



Central & Northern New Mexico CFC
CFC ECM/Keyworker Handbook



50 YEARS OF
CARING





LETTER FROM THE 2011 CFC CHAIRPERSON

Congratulations and welcome to the Combined Federal Campaign (CFC)! You have been selected to fill a very important position at your federal agency/military unit. Your selection as Employee Campaign Manager (ECM) speaks to the confidence your managers have in you, and also their support for the CFC.

As the ECM, you have one of the greatest influences on the CFC's successful ability to raise funds to support an ongoing network of local, national and international charitable organizations working to provide essential services to all people. Our mission is to close the gap between the identified needs of these charities, and the resources currently available. Our success depends on you, to ensure that every federal employee is informed of the benefits and value of contributing through the CFC. The mission is challenging and achievable.

To complete this mission, you are encouraged to *enthusiastically* embrace the ECM position with *unwavering* commitment. Once you see the impact the campaign has, you no doubt will go beyond the "job" of completing the tasks, and assume the role of leader by engaging people with community needs, their conscience, and ultimately their legacy. ***The most successful ECMs get personally involved in the campaign. They talk to people, motivate them, inspire them, invite them in the campaign and are passionate about it!*** With your passionate execution, the campaign's record-breaking momentum will continue to make a huge difference to those in need.

I thank you for your leadership, passion, and commitment to the Combined Federal Campaign. Together, we will make the CFC an outstanding success!

A handwritten signature in black ink, appearing to read "Sonja Brown". The signature is stylized and written in cursive.

Sonja Brown
Chief, Voluntary Service & Public Affairs Operations
New Mexico VA Health Care System
Chairperson, Local Federal Coordinating Committee
Central & Northern New Mexico Combined Federal Campaign

CFC VOCABULARY

<i>Employee Campaign Manager (ECM)</i>	The person with overall responsibility for CFC implementation within a single federal agency.
<i>Agency Director</i>	The top local executive in each federal agency. The agency head must give permission for CFC work place activities like kick-off meetings, fund raising events and other employee activities.
<i>Combined Federal Campaign (CFC)</i>	The only authorized annual fund-raising program for federal employees throughout the world. Your CFC, made up of 22 counties in New Mexico, composed of approximately 26,000 federal government employees.
<i>Central & Northern New Mexico CFC</i>	
<i>Keyworker</i>	The person responsible for a portion of a single agency's CFC and who gets direction from an ECM.
<i>CFC Specialist</i>	A federal employee who is assigned to work outside of his/her own organization on the CFC. Oversees a set of agency campaigns and supports ECMs at that agency.
<i>Local Federal Coordinating Committee (LFCC)</i>	Local federal employees who are responsible for reviewing local charity applications and administering the year-long local CFC operations.
<i>Office of Personnel Management (OPM)</i>	The Executive Branch office responsible for administering the Combined Federal Campaign nationally - www.opm.gov/cfc
<i>Principle Combined Fund Organization (PCFO)</i>	The non-profit organization selected by the LFCC to administer the distribution of funds collected from participating federal employees. For the 2011 campaign, Campaigning for Charities is the PCFO.
<i>501(c)(3) Organization</i>	An organization that has an IRS exemption for tax purposes. Every organization in the CFC has a 501 (c) (3) tax exemption.

