

**What** kind of special events do you intend to have?

Look at which events have been successful in the past and which encourage the most participation.

Be creative and do something new—invite local charities into the office for a charity fair or tour a local charity.

**How** can you involve the local union(s)?

Have them communicate their support for the CFC.

Involve them in all CFC activities; Kickoff, rallies, group meetings, etc.

**How** will you communicate the results of the campaign?

Communicate results using goal thermometers, newsletters, emails, etc.

**How** will you say thank you to everyone who participated and contributed?

The thank you may be a certificate from the agency head.

It may take place at a victory celebration or in person.

Make sure the thank you is personal and sincere.

# Campaign Materials

The Coordinator in each Federal agency will receive the appropriate amount of the following campaign materials prior to the kickoff of their campaign. Find your five digit federal agency code on the label of your bag of materials. Keyworkers should ask their coordinator for the code.

## **Tri-fold Brochures \***

These general brochures are designed to help educate potential donors about the benefits of giving through the CFC. Please give copies to Human Resources, if they don't already have them, so new employees may be oriented towards the CFC.

## **Postcards \***

Two different versions of the post card exist to promote online giving: one for MyPay and another for CFC Nexus. You may download both of these from [www.givecfc.org/coordinator & keyworkers/campaign materials](http://www.givecfc.org/coordinator&keyworkers/campaignmaterials). Print your five digit agency code on the MyPay postcard before handing out.

## **CFC Directory (Giving Guide) \***

Identifies the charitable organizations, with 25-word descriptions to which Federal employees may designate their gift.

## **Report Envelopes \***

The envelopes used to turn in completed paper pledge forms to CFC Headquarters. Please use report envelopes matching the images on pages 25 and 26. You may discard or recycle old ones.

## **Pledge Forms \***

The forms by which contributors indicate the amount of their gift and the charitable organization(s) to which they want to designate their gift. Please print your 5-digit agency code on them before handing out.

## **Posters \***

To advertise and promote the campaign.

## **Goal Thermometers \***

To report and promote the progress of the campaign within a specific Federal agency or a particular office or department.

## **Quick Guide**

A step by step guide to a successful campaign including what to cover in a 20 minute presentation to staff.

## **CFC Videos \***

Several older videos about the CFC are available on the CFC website under "Coordinator & Keyworker" tab and the "CFC Video" page. These videos are from 3 to 8 minutes long.

*\*These campaign materials can be found at [www.givecfc.org](http://www.givecfc.org).*

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# Review of the Tri-fold Brochure

The primary purpose is to help Coordinators and Keyworkers promote the benefits of giving through the CFC: Choice, Convenience, Confidence and Care. It helps answer the question, “Why should I give through the CFC?”

The Tri-fold Brochure:

- Outlines how donors may complete their pledge; online through the various systems.
- Discusses the advantages of giving through CFC and examples of people, who have been helped.
- Gives examples of how small amounts of contributions make a difference in our community.

Coordinators will be given limited amounts of tri-folds along with campaign materials. Coordinators may generate more copies from the CFC website at [www.givecfc.org/Coordinators & Keyworkers/Campaign Materials](http://www.givecfc.org/Coordinators%20&%20Keyworkers/Campaign%20Materials).

## Post Cards

Two different versions of the post card exist to promote online giving: one for MyPay and another for CFC Nexus. Both:

- Offer examples of how small amounts make a difference in our communities.
- Offer simple instructions for how to complete your pledge online.
- Write in your federal agency code in the lower right hand corner on the MyPay post card before distribution to co-workers.

Limited quantities of the MyPay post card will be distributed to federal agencies who can give through MyPay. Other federal agencies will receive post cards to promote CFC Nexus. Coordinators may reproduce either post card internally for wider distribution in their federal agency. Coordinators may download both post cards at [www.givecfc.org/Coordinators & Keyworkers/Campaign Materials](http://www.givecfc.org/Coordinators%20&%20Keyworkers/Campaign%20Materials).

## Distribution of Both Documents

Coordinators and Keyworkers are encouraged to distribute copies of the Tri-fold Brochure and / or Post Card together at the beginning of the campaign when they personally ask their coworkers to contribute. Coordinators and Keyworkers should inform employees that copies of the campaign directory and pledge form will be available later in the campaign. The intent is to give employees time to pledge online before the directories and pledge forms are made available.

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# Review of the CFC Directory (Giving Guide)

The format of the directory in 2016 has changed from that of a stapled book to that of a newspaper. The change in format will allow the CFC to realize a significant cost savings.

**Order of 3 main sections in the 2016 directory:**

- National
- International
- Local – All local charities will now be organized by state in the following order: Kentucky, Ohio, Tennessee and Indiana. Independent charities will be separately listed under each state.

## Primary Purpose

The primary purpose is to identify the charitable organizations to which Federal employees may designate their gift. The directory includes a table of contents and an alphabetical index in the back to help quickly identify favorite charities.

**Remember:** Donations given through the CFC may **not** be designated to any organization that is not listed in the directory. \*\* If a Federal employee designates to an organization not included in the CFC directory or leaves the designation space blank, his or her donation will be treated as undesignated and will be shared by all charities in the same proportion that they receive designations.

The directory also provides a resource guide for additional useful campaign information. It is designed to be a good resource that will help you to educate your fellow Federal employees with regards to

- **CFC Mission and Introduction—Answers common questions such as:**

What is the CFC?

Do I have to give through the CFC?

Can I specify which organization(s) will receive my contribution?

What if I choose not to specify an organization to receive my contribution?

Will I receive a receipt for my contribution?

The CFC recommends that you only make the directory available upon request, and distributed after tri-fold brochures and post cards have been given out.

\*\*If you would like to give through the CFC to a charity **not** listed in the brochure, have that charity contact John Clausen at (317) 423-3442 or [john.clausen@cfcindiana.org](mailto:john.clausen@cfcindiana.org). Mr. Clausen will explain the application process and how they can participate in the CFC the following year.

# Donor Recognition Program: Eagle Club Awards

The Eagle Club Recognizes Exceptional Givers

Pledges of \$240 or Above Qualify You for Membership in the Eagle Club.

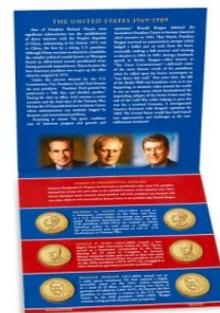
## Platinum Eagle Contributor

2016 Presidential \$1 Coin Proof Uncirculated Set from the US Mint

Annual Donation of \$1,560 and above

Civilian Minimum Contribution—\$60 per pay period

Military Minimum Contribution—\$130 per month



## Gold Eagle Contributor

Deluxe Travel Kit with case, 2,200 mah Power bank, Car charger, USB - Micro cable, and ear buds.

Annual donation of \$650-\$1,559.99

Civilian Minimum Contribution - \$25 per pay period

Military Minimum Contribution - \$54.17 per month



## Silver Eagle Contributor

2016 Challenge Coin

Annual Donation of \$240—\$649.99

Civilian Minimum Contribution—\$9.24 per pay period

Military Minimum Contribution—\$20 per month



# EAGLE CLUB AWARD REQUEST FORM

Date: \_\_\_\_\_

*Confidential Information - For Keyworker and Coordinator Use - Do Not Show to Employees*

FEDERAL AGENCY \_\_\_\_\_ CODE NUMBER \_\_\_\_\_  
 Coordinator Name \_\_\_\_\_ Phone Number \_\_\_\_\_  
 Keyworker Name \_\_\_\_\_ Phone Number \_\_\_\_\_

I. Instructions for completing section 1 for the Platinum Eagle and Gold Eagle contributors. Please include the name of each contributor at the respective levels on this form. The awards or gifts will not be delivered until the CFC has received the names of these contributors.

PLATINUM EAGLE CONTRIBUTOR		Presidential \$1 Coin Proof Set	
Civilian: \$60 Per Pay Period      Military: \$130 Per Pay Period (Month)		Total Annual Gift: \$1,560 and Above	
Employee Name	Location	Phone Number	Date Received

GOLD EAGLE CONTRIBUTOR		Deluxe Travel Kit	
Civilian: \$25 Per Pay Period      Military: \$54.17 Per Pay Period (Month)		Total Annual Gift: \$650 - \$1,559	
Employee Name	Location	Phone Number	Date Received

ii. Instructions for completing section 2 for the Silver Eagle contributors. Please include the total number of gifts or awards you need at the silver level where it says "Grand Total" in the bottom right-hand corner for certificate or challenge coin.

SILVER EAGLE CONTRIBUTOR		2016 Challenge Coin	
Civilian: \$9.24 Per Pay Period      Military: \$20 Per Pay Period (Month)		Total Annual Gift: \$240-\$649	
		Grand Total	

*Please Make a Copy for Your Records Before Submitting Form*

Coordinators can download this form at [www.givecfc.org/Coordinators](http://www.givecfc.org/Coordinators) & keyworkers/Campaign Materials

Coordinators are encouraged to download a clean copy of this form at  
 Www.givecfc.org < Coordinators & Keyworkers < Campaign Materials < Eagle Club Award Form

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# Early Turn-In Rewards

Federal employees who complete their pledge by a certain date are eligible for additional prizes. If you complete your pledge by:

**October 14, 2016:** You are eligible for  
One of Eight Gift Bags



Or

**November 15, 2016:** You are eligible for  
One of Ten Gift Bags

Paper Pledge Forms and Report Envelopes must be received by CFC Headquarters by October 14th and November 15th in order to be eligible for the prizes.