THE COMBINED FEDERAL CAMPAIGN

- Established in 1961 by executive Order of President John F. Kennedy, the Combined Federal Campaign (CFC) is the only authorized charitable fund raising campaign for federal employees, both civilian and military. Conducted by the federal government under the authority of the U.S. Office of Personnel Management (OPM), the CFC operates in more than 200 localities throughout the United States, Puerto Rico, the U.S. Virgin Islands, and in overseas military bases.
- Mission -- To promote and support philanthropy through a program that is employee focused, cost-efficient, and effective in providing all federal employees the opportunity to improve the quality of life for all.
- CFC is the world's largest and most successful annual workplace charity campaign. Since its inception, the program has received donations in excess of \$7 billion from the federal community.
- Pledges made by Federal civilian, postal and military donors during the campaign season support eligible non-profit organizations that provide health and human service benefits throughout the world.
- The Director of OPM has designated to the Office of CFC Operations (OCFCO) the responsibility for the day-to-day management of the CFC.
- A Local Federal Coordinating Committee (LFCC) is comprised of local federal employees, authorized by the CFC Regulations and approved by OPM. The LFCC organizes the CFC and appoints a Principal Combined Fund Organization (PCFO) to manage the Central & Northern New Mexico Combined Federal Campaign. The LFCC also has the sole local authority to determine which local charitable organizations will participate in the CFC campaign.
- Federal employees are encouraged to designate their contributions directly to as many as five charitable organizations of their choice listed in their local CFC charity list.
- The locally produced CFC charity list contains three lists of charitable organizations: (1) the local list (determined by the LFCC), (2) the national and international lists (determined by OPM) and (3) federations or groups of charitable organizations also participate in the campaign and are eligible to receive designated contributions.
- The CFC is governed by Title 5, Part 950 of the code of Federal Regulations maintained at most regional and university libraries.
- OPM issues Guidance (Memoranda) that establishes timetables and offers additional guidance consistent with existing regulations or to otherwise inform the CFC Community about matters affecting the campaign. As they are issued, they are available to the public on the official OCFCO website www.opm.gov.
- The local CFC website www.cnnmfc.org provides local information, news and events for federal employees and charitable organizations.

FEDERAL REGULATIONS (5 CFR 950) SAY ...

- Charitable agencies listed in the contributor's brochure are admitted through the federally regulated eligibility process. The Office of Personnel Management and volunteer committees of federal employees in each CFC make these decisions.
- The CFC will provide a "100% Opportunity", meaning every employee will have the opportunity to participate.
- Coercion is strictly forbidden. Asking people to participate is not coercion.
- Setting a "100% participation" goal is considered coercion and is prohibited.
- Supervisors may NOT solicit employees.
- Contributors and non-contributors will not be posted. Contributors' decisions are private.
- Proceeds from special events will be processed as a pledge. Employee groups can decide whether to designate or leave this pledge undesignated.
- Donors are encouraged to designate their gifts to the charity(ies) of their choice.
- Charitable agencies agree not to sell or lease donor names (only the names of those donors who wish to be acknowledged are forwarded to the charities).
- All undesignated funds are to be disbursed to all of the charities in the CFC Charity List in the same proportion that they received designations in the campaign.

**For a complete copy of these regulations, contact your CFC Specialist or go to
www.opm.gov/cfc**

CFC FEDERATIONS AND CHARITIES

The CFC is divided into federations (an umbrella of charities) and independent organizations. A federation is a group of charitable human health and welfare organizations established for the purpose of supplying common fundraising, administrative, and management services to its members.

Additionally, there are national federations and charities, international federations and charities, and local federations and charities.

National charities have programs in a minimum of fifteen states and apply directly to the Office of Personnel Management in Washington DC. They are listed in the Charity List in the “National/International Agencies” section.

International charities are present in several countries or in several parts of a foreign country. These charities also apply directly to the Office of Personnel Management. They are listed in the “International Agencies” section of the Charity List.

Local charities help people in the Central & Northern New Mexico CFC area or adjacent counties. Local charities apply to the Local Federal Coordinating Committee (LFCC), which is the “board of directors” of our campaign. They too must meet OPM requirements for local eligibility and are listed under the heading “Local Agencies” in the Charity List.

All of the federations, their member charities, and the independent charities in the Charity List were found by the LFCC to be eligible to participate in this year’s campaign. Although the federations and charities receive funds from the CFC, they do not run the CFC. The CFC is an independent fund drive for federal employees and is not affiliated in any way with any of the charities or federations except as a conduit for federal employee donations.

The description of a federation precedes the listing of its member charities in the Charity List. Donors may give their money to a federation, to a charity under a federation, or to an independent charity. This is explained more fully later in the ECM Manual.

DONOR DESIGNATIONS

Donors are encouraged to designate their gifts to specific charities **OR** to federations that are listed in the Charity List. Designating gifts allows donors to channel contributions to those charities that best represent their interests or concerns. If one chooses to designate a gift to a federation, the contribution is used to support the work of the federation or is shared with its affiliated charities in accordance with the federations’ policy. Designations may only be made to charities that have been included in the Charity List. Write-ins are not allowed.

Undesignated Funds

Although donors are encouraged to designate their gifts to particular charities or federations, and most do, it is not required. If one chooses to make a contribution but does not want to specify where that contribution is to go, the contribution will still be accepted. These undesignated funds are then shared among all of the organizations listed in the Charity List in the same proportion that the organizations received designations.

Note: If a charity listed in the Charity List receives no designations by any donor, that charity will not receive any of the undesignated money. Those who designate, in effect, are “voting” for distribution of undesignated monies.

KEY CFC CAMPAIGN INFORMATION

February – April 2012	Federation and Independent Charity Application Accepted
September 20 – December 15, 2011	Central & Northern NM CFC Campaign Solicitation
September 20, 2011	CFC Kick-Off & Charity Fair (11:00 AM – 2:00 PM) Raymond G. Murphy VA Medical Center Courtyard
February 2012 (tentative)	Celebration Event

CAMPAIGN THEME

50 Years of Caring

We are excited to announce the Combined Federal Campaign's (CFC) 50th Anniversary! Our celebration for this milestone begins with a new theme of **"50 Years of Caring"** and the creation of a new logo that is a perfect representation of CFC by portraying the connection between patriotism and giving. What charitable agency touches your heart? I'm sure there will be some CFC approved charities that will call out to you in a special way. The decision on whether or how much to give is entirely up to each federal employee. I encourage you to reflect upon your many blessings and let your heart be your guide.

In these trying economic times, the demand for charity services is greater than ever while at the same time charities have less support and resources. To the world I may be just one person, but to one person I may be the world. *We CAN make a difference Now more than ever!*

CAMPAIGN MATERIALS

VIDEO – This year's video provides information about the CFC campaign including what CFC is, where the money goes, and how contributions through CFC make a difference. The video is provided through CD and can also be emailed to federal agency employees.

CHARITY SPEAKERS – Speakers are available to attend your group meetings. They tell personal testimonials, helping prospective donors better understand the importance of their gifts and how lives are impacted.

POSTERS & FLYERS – Posters and flyers are available to place throughout your agency which helps remind potential donors of the CFC and who to contact for additional information.

2011 CFC CHARITY LIST – The directory is a complete list of charities eligible to participate in the CFC. The directory can be provided in booklet form and can also be accessed through the website at www.cnnmfc.org.

PLEDGE FORMS – Pledge Forms are distributed to employees with the CFC Charity List during group presentations or one-to-one solicitations. The forms must be properly completed and turned into the ECM.

REPORT ENVELOPES – ECM report envelopes are completed and turned in to your point of contact or CFC Specialist.

CONTRIBUTOR RECOGNITION (see flyer in Appendix) – Federal employees are recognized for contributing through the CFC at the following levels:

- | | |
|-----------------------------------|---|
| ❖ All Donors: | Magnetic Bookmark |
| ❖ Turquoise Level (\$500-\$1,499) | Magnetic AND 2011 CFC Mug |
| ❖ Rio Grande Level (\$1,500+) | Magnetic AND 2011 CFC Mug AND Granite Paperweight |

CFC TOP TEN REASONS PEOPLE GIVE

1. **Personally Asked!**
2. Personal satisfaction; feels good
3. Most efficient (low overhead)
4. Easy (payroll deductions & giving at the office)
5. Choice (designations)
6. Insurance (safety net of services)
7. Recognition items
8. Leadership giving (my boss does)
9. Public recognition
10. Too busy to volunteer

TOP TEN REASONS CFC WORKS FOR YOU

1. It's YOUR campaign.
2. The CFC is like a department store for charities (2,400 to choose from).
3. It's guaranteed. Your representatives screen each charity for accountability.
4. It can be customized to reflect your own beliefs, values, and humanitarian concerns.
5. It's a cost effective way to donate.
6. A small monthly contribution adds up to a big annual gift.
7. Through CFC you can fund many needs.
8. You determine where your money goes by designating your gift.
9. It offers easy, convenient one-stop shopping.
10. You can say "I gave at the office" with pride.