Online pledges made by these dates are automatically eligible. Pledges by October 14th are automatically eligible for the November drawing.



# Awards



## Individual Award

### Service Award

The Greater Indiana Combined Federal Campaign recognizes Federal employees who have unselfishly served the campaign for a long period of time. Campaign volunteers may nominate another person or themselves, however, either their Coordinator or the manager/supervisor must endorse the nomination. The award recognizes the long term commitment of the volunteer for their service to the CFC, their demonstrated leadership, and their impact on the community.

The nomination(s) should include the following information:

- Description of the CFC work performed.
- How long the individual has volunteered.
- Description of impact the individual has had on the organization and the CFC.

**Nominations should be sent in narrative form to CFC Headquarters by January 15, 2017. Members of the Awards Committee will make the selection(s) and the selectee(s) will be given a framed certificate and a \$50 gift card at the CFC Awards Ceremony.**

## Federal Agency Awards

### Participation Trophies

These perpetual plaques are intended to recognize those Federal Agencies that achieve certain levels of participation.

**All Federal Agencies who qualify at one of the participation levels below will receive the corresponding plate to be placed on their 5-year plaque.** (Those Federal Agencies that achieve one of the below participation rates for the first time will receive a new plaque with the corresponding plate on it.)

35% participation	Bronze Plate
45% participation	Silver Plate
55% participation	Gold Plate
65% participation	Platinum Plate

Participation rates will reflect those contributions made by donors during the campaign either online or on a CFC pledge card (through payroll deduction, cash, check, or by credit card). Contributions raised through Special Events will not affect participation rates.

### Traveling Trophies

These traveling plaques are awarded to the winning Federal Agency at the CFC Awards Ceremony in February following the campaign. The winners may display them proudly for the following year.

The trophies are awarded to agencies for:

- ☺ Highest dollar amount
- ☺ Highest per capita amount
- ☺ Largest percentage increase in total contributions over the previous year (agencies over \$3,000 total)
- ☺ Largest percentage increase in total contributions over the previous year (agencies under \$3,000 total)
- ☺ Largest increase in percentage of participation over the previous year
- ☺ Highest total dollars raised through Special Events

# Report Envelopes

There are two separate report envelopes. One is specifically designed for cash and check pledges and the other is specifically for payroll pledges. Report envelopes with cash and checks should be completed differently and separately from report envelopes with contributions by payroll deduction. **No cash or checks will be accepted unless put in a Report Envelope and properly completed.**

## Cash & Check Report Envelope Instructions:

### Top portion of report envelope:

1. Write the full name of the Federal agency on the top Line.
2. Fill in the corresponding code number for that agency. Refer to [www.givecfc.org](http://www.givecfc.org) at "Coordinators & Keyworkers" tab and "Federal Agency Codes" in order to obtain your federal agency code.
3. Complete the address.
4. Make sure the name, phone number, and e-mail reflects the person responsible for filling out the report envelope, whether it is a Keyworker or a Coordinator.
5. Indicate whether this is the last report envelope.
6. Enter the current date and assign an envelope number using consecutive numbers to indicate the order the report envelopes are turned in, starting with 1 on the first envelope, 2 on the second report envelope and so on.

### Bottom portion of report envelope:

1. Count all coins. Enter the number of pledges made by coins and total amount on Coins line. Please place no more than \$1 in coins in envelope—convert remaining coins to bills.
2. Count all bills. Enter the number of pledges made by bills and total amount on Cash-Bills line. If coins are converted to bills count those pledges in the Cash-Bills line.
3. Count the number of checks received and total them. Enter this information on Checks line.
4. Total all lines for Coins, Cash-Bills, and Checks. Enter totals on Total line.
5. Enter the number of sealed envelopes received on that line if any sealed envelopes. (donor does not want donation known)
6. Determine the number of each Eagle Club Award level and enter those totals under the respective blocks on the right central side of the form. Also include Award Request Form.
7. Sign the form in the block provided. Have totals verified by a second party and get their signature as well.

## Report Envelope

### Cash & Checks Only

Envelope for Special Event

Federal Agency _____		Keyperson's Name _____	
Code Number _____		Phone Number _____	
Address _____		Email Address _____	
City, ST, Zip _____		Is this the last Report Envelope: Yes or No _____	
Greater Indiana CFC	CFC #: 0283/0283	Date: _____	Envelope #: _____

PCFO USE ONLY			Date	
Envelope Number _____	Picked up at company location _____			
	Received at CFC Headquarters _____			
	Cash & Checks Reconciled _____			
	Pledges entered into database _____			

Cash & Check Pledge Cards	Number of Pledges	Total Amount	Donor Recognition	Gift	# Needed	Delivered
Coins (Convert to bills so less than \$1 in coins)			Platinum \$1960+	Coin Set		
Cash - Bills			Gold Eagle \$650-\$1,559	Deluxe Travel Set		
Checks			Silver Eagle \$240-\$649	Challenge Coin		
<b>Total</b>			Track campaign results online at: <a href="http://www.givecfc.org">www.givecfc.org</a>			
Number of Sealed Envelopes						

Keyworker Signature _____	Date: _____
Coordinator Signature _____	Date: _____
Loaned Executive Signature _____	Date: _____
CFC Director Signature _____	Date: _____

If mailing, send to CFC Headquarters at: 212 W. 10th Street, Suite D425; Indianapolis, IN 46202  
For questions or comments, contact (317) 423-3442 or cfcindiana@gmail.com.

## Special Events:

All donations from special events should be placed in a Cash & Check report envelope, with the "Special Event" box at the top marked. Complete a separate report envelope for each special event with the name identified in the space provided. The special event pledge card, along with accompanying cash or checks should be placed in the report envelope. Enter the amounts of checks and cash and total them at the bottom of the second column. In the third column for number of pledges, indicate zero donors. For special events that generate large volumes of coins, please convert those coins to bills before turning them in to the CFC headquarters. **Special Event money cannot be designated to any specific charity.**

**Payroll Report Envelope Instructions:**

**Top portion of report envelope:**

1. Write the full name of the Federal Agency on the top Line.
2. Fill in the corresponding code number for that agency. Refer to [www.givecfc.org](http://www.givecfc.org) at “Coordinators & Keyworkers” tab and “Federal Agency Codes” page in order to obtain your federal agency code.
3. Complete the address.
4. Make sure the name, phone number, and e-mail reflects the person responsible for filling out the report envelope, whether it is a Keyworker or a Coordinator.
5. Indicate whether this is the last report envelope.
6. Enter the current date and assign an envelope number using consecutive numbers to indicate the order the report envelopes are turned in, starting with 1 on the first envelope, 2 on the second report envelope and so on.

**Bottom portion of report envelope:**

1. Count the number of military payroll pledges and enter the total withholdings on Active Duty Military line.
2. Count the number of civilian or postal payroll pledges and enter the total withholdings on the Civilian & Postal line.
3. Total the two lines, and enter that amount on the Total line.
4. Determine the number of each Eagle Club Award level and enter those totals under the respective blocks on the right central side of the form. Also include Award Request Form. See page 22 for form.
5. Sign the form in the block provided. Have totals verified by a second party and get their signature as well.

**Report Envelope**  
**Payroll Deduction Only**  
Do not include online contributions inside.



Federal Agency _____		Keyperson's Name _____	
Code Number _____		Phone Number _____	
Address _____		Email Address _____	
City, ST, Zip _____		Is this the last Report Envelope: Yes or No _____	
Greater Indiana CFC	CFC #: 0283/0283	Date: _____	Envelope #: _____

PCFO USE ONLY		Date
Envelope Number _____	Picked up at company location _____	
	Received at CFC Headquarters _____	
	Cash & Checks Reconciled _____	
	Pledges entered into database _____	

Payroll Withholding Pledge Cards	Number of Pledges	Total Withholdings	Donor Recognition	Gift	# Needed	Delivered
Active Duty Military			Platinum \$1500+	Coin Set		
Civilian & Postal			Gold Eagle \$650-\$1,559	Deluxe Travel Set		
Total			Silver Eagle \$240-\$649	Challenge Coin		
Track campaign results online at <a href="http://www.givecfc.org">www.givecfc.org</a>						

Keyworker Signature _____	Date: _____
Coordinator Signature _____	Date: _____
Loaned Executive Signature _____	Date: _____
CFC Director Signature _____	Date: _____

If mailing, send to CFC Headquarters at: 212 W. 10th Street, Suite D425, Indianapolis, IN 46202  
For questions or comments, contact (317) 423-3442 or [cfcindiana@gmail.com](mailto:cfcindiana@gmail.com).

**Special Notice**

All Federal agencies are encouraged to turn in pledges on a regular basis—at least every two or three weeks. It’s important to turn in all pledges by October 14th and November 15th so those donors can be eligible for the prizes from the Early Turn-In Rewards program.

Large Federal agencies may either turn in one report envelope including all of the contributions, or a report envelope from each separate Keyworker.

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## Completion and Submission of Report Envelopes

Below are steps for the completion and submission of report envelopes:

- Coordinators with large amounts of cash pledges are encouraged to convert that cash into a money order(s) before submission to the CFC. This is purely optional, but the CFC encourages Coordinators with more than \$300 in cash pledges to convert them to money orders before completion of the report envelope.
- The Coordinator should seal the top of the report envelope before it is submitted to CFC Headquarters. The person who seals the report envelope should place his or her initials over the seal of the envelope on the back side. This will ensure the seal is not broken before it arrives in CFC Headquarters.
- The Coordinator should also sign the bottom portion of the report envelope signifying that the totals on the face of the envelope are correct. Each person who assumes possession of a report envelope should sign his or her name in the space provided, even if it means adding additional spaces on the report envelopes
- No cash or check pledges will be accepted without being in a sealed report envelope.
- Coordinators can submit report envelopes to CFC Headquarters several different ways.
  - ◊ In many cases, the CFC Director or Campaign Manager will pick up all report envelopes from Coordinators at the Coordinator's office.
  - ◊ Coordinators may deliver report envelopes to the local CFC Headquarters.
  - ◊ Coordinators may mail report envelopes to the local CFC Headquarters.
- Before Coordinators submit report envelopes to the CFC office or staff, the Coordinator should photocopy the face of each report envelope for submission.
- When the CFC Director or Campaign Manager receives the report envelope(s), the CFC staff should sign both the face of the report envelope at the bottom in the appropriate space and the Coordinator's photocopy of that report envelope.
- After submission of the report envelope(s) to the CFC office or staff, the Coordinator should fax a copy of that report envelope to (317) 423-3262. The Coordinator may also scan and email copies of the submitted report envelopes to [cfcindiana@gmail.com](mailto:cfcindiana@gmail.com).

Coordinators are encouraged to track the status and progress of their Federal Agency's campaign by visiting the local CFC website at [www.givecfc.org](http://www.givecfc.org) (see page 32). If the Coordinator's campaign totals do not match the CFC's totals, then the Coordinator should notify the local CFC office and resolve any discrepancies.

# Pledge Form Instructions

**2016-2017 Indiana, Kentucky and Southwestern Ohio Combined Federal Campaign**  
 www.givecfc.org  
 (see website for [usa] contact information)

CFC Campaign No. **0283** City/State Code: **18 2210** ATTENTION PAYROLL OFFICES: Only use this number to identify the local campaign.

1. FEDERAL AGENCY CODE

2. DONOR NAME AND ADDRESS

3. CONTRIBUTION TYPE AND AMOUNT

4. CASH/CHECK CONTRIBUTION

5. DESIGNATION OPTIONS

6. DONOR RECOGNITION PROGRAM

7. INFORMATION RELEASE (OPTIONAL)

8. COPY OF PLEDGE CARD

COPY 1 - PINK/COPY 2 - YELLOW/COPY 3 - WHITE

- Federal Agency Code**  
Enter your five digit federal agency code number in the line provided. Refer to [www.givecfc.org](http://www.givecfc.org) at “Campaign Resources” / “Federal Agency Codes” to obtain your code or on your bag materials were received in. Coordinators should fill this in before distribution.
- Personal Information**  
Be sure your name is readable. If giving by payroll deduction, enter your Social Security number. Cash or check contributors do not need to provide a Social Security number.
- For Payroll Giving**  
Write in the amount of payroll deduction per pay period. Multiply the amount of the deduction by 12 for military personnel or by 26 for civilian personnel to determine the “Total Gift”. The minimum payroll deduction amount is \$2.00 for military or \$1.00 for civilian personnel. Sign and date the pledge card for authorization.
- For Cash or Check Giving**  
Write in the amount of your total gift in the space labeled “Cash/Check Amount.” Also write in the check number and the date of the cash or check contribution in the lines provided. Make checks payable to “Combined Federal Campaign” or “CFC.” All cash or check contributions must include a pledge card. The suggested minimum contribution by cash or check is \$2.00.
- Designation Options**  
Write in the 5-digit code number and annual amount in the designation blocks provided, up to five organizations per card. Total designations cannot exceed the total annual gift. If you do not wish to designate your gift to a specific charity, leave the section blank.
- Donor Recognition Program**  
Check the appropriate box next to the giving level, which corresponds with the annual donation listed in “Total Gift”. If your annual donation is less than \$240, leave this section blank. If you wish to decline your gift, please check the appropriate box.
- Recognition Options**  
If you want to be thanked by the charity(s) towards which you give, please provide a complete home address and/or email address. Your designated charities will use this information to thank you by mail or email. If you would like the amount of your donation to be released as well, check the appropriate box.
- Copy of Pledge Card**  
Return copy #3 (pink copy) to the donor for record for tax purposes. Turn in copies #1 and #2 (white and yellow copies) to your Coordinator or Keyworker.

Only the Donor can make changes to their Pledge Card. Return to the donor if corrections are needed.

**ALL CONTRIBUTIONS TO CFC ARE TAX DEDUCTIBLE..**

## How to complete a pledge card if the donor wants to designate to more than 5 charitable organizations

Federal employees are allowed to designate their gift to more than 5 charitable organizations. The following are instructions on how to complete multiple pledge cards from the same donor wishing to designate to more than 5 charitable organizations:

- Complete the first pledge card as normal.
- For the second and subsequent pledge cards:
  - Complete the personal information (including name and code number of Federal agency) and additional designations **only**.
  - Do **NOT** complete the contribution section of the pledge card.
  - It is not necessary to sign the pledge card or release your name a second time.
- Separate the copies of the different pledge cards, placing all white copies, all yellow copies, and all pink copies together.
- Either staple or paper clip the copies of the same color together in the upper left-hand corner.
- Indicate the number of pledge cards in the upper right-hand corner; 1 of 2, 2 of 2, etc.

*While Federal employees have the right to designate to as many organizations as they wish, more than 5 designations increases the cost to process pledge cards.*

## How to complete a pledge card for a Special Event

Coordinators and Keyworkers should complete just one pledge card for each special event. The pledge card should have the name of the Federal agency and corresponding Federal agency code across the top in the spaces provided. Where it asks for a name, write in **SPECIAL EVENT**. Then place the total dollar amount in the contribution section under "Cash/Check Amount." The rest of the pledge card does not need to be completed. **Note that monies from a special event may not be designated to a particular charity.** All monies raised from special events must remain undesignated.

## Errors to Pledge Forms

**The pledge form should only be edited or corrected by a donor**, if an error has been made during completion. The Coordinator or Keyworker should not edit the pledge form at any time. All corrections to the pledge form should be initialed by the donor.

## Copies of the Pledge Card

It is important that Federal employees complete a new pledge card for each campaign. If the contributor wants to continue designating his or her gift to a particular charitable organization(s), he or she must fill out a new pledge card each year.

### Top Copy (Copy #1 - White) - Payroll Office

- Coordinator should keep and deliver top copy to their payroll department/office by December 15 to ensure that allotments are implemented with the effective date of January 1, 2017. All top copies for cash and check contributions may be discarded.

### Middle Copy (Copy #2 - Yellow) - To Central Receipt Point Or CFC Headquarters

- **All middle copies must be turned in with your report envelope.** The Coordinator must submit the middle copies to the CFC headquarters regardless of the type of pledge.

### Bottom Copy (Copy #3 - Pink) - Contributor Copy

- All contributions to the CFC are tax deductible. The contributor should retain the contributor's copy for his or her tax records.

Keyworkers should turn in the top two copies to the Campaign Coordinator, who will forward the top copy to payroll if payroll deduction pledge and turn in the second copy to CFC Headquarters.

## Pledge Card Accuracy

Your role in verifying the accuracy of all pledge cards is very important! If a pledge card is filled out incorrectly, the pledge card will be returned to your office for follow-up.

### Reasons why a pledge card may not be processed:

- Incomplete charity codes—Make sure donors use codes obtained from the directory or website.
- Payroll Pledge is missing Social Security number or not signed
- The total gift amount and the total designations amount do not match

**Please ensure that the total gift amount is computed and stated accurately.**

Please make sure the total gift amount divides evenly by the number of pay periods (26 for civilians and 12 for military). Total gift amount must be divisible by 26 or 12. If a donor wanted to give a total gift amount of \$500, then \$500 divided by 26 pay periods is \$19.23 per pay period. However, \$500 doesn't divide evenly by 26—you have a fraction of a cent left over ( $\$500 / 26 = \$19.2307$ ). So the donor should give either \$499.98 or \$500.24 because both numbers are evenly divisible by 26.

$$\$19.23 \times 26 = \$499.98 \qquad \text{OR} \qquad \$19.24 \times 26 = \$500.24$$

This will ensure pledge cards and report envelopes are completed accurately.

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# Roundtable Sessions

# Coordinator Reports & Payroll

Coordinators will be able to view all pledges through CFC Nexus, regardless of whether the pledge was made online or on a paper pledge form and regardless of the online system used to capture the pledge (MyPay and EEX).

Coordinators will be assigned special privileges in CFC Nexus to view summaries of pledges and individual pledges. Coordinators can only be assigned these special privileges once they have registered in the system. So all Coordinators are encouraged to register in CFC Nexus regardless of whether they plan on using the system to pledge— to use the system to track the progress of the campaign and view reports.

Coordinators can view summaries of pledges and donor names by going to [www.givecfc.org](http://www.givecfc.org) and selecting “pledge online”. Once the Coordinator has logged in, he or she may select “My Tools” in the toolbar across the top of the page, then select “Payroll Tools” and then “Report”.

Coordinators can quickly view summaries of pledges by type (payroll, credit card, paper pledges, MyPay, EEX) and by donor by clicking on “Expand Details” like in the example below.



Coordinators can also see whether pledges have been processed (a hard copy generated for delivery to payroll) and whether the donor wants his or her donor recognition gift. See example of reporting screen below.