THE EMPLOYEE CAMPAIGN MANAGER (ECM)

OBJECTIVES

100% Awareness – Ensure that each person is informed of the benefits and value of contributing through CFC.

100% Opportunity – Ensure that each person is contacted and given the opportunity to participate in the CFC.

ATTEND ALL CAMPAIGN ACTIVITIES

Attend all trainings, agency fairs, group meetings and the awards event.

PLAN YOUR CAMPAIGN

- Use the following 6-Week Campaign Schedule & Campaign Plan Worksheet
 - ◆ Week One – Rally Week
 - ◆ Week Two – Solicitation Week
 - ◆ Week Three – Solicitation Follow-Up
 - ◆ Week Four – Assess Participation
 - ◆ Week Five – Mid-Campaign Blitz
 - ◆ Week Six – Final Push

PROMOTE YOUR CAMPAIGN – BE CREATIVE

- Kick Offs ▪ Events ▪ Posters ▪ Newsletter Articles ▪ Email Reminders
- Seek endorsement and support of your agency leaders. Ask them to:
 - Send a letter, memo, or email endorsing the CFC
 - Take part in the rally/give opening remarks
 - Make his/her pledge

HOLD A RALLY/GIVE A PRESENTATION

- The “Rally” provides an opportunity to leave distractions behind and focus attention on the CFC. (This may be part of a regular staff meeting or Commander’s Call.)
- Ask the Director or Commander to give opening remarks.
- Arouse the emotions of your audience.
- Use the film and invite a charity speaker.
- Give reasons for supporting the CFC.
- **Group solicitations** occur at the conclusion of the rally. It is an effective and efficient use of solicitation time. Ask your audience to join you in supporting the CFC. Give each person a directory and pledge card. Encourage those in attendance to turn their cards in before they leave. (Individual solicitation is necessary for those unable to attend the group solicitation.)

COLLECT PLEDGE FORMS

- Collect and review all pledge cards to ensure it is legible on all copies, mathematical calculations are correct, thank you gift information is complete, and the release of name section is complete.

PREPARE REPORT ENVELOPES

- Prepare Report Envelope completely. Verify all cash, check, and payroll deduction pledges and the totals of each (keep cash and check contributions with their corresponding pledge forms for verification). Turn in Report Envelopes weekly to the CFC Specialist.

DISTRIBUTE GIFTS & SAY THANK YOU

- Give all contributor gifts to donors. CFC Mugs and Granite Paperweights are available for distribution when your agency’s final Report Envelope is turned into the CFC office. Use CFC gift distribution as an opportunity to say thank you.

CFC CAMPAIGN PLAN

- As you determine campaign strategies, keep these points in mind:
 - ✓ Ensure strategies are consistent with overall campaign plan and goals
 - ✓ Ensure strategies are consistent with unit plan
 - ✓ Establish a campaign timetable, which will set the pace for your activities. This timetable should include details about important fundraising events and deadlines.

Unit:

Prepared by: (ECM) _____

Approved by: (Your Agency/Unit Director) _____

GOAL:

- Our goal is to raise \$ _____.
- We will endeavor to achieve a _____ % participation rate.
- We will endeavor to achieve a _____ % of payroll deduction contributions.

CONDUCT OF THE CAMPAIGN:

- We plan to conduct our campaign from _____ to _____.
- We plan to commence pre-campaign publicity
 - ◆ Campaign posters will be displayed on _____ date.
 - ◆ We plan to utilize _____ competitions.
 - ◆ We plan to utilize _____ promotions.
- We plan to have a Group Presentation/Rally event on _____ at _____ (location).
- Each donor who wishes to contribute will turn in a pledge card
 - At the conclusion of the presentations
 - ECM will pick up pledge cards by _____ days after the presentation.
- We plan to have speakers at the event:
 - A Charity Speaker
 - An active employee giving a testimonial
 - Agency DirectorSpeaker's Name: _____ Charity: _____
Date Confirmed: _____

RECOGNITION:

- How, when, and who will present these items? (Consider the possibility of recognizing donors contributing \$500 or more by giving them their awards during a staff meeting or function).

REPORTS:

- Our first Report Envelope turn-in will be _____ (date).
- Our turn-in day is _____ at _____ (time).
- Our Final turn-in will be _____ (date).

WAYS TO INCREASE PARTICIPATION

1. Analyze Past Campaign Results

- Look at participation rates by department, area, location, and/or rank.
- Identify segments with lower participation rates.
 - Are there particular departments that have low levels?
 - Does lower paid staff participate at a higher percentage than higher paid staff or managers?
- Identify possible causes for the lower levels of participation.
 - In the example of departments, is management in each of those departments giving you the support you've asked for and need?
 - Were all department employees contacted about CFC?
 - Were informational meetings held at convenient times for employee attendance?
 - Were all pledge cards collected in the department?
- Share your findings with your Agency Head and strategize with him or her on how to make an impact.

2. Conduct an Employee Survey

- Find out what employees know/don't know about the Combined Federal Campaign.
- Identify THEIR interests and how they fit with CFC.
- Consider these findings when developing your campaign plan.

3. Involve Agency Heads and Organized Labor

- Ask for an endorsement letter from management and labor (if appropriate).
- Invite them to speak at employee meetings.
- Involve management in fundraising events, kick-off rallies, etc.
- Use labor brochures and posters where appropriate.

4. Realize the Importance of Using a Committee

- Involve employees from all areas and levels.
- Rotate 50% of your committee membership each year.
- Assign responsibilities to all committee members. (Publicity, fundraising, awards, accounting, etc)
- The more employee involvement, the more CFC becomes a topic of conversation in the workplace.

5. Have Goals Based on Participation

- Publicize the goal and how it was decided upon.
- Announce both your participation and financial goal.
- Reward employees if goal is achieved. For example:
If participation for an agency of 1000 employees goes from 40 to 45% = 50 new givers
If new givers each gave \$2 per week = 5,200 additional dollars collected for CFC.

6. Motivate People to Get Involved

- Make it fun. Have a variety of activities. Introduce new events each year.
- Establish good-spirited competition (among departments, floors, locations).
- Use and publicize incentives – it can be a real motivator for an employee that’s “on the fence.”

7. The Way You Ask Can Make a Difference

- Hold group solicitation meetings.
- Schedule employees so they know which meeting to attend.
- ASK EVERYONE to consider giving.
- COLLECT THE PLEDGE CARDS at the end of the meeting.
- Don’t forget to say THANK YOU to everyone who contributes.

8. Don’t Assume They Know the Basics, Tell Them

- Focus on the facts:
 - You can direct your support to charities that work on the issues that you care deeply about.
 - CFC is convenient. Payroll deduction allows you to have a small amount deducted each pay period.
 - The charities you support through CFC assist people who really need your help – the hungry, the homeless, the sick, and families in need.

9. Allow CFC to help Communicate the Message All Year Long

- Write articles for Agency newsletters before, during and after the campaign.
- Use posters and flyers to publicize the benefits of CFC.
- Volunteer to assist agency fundraising events and participate in the Day of Caring.
- Remind employees what their gift is doing all through the year.