Veterans Affairs		[ EXPAND DETAILS ]	4	\$3,302.00	\$825.50
Veterans Health Administration		[ EXPAND DETAILS ]	4	\$ 3,302.00	\$ 825.50
	VA Medical Center - Cincinnati, OH	[ EXPAND DETAILS ]	1	\$ 702.00	\$ 702.00
	VA Medical Center - Louisville, KY	[ EXPAND DETAILS ]	1	\$ 650.00	\$ 650.00
	VA Northern Indiana Health Care System - Marion	[ EXPAND DETAILS ]	2	\$ 1,950.00	\$ 975.00

Nexus Pledge						
PAYROLL						
Pledge ID	Date	Donor Name	Email Address	Total Donation	HR Status	Gift
1134664	08-21-15	Ryan Stults	ryan.stults@dfas.mil	\$ 1300.00	Pending	No
1134672	08-22-15	John Clausen	john.clausen@cfcindiana.org	\$ 650.00	Pending	No

		Pledges	Total Dollars	Average Dollars
<b>2015 CAMPAIGN TOTALS</b> [ EXPAND DETAILS ]		<b>16</b>	<b>\$ 10,640.00</b>	<b>\$ 665.00</b>

[Download CSV of this report](#)

Coordinators can also download a CSV of this report by clicking on the blue button.

Coordinators cannot access donor reports from EEX and MyPay. The CFC staff will transfer online pledges from MyPay and EEX to CFC Nexus for reporting purposes on Wednesdays each week.

# Processing Nexus Payroll Pledges

Payroll pledges made through *CFC Nexus* need to be printed by Campaign Coordinators for delivery to their payroll office. In order to process payroll pledges, Coordinators will need to log into CFC Nexus using their Username and Password. When you are logged in, you will see “**My Tools**” in the toolbar across the top of the page. When you hold your cursor over My Tools and Payroll Tools, you will see six options. The second and third options are for printing payroll pledges; **Process new pledges (single)** and **Process new pledges (bulk)**. Once you select the “**bulk print**” option, you will see the name of your federal agency listed with the number of unprocessed pledges. Select the name of your federal agency.

<b>NRCS</b> <a href="#">NRCS - Kentucky State Office</a> 771 Corporate Drive, Suite 210 Lexington, KY 40503-5479	(1 unprocessed pledges)
<b>RURAL DEPARTMENT</b> <a href="#">Rural Development - Kentucky State Office</a> 771 Corporate Drive, Suite 200 Lexington, KY 40503-5477	(1 unprocessed pledges)
<b>TSA</b> <a href="#">TSA - Indianapolis, IN</a> 8303 W. Southern Avenue Indianapolis, IN 46241	(1 unprocessed pledges)
<b>VETERANS HEALTH ADMINISTRATION</b> <a href="#">VA Medical Center - Cincinnati, OH</a> 3200 Vine Street Cincinnati, OH 45220	(1 unprocessed pledges)

**Step 1** (see below) prompts you to “**Print All Pledges**” and gives you the option to “**Export All Pledges**” listed below. Print all pledges to your local printer. After printing pledges, the system will prompt you to “**Click below to return to the Pledges.**” Make sure you do both steps.

<b>VETERANS HEALTH ADMINISTRATION</b> <a href="#">VA Northern Indiana Health Care System - Marion</a> 1700 East 38th Street Marion, IN 46953-4589	(2 unprocessed pledges)
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STEP 1 - PRINT ALL PLEDGES LISTED BELOW

- OR -

STEP 1 - EXPORT ALL PLEDGES LISTED BELOW (CSV/EXCEL)

**Step 2** (see below) is to select “**Mark All Printed/Exported & Saved Pledges as Processed.**” The system will open a new window that will say “**All Printed/Exported Pledges Were Processed.**”

<b>VETERANS HEALTH ADMINISTRATION</b> <a href="#">VA Northern Indiana Health Care System - Marion</a> 1700 East 38th Street Marion, IN 46953-4589	(2 unprocessed pledges)
---	-------------------------

**DO NOT CLICK THIS BUTTON UNTIL ALL PLEDGES HAVE BEEN PRINTED COMPLETELY**

**-OR-**

**EXPORTED AND \*SAVED TO YOUR DESKTOP\***

STEP 2 - MARK ALL PRINTED/EXPORTED & SAVED PLEDGES AS PROCESSED

You may now view them under the “**View Processed-Completed Pledges**” report under the Payroll tab. The CFC encourages you to “process” the payroll copies on a regular basis throughout the campaign.

**Attention SSA Coordinators:** Coordinators at Social Security offices do not need to print payroll copies of Nexus pledges for delivery to payroll as described above. The CFC office will “process” all SSA online pledges made through Nexus on behalf of the Coordinators.

# Campaign Strategies

## 10 Steps to a Successful Campaign

### -1-

#### Secure the Support of Senior Management

Ask for:

- His/her endorsement
- Support for group meetings
- Approval of incentives

#### Ask Management to:

- ★ Announce dates of campaign and your appointment as Campaign Coordinator. See sample letters on pg. 41-42.
- ★ Encourage employees to attend group meetings, tours, and other events
- ★ Be visible in support of the campaign
- ★ Approve some giving incentives such as drawing for a day off, lunch with the boss, etc.
- ★ Add a CFC message onto regularly scheduled meetings
- ★ Conduct a meeting just for senior management and bring in a speaker ~ Use the pledges turned in from this meeting to kick off your campaign.

### -2-

#### Review and Evaluate

- Talk with former coordinators
- Establish a timetable.
- Meet with your Campaign Manager

#### Analyzing past campaigns will help you plan this year's campaign

- ★ Review your agency's giving history and compare with Greater Indiana averages for 2015. If you're above average, let your co-workers know!
- ★ Ask former coordinators for their suggestions, areas that could use improvement, and best practices
- ★ Establish a timetable, remembering that when preparing for a campaign, 90% of your time is spent planning and organizing, and only 10% running it.
- ★ **Keep your solicitation period short. One to two weeks is ideal** – depending on the size of the office.

# -3-

## Recruit your Team

- Recruit from all levels
- Assign tasks

## Creating a team reduces everyone's responsibilities and creates a fun atmosphere

- ★ Form a team from all levels to help you plan and organize the campaign.
- ★ Recruit a Keyworker from each department or division to join your team. Ideally you should enlist one Keyworker for every 25 employees.
- ★ Involve labor representatives on your team.
- ★ It will make your job much easier as you share the workload. Assign tasks such as kick-off, special events, publicity, newsletters, data collection, speakers and tours, personalizing of pledge forms, etc.

# -4-

## Train Committee and Keyworkers

- Ask your Campaign Manager for help

## Educating the committee and the Keyworkers is vital

- ★ It allows your employees to learn about the CFC and to ask those hard-hitting questions their co-workers will ask.
- ★ You can outline their responsibilities and review the timetable and CFC literature.
- ★ Ask team and Keyworkers to make their personal contribution. They will find it easier to encourage others to donate after they have made their own personal pledge.
- ★ Take a tour of a CFC nonprofit agency

# -5-

## Set Campaign Goal

- Challenge your office

### Goals can be set in the form of dollars or participation

- ★ Establishing a target serves as a motivator to achieve better results and offers a sense of accomplishment.
- ★ Set a goal based upon your total employee giving potential.
- ★ Break your agency's goal down to the division level.
- ★ In addition, set a 100% contact goal. They can't give if they aren't asked!

*Please remember, having a goal of 100% participation makes people feel coerced and negatively affects our campaign. 100% contact, not 100% participation!*

# -6-

## Publicize your Campaign

- Pre-campaign education
- E-mails, meetings
- Bulletin boards, hallways
- Use key messages

### Pre-campaign education

- ★ 1-2 weeks before your agency's kickoff
- ★ Use CFC posters, tri-fold brochures, goal thermometers, balloons, etc.
- ★ Publicize collections from senior management (see step 1)

### Use your agency's communication tools

- ★ E-mail
- ★ Stories and information in your newsletter
- ★ Regular office meetings

### Pass along the following key messages

- ★ See key messages on page 7 of the training guide.

### Post your goals and show progress publicly

- ★ Again, use e-mail, meetings, thermometers, etc.

# -7-

## Utilize CFC Resources

### Campaign Resources

- Campaign Managers
- Charity Speakers
- Charity Tours

### Campaign Materials

- CFC Website
- CFC Directory
- Post Cards
- Pledge Form
- Tri-fold Brochure
- Training Guide
- Campaign Posters
- Goal Thermometers
- Report Envelopes
- CFC Videos

### Campaign Resources:

- ★ Campaign Managers: These are CFC staff personnel hired by the CFC during the campaign. Their job is to make your job easier. Contact them when you need information or materials. Let them help you schedule events, speakers, and tours.
- ★ Charity Speakers: Inviting a representative from a nonprofit agency to speak at your CFC presentation is one of the most effective campaign tools available.
- ★ Charity Tours: Allow co-workers to see examples of how nonprofits are making a difference in our community.

### Campaign Materials:

- ★ CFC Website: Located at [www.givecfc.org](http://www.givecfc.org) – offers online giving tools and the ability to search for your favorite charity using a search engine.
- ★ CFC Directory: A list of eligible charitable organizations to which Federal employees may contribute through the CFC. Each employee should have access to a copy. A PDF version of this document is available on the website. Under Coordinators & Keyworkers
- ★ Post Cards: Two different versions of the post card promote online giving: one for MyPay and another for CFC Nexus.
- ★ Pledge Form: The form records the amount of the contribution and to which charities those monies should be directed. Each employee should receive a Pledge Form or a tri-fold brochure. Some federal agencies find it helpful to personalize each form with the employee's name.
- ★ Tri-fold Brochure: An educational tool designed to help the Coordinator or Keyworker communicate the key messages of the CFC to someone unfamiliar with the CFC.
- ★ Training Guide: A comprehensive guide on how to administer the campaign.
- ★ Campaign Posters: An easy way to promote the campaign.
- ★ Goal Thermometers: An easy way to publicize the campaign goal and the campaign process.
- ★ Report Envelopes: Cash and Payroll envelopes used to turn in contribution to your Campaign Manager and the CFC.
- ★ CFC Videos: Several videos can be found on CFC Website.

# -8-

## Ask Everyone to Give

- The most important part of the campaign - “the ask”
- Individual Solicitation
- Group Solicitation

## Coordinators and Keyworkers may utilize one of two methods to “ask” their co-workers to contribute.

- ★ The most important part of the campaign is “the ask.” “The ask” must be made verbally, whether in a group or one-to-one.
- ★ Research shows that the #1 reason why people don’t give is because they were never asked.
- ★ Sending e-mails or leaving an post card or pledge form on a desk or in a mailbox is not an effective “ask.”

## One-on-One “Ask”

- ★ Most people have difficulty getting started with solicitation because they are uncomfortable asking for donations. Do your easiest contacts first. It builds confidence and familiarizes you with the information.
- ★ The more personal the “ask,” the more successful you will be in convincing co-workers to contribute.
- ★ The one-on-one “ask” gives employees the opportunity to ask questions and receive feedback to their objections.
- ★ Make sure co-workers are not coerced or pressured to contribute.

## Group “Ask”

- ★ Group meetings can be an effective way to reach all employees. They allow nonprofits the chance to tell how donations are spent and give co-workers a chance to tell their story of receiving services from a CFC charity.
- ★ Group meetings make the best use of your time as a campaign leader and ensure that all employees are getting the same, accurate message.
- ★ See page 40 for a sample outline for a group meeting.
- ★ Follow up with non-attendees on a one-on-one basis.

# -9-

## Report Results

- To the CFC office
- To your co-workers

### Turn in Report Envelopes and Pledge Forms weekly to the CFC

- ★ This keeps you from having to hold cash, checks, and pledge forms.
- ★ Regular reporting allows the CFC office to monitor the progress of the campaign.

### Keep your co-workers informed of your progress and achievements.

- ★ Use the goal poster to record progress.
- ★ Send e-mails.
- ★ Speak up at meetings.

# -10-

## Wrap-up and Thank You

- Make sure everyone's been contacted
- Let co-workers know final results
- Thank those who helped

### Wrap up the campaign.

- ★ Make sure all employees have been contacted.
- ★ Announce your final campaign results via posters, thermometers, e-mails, meetings, etc.
- ★ Distribute all Donor Recognition gifts to Eagle Club contributors.
- ★ Have an awards ceremony or celebration

### Personally and/or publicly thank employees

- ★ *This is one of the most overlooked steps*
- ★ Send letters of appreciation to your committee members.
- ★ Salute your Keyworker team.
- ★ Thank each contributor with a slip that says "Thanks for giving...You're a life-saver" with a Life Saver (candy) attached.
- ★ Recognize outstanding performances by managers, departments, individuals, or union groups.
- ★ Take a few minutes to evaluate the campaign. A written report with recommendations for next year will be a big help to the next coordinator.

## Sample Meeting Agenda

Group meetings may take as little as 15 minutes or run for an hour, depending on which elements you wish to include and how much time your work environment and agency director will allow. One of the best formats for a CFC presentation is to tie in with a regular all-employee meeting or annual event. Here's a sample of a 20-minute meeting. Pass out the CFC directories, tri-fold brochures, and pledge forms.

<u>Topic</u>	<u>Time</u>	<u>What to cover</u>
<b>Welcome</b> (by agency head)	2 min.	<ul style="list-style-type: none"><li>- Thank employees for coming.</li><li>- Stress importance of CFC</li><li>- Announce agency's goal</li></ul>
<b>Overview</b> (by Coordinator or Campaign Manager)	3 min.	<ul style="list-style-type: none"><li>- Introduce committee (if applicable)</li><li>- Re-emphasize importance of CFC</li><li>- Introduce speaker</li></ul>
<b>Show Video</b>	7 min.	<ul style="list-style-type: none"><li>- One of the videos from CFC website.</li></ul>
<b>Charity Speaker</b>	5-8 min.	<ul style="list-style-type: none"><li>- Tell how charity uses donations</li></ul>
<b>Closing</b>	3 min.	<ul style="list-style-type: none"><li>- Summarize and motivate</li><li>- Explain awards program</li><li>- Explain online giving option</li><li>- Review Pledge Form and Charity Listing</li><li>- Ask for and answer questions</li><li>- Ask them to give!</li></ul>
<b>TOTAL TIME</b>	<b>20-23 minutes</b>	

## Sample Agency Head Endorsement Letters

September 1, 2016

Dear Colleagues,

Would you like to know what it feels like to help a child learn, assist a homeless family in finding a home, help find a cure for a disease, or to protect an endangered species? Then take a minute and learn more about our 2016 Indiana, Kentucky, and Southwestern Ohio Combined Federal Campaign and “*Show Some Love*”.

For over 50 years the Combined Federal Campaign (CFC) has been a resource for federal employees to make a charitable contribution in our community, across the nation, and throughout the world. On **XXX (Date)** we will launch our campaign and over the next **XX** weeks (or months), you will have the opportunity to learn more about the CFC.

The campaign is about relationships – particularly the ones you have with charities and the people they serve. I encourage you to take a few moments to explore the *2016 Campaign Directory*. I feel confident that at least one of the more than 22,000 worthwhile charities will speak to you personally. During tough economic times, it is especially important for those who are able to give to lead by example and help those in need.

By supporting the CFC, you’re helping make change possible. It’s easy and the CFC makes it even easier via payroll deduction. The CFC offers online pledging for those wishing to contribute through payroll deduction or by credit card. All you have to do is go to [www.givecfc.org](http://www.givecfc.org). (Some offices may also pledge online through Employee Express or MyPay.)

You will find the process quick and simple. And, of course, you can always use a paper pledge for gifts of cash or check.

Whether you give \$1 or \$2 a pay or decide you can do more, you make the choice that in your heart you know is best. Once you have done so, please consider telling your colleagues how easy it is and why it’s so important to make sure our community, country, and planet stay strong and vibrant.

I have selected Mr./Ms. **XXXX** to be our 2016 CFC Coordinator. He/she will be assembling a campaign team to assist him/her as he/she distributes the directories and campaign materials. We are honored to have Mr./Ms. **XXXX** serving in this leadership capacity and I am confident that our campaign will thrive with him/her at the helm.

If you have any questions, please feel free to contact Mr./Ms. **XXXX**, at [XXX@XXX.gov](mailto:XXX@XXX.gov)/**XXX-XXX-XXXX**. Additionally, should you wish to contact the CFC office, you can email John Clausen at [John.Clausen@cfcindiana.org](mailto:John.Clausen@cfcindiana.org) or call 317-423-3442.

Thank you for taking the time to support the CFC. No gift is too small, and whatever you give, gives hope.

Regards,

**(Another Sample Endorsement from the Agency Head)**

September 1, 2016

Dear :

The 2016 Indiana, Kentucky, and Southwestern Ohio Combined Federal Campaign is the single largest effort among our employees to support health, human services, environmental, cultural, and educational charitable programs. The goal of this year's Campaign is to raise \$1.07 million. Very soon, (AGENCY NAME) will Kick Off its workplace campaign. I would like to share with you why I personally believe the CFC is the best way to care for our neighbors in need.

My experience has always shown that the more you give, the more you get in return. The Combined Federal Campaign (CFC) gets the most out of your charitable donation, giving the community more in return by leveraging your gift to help thousands of people in need. It does this by keeping fundraising costs low – much lower than most charities – so that the majority of your donation goes directly to providing services. Contributing to the CFC means you are helping your friends, family and neighbors. Whether it's helping to clean the air, providing services to youth, lending support in a crisis, or providing care for a sick loved one, the charities of the CFC are hard at work in every community statewide.

This year, there are 22,000 charities listed in your *CFC Campaign Directory*.

Keep in mind that you can spread your gift throughout the year with the convenient option of giving through payroll deduction or by credit card. To make the process of donating to the CFC even easier, you may complete your pledge online by going to the Indiana, Kentucky, and Southwestern Ohio CFC website at [www.givecfc.org](http://www.givecfc.org). This offers you a quick, convenient, and safe way to make a donation through payroll deduction or by credit card.

I hope you will join me in contributing to this year's Campaign. There simply is no better way to help so many people in need. Remember, your gift shows, "*Show Some Love*".