SAMPLE PRESENTATION OUTLINE

GROUP PRESENTATION

- *The most efficient and effective way to ask.*
- *Puts donors at ease, no one is singled out.*
- *Easiest way to reach most people.*
- *Video tells the story, makes “the ask”.*
- *Personal story of speaker engages the audience.*

GROUP PRESENTATION

- Schedule an adequate sized meeting room.
- Prepare an attendance roster and schedule your people for specific meeting times.
- Confirm attendance of the Director or Commander (Note: See Appendix for simple ways agency leadership can support CFC).
- Schedule and queue the CFC DVD.
- Arrange for and confirm a guest speaker. (Note: Please contact your CFC Specialist or CFC office to arrange for a charity speaker.)
- Pre-distribute CFC Brochure and pledge card.
- Arrange with your CFC Specialist to have a sample of awards

PRESENTATION AGENDA (Approximately 30 minutes)

- Welcome & Remarks – ECM 1 min.
- Campaign Video (DVD) 6 min.
- Remarks – supporting CFC by Director or Commander 3 min.
- Introduce guest speaker 1 min.
- Remarks – CFC Speaker or testimonial from an employee 5 min.
- Remarks – ECM or CFC Specialist 5 min.
 - ✓ Advantages of giving through CFC
 - ✓ Ease of payroll deduction
 - ✓ Explain brochure and pledge form
 - ✓ Donor recognition program
- Questions/Answers 6 min.
- Solicitation 3 min.
 - ✓ Ask your audience to join you in supporting CFC
 - ✓ Ask employees to complete and turn in their pledge forms before they leave. Suggested comment, “I hope you will review the listing of agencies, make your decision concerning your gift, complete your pledge card, and give it to me now. For those of you who would like more time, I’ll contact you within the next few days to collect your pledge card.”
- Conclusion – Thank everyone. 1 min

POSSIBLE PHRASING OF THE ONE-TO-ONE “ASK”

- **“At what level do you think you would like to give?”**
- **“I hope that you can make a contribution – every gift helps.”**
- **“I really hope you will choose to be involved this year.”**
- **“I give through payroll deduction and don’t even miss it.”**

OVERCOMING OBJECTIONS

As a ECM, you will encounter objections. Keep in mind this is an opportunity to educate a potential donor. Most people who object to the workplace charitable giving program have either not been adequately informed, or have been misinformed. Likely, they heard about CFC from someone else who was misinformed.

FIVE HURDLES TO A SUCCESSFUL CAMPAIGN

The following are some of the tough questions and comments you may hear. The best way to deal with them is to be prepared. Your manual is full of information you can use to answer these questions. Always remember, it is vital that the person stating the objection feels listened to. So listen fully and do not argue. Instead of arguing, support the person making the objection. When you support the person there is never any pressure on you, and you don't put any pressure on him/her.

1. I hate giving money.

- The number 1 reason that people don't give is they were not asked.
- You are asking them to invest in their community and help provide a strengthened community for all of us.
- Give information.
- Share passion.
- Giving is a personal choice – respect that and give them the choice.

2. I don't have a thousand bucks right now.

- Break it down per pay period.
- Show them the “How far does your donation go?” chart.
- Invest in your community

3. What do they do with all that money?

- Create positive outcomes for people in need.
- Use your charity list for referrals.
- Use your charity speakers and tools.

4. Another year ... another controversy.

- Be prepared with the facts.
- Direct designation is an option.

5. What part of no don't you understand?

- Remember that your job is to give information and share your passion. We are not aiming for 100% participation. We are aiming for **100% awareness** and **100% opportunity**.

CAMPAIGN STRATEGIES THAT WORK FOR YOU

The key strategy for a successful campaign is to connect with your personnel and engage them in the campaign. Below are suggestions on the best ways to achieve this objective.

Do This

Get your senior executive to promote the CFC
Contact every individual
Keep the campaign period short
Create pre-campaign publicity
Hold a kick-off or rally
Use group presentations
Encourage payroll deductions
Be available to assist and answer questions
Say "Thank You."

Do Not Do This

Ask for 100% participation
Start by saying "Well, it's CFC time again."
Set personal dollar goals
Have supervisors directly solicit subordinates
Contact individuals by mail or through their "in-basket"
Promote a specific charity
Do not develop a list of non-contributors
"Arm twist." Participation is completely voluntary
Forget to follow-up with those persons missed

AWARDS AND RECOGNITION

CFC AWARDS – OUR SMALL WAY OF SAYING THANKS

Every person, regardless of income or position, has the opportunity to be a leader in giving through the CFC. With a giving program based on a percentage of income and a payroll deduction plan that spreads a gift over 12 months, giving is easy.