Thank you,

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## BASIC CAMPAIGN CHALLENGES TO AVOID

1. Starting too late
2. No timetable to check against
3. Insufficient number of volunteer workers
4. Lack of a campaign plan
5. Lack of enthusiasm
6. Lack of campaign publicity
7. Goal setting not optimistic
8. Failure to take advantage of CFC materials
9. Insufficient promotion of giving at leadership levels
10. Lack of fun events and friendly competition
11. Reliance on inbox solicitation
12. Not enough emphasis on payroll deduction
13. Not enough emphasis on online giving ( where appropriate)
14. Not making 100% employee personal contact
15. Lack of training for Keyworkers and volunteers
16. Defeatists attitude
17. Prolonged campaign
18. Inability to “ask”
19. Failure to say “Thank You”

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# Special Events

Special Events are a fun, effective way to enhance your CFC campaign. Special events:

- Create enthusiasm for the campaign!
- Create awareness for the campaign!
- Educate employees about the benefits of the campaign!
- Encourage employees to submit their pledge card promptly!
- Increase the money raised from your federal agency!

## Recommendations

Make them fun!

Make sure they include everyone.

Strategically schedule them throughout the campaign to be most successful.

Make it easy for employees to participate - Plan them around other meetings or events.

Have different locations or departments challenge each other in a competition.

Incorporate payroll giving into special events by tying it to the admission or competition.

*(See examples of incorporating payroll giving on the next page.)*

## Don'ts

Make sure they are not coercive—participation must be kept on a voluntary basis.

**Participation in special events should never be intended to replace one's regular pledge.**

## Rules and Regulations

Must occur within the campaign period for your federal agency.

Get approval from the appropriate agency head or official.

Be consistent with agency ethics and regulations.

**All funds raised by Special Events must go to Undesignated Funds.**

## Incorporating Payroll Giving into Special Events

Special Events typically involve the collection of cash and checks which are turned into CFC Headquarters as a lump sum, meaning the participants are not individually counted as contributors. The CFC encourages you to incorporate payroll giving into your agency's Special Events in order to boost your total contributions.

Coordinators may incorporate payroll giving into Special Events several different ways:

- Give co-workers the option of participating in the special event if they complete a payroll pledge, rather than making a cash contribution. For example, John can enjoy the chili cook-off if he completes a payroll contribution in place of making a \$5 contribution.
- Because co-workers gave through payroll deduction, they will be allowed to participate in all special events.

Coordinators should have pledge forms and campaign directories on hand at Special Events if they plan on incorporating payroll giving. Coordinators can also make laptops/notebooks available at Special Events so people can easily pledge online through payroll deduction.

Encourage co-workers to choose payroll giving so they may designate their contribution to their favorite charity(s). In addition, the incorporation of payroll giving offers co-workers another giving option at Special Events for those who don't carry cash.

## How to turn in the money raised at a Special Event

Special events are activities where federal employees have the opportunity to participate in the campaign without formally completing a pledge card. A separate pledge card should be completed that says "Special Event" where it asks for the donor's name. The federal agency code at the top of the card needs to be completed along with the dollar amount in space provided for cash and checks. The rest of the pledge card can be left blank.

The pledge card along with the accompanying cash or checks should be placed in a separate cash report envelope with "Special Event" box at the top marked. On section 1 of the report envelope, indicate zero donors and the total dollars raised. A separate pledge card and report envelope should be completed for each special event.

Remember that monies from a special event may not be designated to a particular charity. All monies raised from special events must remain undesignated.

**Remember: The Federal Agency who raises the most money through Special Events will receive one of the traveling trophies.**

# Examples of Special Events

Use the ideas below to come up with some of your own creative ideas!

**Themed Agency Fair** – The office had an agency fair centered on a theme. They invited local charities in the CFC to show off their programs and services. We are racing for a Better tomorrow. Incentives can be given away when pledge cards are collected.

**Kiss the Pig Contest** – Employees pay to see which of their favorite executives will have to kiss a pig. Take pictures and create them into a calendar for sale back to the employees.

**Baby Picture Guessing Game** – Have a number of employees provide a baby picture. All of the pictures are displayed and given a number by the hostess/host. Purchase an entry form and guess who each baby picture is. The entry with the most correct guesses wins.

**Team Bake Sales** – Employees were encouraged to donate baked goods to be sold during the lunch period. Teams were then created with the goal of selling the most goods. The teams that raised the most money received a prize.

**In Bad Taste** – Executive team members wear their ugliest ties, jewelry, shoes or hats. Employees vote for the ugliest item, paying \$1 per vote. The executive with the most votes at day's end is declared the winner and may be awarded a prize.

**Look-Alike Contests** – Employees are encouraged to dress up like famous personalities. Co-workers then pay to vote on the best costume with the contestant receiving the most votes winning a prize.

**Fashion Show** – Offer employees the opportunity to show off their most out-of-date fashions. Employees pay to vote on a winner with a prize awarded to the winner.

**Department Penny Jar** – Each department is designated a jar. Employees are encouraged to fill their own department's jar with pennies, each equaling one point. Opposing departments may then add other coins to their jars that are equal to their value only negative (ex: a dime is minus 10 points.) The department with the most positive points at the end of the week is awarded a prize.

**Host a Game Show** – Highlight knowledge of the CFC through a game show format; Jeopardy, Family Feud, Wheel of Fortune, etc. Participants are asked questions about the campaign, with the winners advancing to further rounds. Design a Minute-to-Win-It competition to bring attention to the campaign and get others interested. Winners receive prizes.

**“Buy a Big Shot” Auction** – Employees bid to have an executive team member: do their job for a morning/afternoon, mow their grass, rake their yard, clean their windows, etc.

**Car Wash** – Employees pay executive team members to wash their car. Have a local car wash company donate the materials.

**Miniature Putt-Putt Golf** – Set up a miniature portable put-put golf course through the office. Charge a quarter per putt with the winner receiving prizes.

**Fifties Fun Fest** – Hold a “Fifties Fun Fest”. Serve ice cream floats, offer karaoke, hold an Elvis look-alike contest, and play rock-n-roll.

**Pie-In-The-Face** – Employees vote on members of the executive team they would like to see participating in this event. Prepare whipped cream pies. Employees then pay to throw or rub a pie in the winning executive team members’ faces.

**Jail and Bail** – All supervisory staff members are put in “jail”. In order to be released, all employees in their department must turn in their pledge cards.

**Silent auctions** – Employees get to bid on items donated by fellow co-workers.

**Used Book Sale** – Employees get to purchase used books donated by fellow co-workers.

**Book Fair** – Bring in an external organization to host a Book Fair. Book Fair companies (listed in phone book) will bring their assortment of new books to your workplace. Your fundraising efforts receive a percentage of sales generated by your workplace. A great source of gifts!

**Bingo Game** – A game that increases participation and encourages early turn-in of pledge cards.

- Run game for 4 weeks. Employees who turn in a pledge card (with or without donation) in first week are eligible to play all 4 weeks; employees who turn in a pledge card in second week are eligible to play for 3 weeks and so on.
- Use color-coded game sheets - different color for each week. Get bingo sheets from local supplier.
- Send out 5-6 numbers per day via e-mail.
- Have multiple winners each week.
- Award many prizes: Mall and restaurant gift certificates, CFC shirts, donated gifts, etc
- Need to lay out the rules for players. Use 4 corners win to increase number of winners.
- Get pledge cards in fast - most will come in in first 2 weeks of campaign.
- Use website to post numbers (instead of e-mail).

**Jeans for a Day** – Employees pay \$1/\$5 to enjoy the opportunity to wear jeans to the office for a day.

Other Ideas:

Spelling Bee pitting employees against management

Wii Tournament

Ice Cream Social

Candy Counting Contest

Paper Airplane Toss

Chili Cook Off

Bubble Gum blowing contest

Halloween Pumpkin Carving Contest

Watermelon seed spitting contest

Lunch Box Auction

Hawaiian Shirt Day/Western theme day

Pie Your Boss (with their permission)

**It is not necessary that Special Events always cost employees money to participate.  
Some of the best Special Events are free to participants**

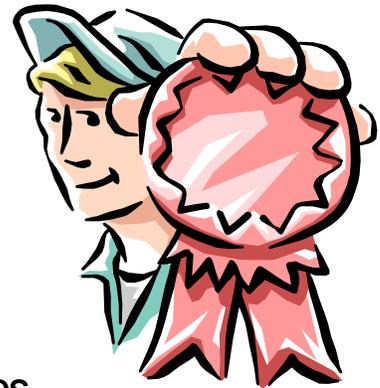
# Incentives

*"I won! I won!"*

Incentives can be used in conjunction with Special Events or separately to enhance your CFC campaign. Everyone likes to win stuff, whether big or small.

What can **incentives** do for my agency?

- ◆ Increase participation
- ◆ Increase enthusiasm
- ◆ Encourage employees to submit their pledge card promptly
- ◆ Encourage attendance at campaign meetings
- ◆ Thank contributors



## Examples of how to use Incentives

**Help make distributing campaign information fun.** Attach a small piece of paper (3"x3") with a cute saying to the appropriate piece of candy.

A Kiss for caring...

Let's stick together for our community!

Oh Golly, be Jolly! Give through the CFC!

Be a life saver... Give through the CFC!

Be a "smartie"... Give through the CFC!

Hershey's Kiss

Stick of gum

Jolly Rancher

Life Saver

Smartie Candies

**Use incentives as a reminders to complete their pledge.**

Remember to turn in your pledge card! Don't blow it...

Let's all pull together... Turn in your pledge card!

Bubble gum

**Use incentives as a way to thank contributors.**

Thanks for giving... You're a life-saver!

You're a Mint... Thanks for your Help!

Life Saver

Mint

**Motivation for employees to complete their pledge.** Every employee, who submits his or her pledge before the announced deadline, is entered into a raffle to win a prize.

**Motivation for employees to attend CFC group meetings.** Offer small door prizes at any meeting where CFC is discussed.

The same rules and regulations that apply toward Special Events also apply towards incentives. Get approval by the appropriate agency head or official to use incentives and make sure it is consistent with agency ethics and regulations.

Remember, the CFC already offers two different “incentives” to encourage participation and thank donors. The CFC Sweepstakes gives every federal employee the opportunity to win some cool prizes just for completing a pledge card. The Donor Recognition Program recognizes every contributor

## How do we secure incentives?

- Ask management
- Ask co-workers
- Approach area businesses:
  - Car washes: donate car washes
  - Cinemas: donate movie passes
  - Discount clubs: donate free memberships
  - Fitness clubs: donate passes
  - Restaurants: donate free meals
  - Video stores: donate movie rentals

## Ideas for Campaign Incentives

- Discount card from local vendors
- Indiana Pacers tickets
- Indiana Fever tickets
- Indianapolis Colts tickets
- Indianapolis Ice tickets
- Indianapolis Indians tickets
- Movie passes
- Free car washes
- Lottery tickets
- Reserved parking spots
- One Hour late pass or 1/2 vacation day
- Breakfast served by management
- Company promotional items
- Extra breaks/shortened work day
- Friday afternoon off
- Free oil change
- Free assistance with personal income tax from your accounting department
- Birthday vacation day
- Jeans on Fridays
- Pizza Party Hosted by Management

## A note about incentives and prizes:

- Usually token prizes work better than expensive items. Many people react negatively to the idea of a lavish “reward” in relation to the CFC campaign.
- A good source for incentives is your own vendors as it is a great way for them to show how much they value your business.

**(Sample donation letter)**

To: Company

Dear *Salutation*:

The Combined Federal Campaign (CFC) is the only authorized solicitation of employees in the Federal workplace on the behalf of charitable organizations. The Indiana, Kentucky, and Southwestern Ohio CFC is the only official fundraising event for the nearly 100,000 Federal employees located in a 2 and a half state area.. Through the CFC, Federal employees may give to the charity of their choice through payroll deduction.

Last year, Federal employees in Greater Indiana made cash contributions and payroll pledges to the CFC totaling \$1,064,423. Contributions through the CFC support a multitude of charitable organizations that provide programs and services locally, nationally and internationally.

Helping the community takes teamwork. That's why the Combined Federal Campaign is asking for your help. We are currently planning our annual campaign. We are asking for the help of socially responsible businesses such as yours to assist in providing fun and exciting incentives to aid the effort. We are requesting a donation of goods or services, which will be given away as prizes throughout our campaign.

All incentive items or gifts may be directed to my attention at the address above. Your consideration in this important community endeavor is greatly appreciated. Thank you for your support.

Sincerely,

**Your Name**

Your Title

**(Sample Thank You Letter)**

To; Company

Dear *Salutation*,

On behalf of the Indiana, Kentucky, and Southwestern Ohio Combined Federal Campaign (CFC), I would like to thank you and your company for your gift of \_\_\_\_\_ for our fundraising campaign. Your donation will be used as a prize in drawings or other activities that we will hold during our campaign.

The dollars given through our fundraising campaign work to make people healthier, make people as independent as they can be, and make our neighborhoods safer. Thank you for being part of the circle of caring in our community.

Once again, thank you!

Sincerely,

Your Name

Your Title

Your Agency

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# Steps to help with planning a Special Event!

Determine what type of event to have.

Decide where, when and how long the event will occur.

Get approval for the event from the appropriate officials.

Don't forget that your event may need to use space allocated to another department.

Determine how many volunteers you will need to help with this event and then recruit those volunteers.

You may need help with preparing items and also help in staffing the event station (ensure you have adequate coverage for the entire time of the event).

Promote your event –

Posters hung up in advance (make sure all the appropriate information is there, for example when, where and who will benefit from the proceeds).

Newsletters are a great way to get the word out about your event.

Send emails.

Have a keyworker available at the event. Special events are a great time to talk to people face to face about CFC.

Put reminders up around the building on the day of the event.

Rally excitement about the event as well as CFC!

# Best Practices

- **Give all employees the opportunity to participate:**
  - Review your organization and determine the best way to ensure that 100% of the employees receive an “ask” to contribute.
    - Include a strategy for distributing and collecting pledge forms as part of the “ask.”
    - Consider using regularly scheduled employee meetings to make a group ask, to be followed up by individual asks.
    - Make sure everyone is personally asked.
    - Begin solicitations early while enthusiasm is high.
    - Ask in advance those employees who will be traveling or on vacation during the campaign. Follow up with those employees you miss.
    - Track the return of pledge forms. Using a spreadsheet, track return of pledge forms and delivery of recognition gifts.
  - As you approach coworkers, explain your role (as a Coordinator or Keyworker) and establish the “need.”
    - Our neighbors (local, national and international) have many diverse needs.
    - The CFC provides each of us an opportunity to help people in need.
    - Through our generosity to CFC charities, we can do our share.
    - Use the campaign directory to show charities’ diversity and mission.
    - Insure all donors that their pledges and decisions are always confidential.
- **Conduct special events** that can educate employees about the benefits of the campaign and help raise money. **Use incentives** to increase participation and enthusiasm.
- **Consider games that increase participation and early turn-in of pledge cards.**  
Example: *See Bingo Game on page 47 in the Special Event section.*
- **Invest a lot of time with Keyworkers:**
  - Train them well.
  - Keep the door open for questions/feedback.
  - Meet with Keyworkers periodically during campaign.
- **Increase participation through education.** Employees will be more likely to participate when they understand the impact their role in the campaign can have. Bring the campaign to employees.
  - Encourage Volunteerism. Encourage Keyworkers or employees to participate in the Days of Caring or volunteer at a local participating charitable organization.
  - Agency Fairs – Invite local charities in the CFC to show off their programs and services.
  - Agency Tours – Take a tour of a participating local charitable organization.
  - Guest Speakers – Invite a motivational or informative speaker from a participating charitable organization or one of your fellow employees to share his or her story.
  - Feature stories and/or information on the programs of a charitable organization or from a personal story in newsletters, bulletin boards, payroll stuffers, emails, and intranet/internet site.

- Borrow practices from other campaigns - imitation is the sincerest form of flattery.
- Keep the campaign period short.
  - Small offices with less than 20 employees need no more than 2 weeks.
  - Larger offices with more than 200 employees should try to keep the campaign to 6 weeks.
- Report campaign status and progress.
- Say “Thank You!” Recognize CFC volunteers:
  - To both contributors and supporting Keyworkers
  - Recognize your outstanding Keyworkers at a special ceremony or event.
  - Thank You Letters.

### Top 10 Reasons why People Give

1. Personally asked
2. Personal satisfaction – feels good.
3. Most efficient (low overhead)
4. Easy (payroll deduction / give at office)
5. Choice (designations)
6. Insurance (safety net of services)
7. Eagle Club recognition gifts
8. Leadership giving (my boss does)
9. Consolidates many pledges
10. Too busy to volunteer

### DO NOT DO THIS:

- Start by saying “Well, it’s CFC time again.”
- Ask for 100% participation or keep list of non-donors.
- Set personal dollar goals.
- Have supervisors involved in the solicitation of subordinates.
- Drop pledge forms off in mail boxes.
- Promote a specific charity or charities.

### Interesting statistics about who in the U.S. gives to charities \*

- 48% of charity dollars come from households with an income under \$30,000
- 90% of charity dollars come from individuals
- 75% of Americans report they give money to charities
- 38% of Americans say they wish they had given more to charity
- 14% of Americans would have donated if asked
- Most people give between 1% and 2% of their income to charity
- Most people who give to charity also volunteer

\* Source: Survey from “The Independent Sector”

# Common Objections

You can expect objections from some of the people you solicit. It's a natural part of the process, especially when you ask someone to increase their pledge. Consider objections as an opportunity to win over a new donor. The objection is not about you, but instead the idea you represent.

Listen carefully and calmly while empathizing with your prospect. Show concern without agreeing. Express empathy without arguing. At group meetings, encourage your prospect to discuss the matter privately. You have important information to present, therefore be as straightforward as you can. Make this a win/win situation!!

## **1. I can't afford to give.**

Payroll deduction makes it convenient for you to give by letting you spread your contribution across the entire year. Last year more than 90% of all contributions were given through payroll deduction. You can give as little as \$1.00 per pay period (for civilians - \$2.00 per pay period for military personnel) through payroll deduction which equals \$26.00 per year. This is less than the cost of 1 can of Coke or 1 bag of chips per week.

## **2. My small gift doesn't make a difference.**

You do accomplish so much with your gift! Last year Federal employees in Greater Indiana alone raised over \$1,064,423 that went to support the charitable organizations in the campaign. That money went a long way toward providing valuable services right here in Indiana, across the nation, and to people around the world.

## **3. CFC administrative costs are too high!**

Contrary to what most people believe, CFC fund raising expenses have been consistently low for fundraising (12.7% in 2015). These operating expenses are lower than almost any charity. The staff includes one full-time manager and utilizes part time employees during the campaign. CFC is the most efficient way to raise large amounts of money at very small cost and assures maximum possible funding goes directly to charitable organizations - not administrative costs.

## **4. I want to give locally to the charitable organizations in my community.**

Start by looking under "Local Organizations" in the brochure. If your charitable organization is not listed, then encourage the organization to complete an application for inclusion in next year's campaign.