A person's salary may vary from the pay grade depending on years in service and many other variables associated with one's job. Some people who give through payroll deduction will determine their donation based on a monthly deduction or a bi-weekly deduction.

OBTAINING RECOGNITION ITEMS

The goal is to deliver the recognition awards at the completion of your Agency's campaign. If your campaign is completed before December 15th, you must continue to accept pledge cards through December 15th, 2011. Recognition encourages participation in others. It is also your way of saying thank you and recognizing an individual's generosity. You will be required to track the delivery of these items to your donors using the worksheet provided.

All Donors – Everyone that makes a contribution will receive a magnetic bookmark as a thank you when he/she fills out the pledge card.

Turquoise Level (\$500-\$1,499) – Turquoise level donors will receive a magnetic bookmark AND a 50th Anniversary commemorative CFC mug. Obtain these items from your CFC Specialist using the redemption form at the end of your campaign.

Rio Grande Level (\$1,500+) – Rio Grande level donors will receive a magnetic bookmark, 50th Anniversary commemorative CFC mug, AND granite paperweight. Obtain the mug and the granite paperweight from your CFC Specialist using the gift redemption form at the completion of your campaign.

SPEAKER/TOUR REQUESTS

Throughout the campaign, one of the best ways to help educate Federal employees is by providing an agency speaker for a group meeting or hosting an agency fair for the employees. During these presentations, charity representatives can provide useful insight into the services and benefits of its organization, far more than what is listed in the 25-word statement in the Charity List.

Another excellent and FUN way to educate employees is to take a tour of a charity. Many charities perform their services on site and would welcome the opportunity to host a tour.

GUIDELINES FOR SPEAKERS BUREAU

There are several guidelines for charities to follow in order to be invited to speak on behalf of CFC to Federal employees. These include, and are not limited to, the following:

- Attending Charity Speaker Training and/or confirming speakers understand the rules and regulation governing speaking to Federal employees through CFC.
- Representing ALL charities in CFC, not just the charity that they work/volunteer.
- Not asking for people to designate the charity they work/volunteer for. They need to encourage people to give to any charity in the CFC Charity List.

Only charities that either attend the training and/or agree to follow the guidelines are allowed to be a part of the CFC Speakers Bureau. The CFC office maintains a list of charities that are approved to speak to Federal agencies.

If a Federal agency wishes to have a charity speaker at their rally, fill out the “Speaker Request Form” and either fax or email it to the CFC office. CFC office staff will contact the charity(ies) requested and make arrangements. Please **DO NOT** contact charities directly. As the CFC Specialist, please try to encourage Federal agencies to select a charity from the list that fits with their mission, or touches their hearts in some way. For example, Social Security Administration may want to have a charity speak who works with elderly individuals or people with disabilities.

ECMs need to contact their CFC Specialist to arrange a charity tour OR a charity speaker.

FUN(D) RAISING IDEAS

Having “fun” with CFC means that your co-workers will look forward to campaign activities, feel better about the campaign, and want to participate. Plus It makes it more FUN for YOU!

Fun and creativity are a couple of the secrets to a successful employee fundraising campaign. They help keep employees engaged by communicating the CFC message in an interesting way. Coming up with new and fresh ideas every year can be difficult. That's why CFC has assembled some of the best and most successful ideas for you to use. A little planning, creative themes, and special events will put your campaign over the top.

It is **VERY IMPORTANT** to speak to the Agency Director to determine what the guidelines are for conducting a special event in YOUR Federal agency and receive his/her “buy-in.” Many Federal agencies have an Ethics Committee that guides and directs activities in the workplace. **DETERMINE WHAT YOUR AGENCY GUIDELINES AND RULES ARE BEFORE BEGINNING FUNDRAISING ACTIVITIES!!**

As Federal employees, it is prohibited to:

- Raise funds at a Federal worksite for charity, except through the Combined Federal Campaign.
- Ask businesses in the community to make contributions to CFC or your Federal agency’s CFC campaign.
- Cannot require a Federal employee to purchase an item, or participate as a CFC donor, in order to participate in a special event.
- Cannot charge a cost for someone to participate. You CAN ask for a “suggested donation.”