## **5. I give to my church.**

The CFC encourages people to privately support their church religious organization. However, the CFC gives you the opportunity to support a wide range of programs and services offered by eligible organizations, which are making a difference in our communities and are in need of your support.

## 6. Why not give directly to a charity?

There are several reasons to give through the CFC as opposed directly to a charity:

- Economically it's cheaper for a charitable organization to process one check from CFC distributions than process many checks from individual donors.
- Consistent monthly income allows charities to plan their annual budgets and helps even out the usual seasonal peaks in charitable revenues. Annual budgets help a charity use its money more efficiently.
- Charities' overhead costs (i.e. less processing and fundraising time and cost of mailings and administrative staff) are lowered. They utilize CFC's low 12.7% administrative costs to increase their charity's revenue.
- Painless deduction at each pay period vs. lump sum for a single pay period.
- Consolidation of individual Federal employee gifts can leverage dollars for matching grant funds.
- By simply completing one pledge form, a donor can support one or *more* charities.
- More than 22,000 charitable choices are presented through eligibility processes - widely diverse choices can be designated.

## 7. In the past, I have sometimes felt pressured to give.

By regulation, every employee is to be offered the opportunity to give. CFC does not advocate high-pressure solicitation. Employees donate to express their support of the charities of their choice. Federal regulations prohibit coercion and solicitation by supervisors. CFC emphasizes an approach of "100% asked".

## 8. Why are these particular charities listed in the Campaign Directory?

Recipient charities must apply annually and pass stringent eligibility tests as defined by Federal regulations. Local volunteer committees of federal employees meet annually to review local applications for compliance with those regulations.

## 9. The charitable organization I want to give to is not in the campaign.

The CFC presents the opportunity for federal employees to give to 22,000 different charitable organizations. Please review the campaign directory to identify a charitable organization that you feel strongly about.

If your favorite agency is not listed in the campaign directory, it may not have applied to the CFC, or it may have been turned down for lack of compliance. Call the CFC office at (317) 423-3442 for a specific answer. New applicants are warmly welcomed each spring and many national and local charities participate in CFC because Federal employees who support them referred them to the CFC application process.

## 10. Can I write in an agency not listed in the Agency Resource Guide?

No. Federal employees may only give to those charitable organizations who have applied to participate in the campaign and are listed in the campaign directory. All listed charitable organizations have met certain eligibility criteria necessary to become eligible for the Combined Federal Campaign. These criteria ensure that you're giving to a sound organization.

### **11. How do I know my money really gets to the charity(s) I designate?**

By regulations, all designations must be honored. This is verified by a yearly audit. In addition, you can request to be acknowledged for your pledge by your designated charity.

### **12. How do I know my chosen charities really receive my money?**

Charities are encouraged to thank donors when they complete the “Information Release” section of the pledge form. Donors may authorize the CFC to release some combination of their address, email address and dollar amount. In addition, the annual audit verifies distribution of donations to the charities. Audit results are available through the CFC office. Designate your favorite charities - more than **98%** of CFC donors did last year.

### **13. Why should I support organizations of which I disapprove?**

There are 22,000 charitable organizations in the CFC to whom Federal employees may designate their gift. These charitable organizations provide a wide range of services which offer better lives and renewed hope for millions of people in our global community. By designating your gift, you ensure your donation goes to meet those needs that you feel are most important. Everyone feels strongly about some particular cause or type of community service. Use the directory and the CFC website to identify organizations which provide those services.

### **14. CFC supports an organization(s) that I do not agree with morally or ethically. I do not want my money supporting these types of organizations.**

The CFC does not endorse nor support any particular organization. It only gives federal employees the opportunity to give to a large number of charitable organizations. Each organization has to reapply each year for the right to be listed in the CFC brochure and the right to receive contributions from Federal employees. The extensive application process requires the organization to submit a series of objective information and data. The application process removes the opportunity for the CFC to make any subjective judgment regarding the value or type of services provided.

Once again, you can ensure your donation goes to meet those needs that you feel are most important by designating your gift. When you designate your contribution, you are preventing such organizations from receiving any part of your contribution. With so many different organizations providing such a diverse number of programs and services under the CFC umbrella, it shouldn't be difficult to find an organization you feel strongly about. Remember, the CFC belongs to you – you are in control.

### **15. Why should I contribute to CFC when I don't use their services?**

CFC organizations touch all of our lives every day: first aid training, swimming lessons, job training and literacy programs, programs for families and seniors that allow them to continue their self-sufficiency. Experience teaches that any of us may be just one misfortune away from needing a CFC charity's help. You may have already used services from a charitable organization without even knowing it.

## **16. Who decides how to spend my donation?**

YOU! Each donor designates their dollars to meet their interests. You may pick a single cause - or several causes - and allocate your contribution among them in any way you like.

## **17. Isn't CFC just United Way with a different name?**

No. CFC is a separate campaign for Federal Employees, which runs concurrently with other community campaigns. Federal regulations govern the CFC. CFC contracts with Federated Campaign Stewards in Indianapolis for management of the campaign; including training, fiscal and administrative support, production of campaign materials and campaign events. The Local Federal Coordinating Committee (LFCC) provides oversight management to the campaign staff.

## **18. Why am I being solicited in my workplace for a campaign that is not official government business?**

The CFC is a program of the federal government and therefore, an authorized government activity. It is supervised by officials chosen by the Local Federal Coordinating Committee (LFCC) and authorized by OPM regulations.

## **19. Will I receive an acknowledgement or thank you for my donation?**

There are several answers to this question. First, you must authorize the PCFO to release your name to the designated agency in order to receive an acknowledgment letter. Second, the CFC does not have the authority to require designated agencies to provide a letter acknowledging your donation. To authorize release of your name, complete the box in the lower left-hand corner of the pledge card.

## **20. What if I don't designate?**

Your donation will be split proportionately among all of the agencies listed in the 2016 campaign directory according to the percentage they received in designated contributions.

## **21. I dislike everyone asking me for money.**

The reason the CFC exists is to avoid this problem. The CFC combines many fund drives into one organized, annual campaign. Instead of 22,000 separate charitable organizations asking you for money, the CFC asks you once each year on behalf of all the charities.

## **22. I volunteer - that's my contribution.**

Volunteer work is very important. But in order to continue to provide services to the entire community, the charities also need your financial support.

## **23. How much money does the CFC raise worldwide?**

Over \$177 million was raised worldwide through the 2015 CFC. Locally, the CFC raised over \$1,064,423 last year. Thanks to all CFC donors!

## How to Get Non-Givers to Contribute

The single most effective method to convince non-givers to contribute in the future is to **help them identify with a particular charitable organization and how they may have benefited from a charity supported through the CFC** (either directly or indirectly).

**For example, ask them questions like:**

Have you ever had a family member suffer or die from cancer?

Have you ever had a family member suffer the effects of diabetes (pick any other common or rare disease)?

Have you taken swim lessons from the YMCA?

Have you ever taken a CPR class sponsored by the American Red Cross?

Have you ever been struck by some type of natural disaster; flood, tornado, hurricane, etc?

Have you ever served as a Big Brother or Big Sister or mentored a child?

Have you ever attended a boys or girls club?

Did you ever participate in the Boy Scouts or Girl Scouts?

Have you ever known someone who sought treatment for an alcohol or drug addiction?

Have you ever known someone who sought help for depression or some other type of mental illness?

Have you ever known someone who sought help for domestic violence?

Have you ever known someone who has struggled to afford daycare or after-school programs?

Have you ever known someone to receive care at Riley Children's Hospital or stayed at the Ronald McDonald House?

Have you ever wanted cleaner water or a cleaner environment?

Have you ever had a family member take care of an elderly parent?

**Make your own questions – there could be so many!**

**If they answered yes to any of these questions, there is a good chance they have benefited from a charitable organization supported through the CFC.** Help them to identify charities who work with these causes using the search engine of the CFC website or one of the giving guides.

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# What Motivates People to Give

## Some are Motivated by Statistics

- Last year federal employees in Greater Indiana contributed over \$1.064 million dollars to charity.
- Federal employees across the country and around the world donated \$177 million to charities last year.
- Last year 3,236 federal employees in Indiana contributed to the charity of their choice out of more than 30,000 federal employees in Greater Indiana – that’s only a 10.8% participation rate.
- If the number of contributors rose by 2.5% (that’s only 750 more contributors than last year), the campaign contributions would jump to \$1.31 million.
- Federal employees on average contributed \$329 to the charity(s) of their choice in 2015.
- If every federal employee contributed \$60 on an annual basis, the Indiana, Kentucky, and Southwestern Ohio CFC would raise \$1.8 million – that’s only \$2.30 per federal employee per pay period.
- Last year federal employees in Greater Indiana supported 2,739 charities out of a possible 22,000.
- 36.8% of the contributions were directed to local charities in Indiana. 52.4% of the contributions were directed to national charities and the remaining 10.8% was directed to international charities.

## Some are Motivated by Personal Stories

The CFC has invited several speakers from local charities into these training sessions. These speakers will highlight how your contribution is making a difference in our community.

Federal agencies may request speakers or representatives from local charitable organizations to offer personal stories in group meetings or at CFC events. Contact your Campaign Manager or the Campaign Director to arrange for a speaker to offer a personal story.

**Thank you for supporting the CFC  
with your time and talent.**

**Thank you for financially and personally  
supporting your favorite charities  
through the CFC.**

**Thank you for helping make 2016  
a successful campaign!**



**[www.givecfc.org](http://www.givecfc.org)**

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