CFC has invited charities to donate items for use as door prizes and other event give-aways. Please contact the CFC office if you might want these types of items.

DO'S & DON'TS OF CFC FUNDRAISING

<u>DO THIS!!</u>	<u>DON'T DO THIS!!</u>
DO ask other campaign coordinators/keyworkers for good ideas that are working in their departments/agencies.	DON'T surprise your boss with a golf tournament on company time!
DO talk about your ideas with your department/agency director.	DON'T do “the same old thing.”
DO something different to bring interest to your campaign.	DON'T solicit items or services from outside businesses, whether or not they are actual vendors of your department/agency.
DO solicit services or items from your co-workers. See the next few pages for ideas of what has worked for others.	DON'T overlook the “tried and true” elements of a successful campaign. One-on-One asking is the BEST way to secure CFC pledges/donations from co-workers.
<p>DO use a special event to focus attention on the CFC – not as the total campaign effort.</p> <p>DO use special events as frosting on the cake – to put you over goal.</p>	DON'T forget the “cake”: a solid, well-planned employee solicitation campaign.
DO tie special events to completed pledge cards, and encourage the use of payroll deduction.	DON'T encourage employees to participate with a small cash donation. Encourage payroll deduction!

CFC SPECIAL EVENTS 101

If you have ever organized a birthday party or had people over to dinner, then you've done a special event. You probably already have all the necessary skills.

Think backwards: Envision your event -- is it a campaign kick off, information fair, a presentation with a speaker, luncheon, or a sporting event? Look at the calendar from the date of the event, and schedule backwards. Try to think of all the details you may need for the event.

- Where is this event? -- a conference room, an auditorium, or outdoors?
- Who would be invited? People within your agency, your building, clients, the general public?
- Are there decorations, music or entertainment, are there door prizes to interest people in attending and staying.
- Purpose of event – entertain, inform, energize, some of each
- Amount of people that could attend, or are targeted to come
- A room/space that can accommodate the purpose and people
- Room appearance
- Details that may increase participation, like entertainment or raffles

Break the event into smaller components:

- Purpose – raise funds, awareness or hands-on info or presentation
- Space – availability, attractiveness, accessibility
- People- who to invite, inform, involve
- Attraction – celebrity, knowledgeable speaker, info fair, food available or other freebies
- Help – are you doing this alone, someone else to help, a group associated with the agency

Examples:

For awareness:

Video fest
Info Fair
Speaker

To try to increase involvement:

open house event, food,
topic of interest presentation
door prize incentives, agency visit/service day,
selected special event fundraiser, awards

Important Tips:

- 1) **Have back up plans and/or be ready to be flexible;**
- 2) **Stay calm (everyone involved keys off of you)**
- 3) **Have a sense of humor and enjoy the event.**

Please Note: Based on Federal regulations, in all approved special fundraising events the donor must have the option of designating to any participating organization or federation OR be advised that the donation, will be counted as an undesignated contribution, or notified as to which charity(ies) the CFC Committee within a Federal agency has selected the funds to go to.

CFC SPECIAL EVENTS

BASIC CHECKLIST

Determine Date and Time:

- Schedule speaker, or attraction theme
- Schedule room/space, allow enough time for set up if necessary
- Sound systems, video equipment, any special setup – check availability
- Permission conflicts -- other events, routine meeting/activities that could take attention away

Room/space to be used, amenities:

- Proximity to bathrooms
- Parking if necessary
- Handicap accessibility
- Directions, already available? Easy to follow?

Invitation/Notice info preparation, distribution:

- List of invitees, individuals / groups / public
- Invitations, announcements, flyers, email or other, make sure you have:
who, what, when, where, how to get more info and rsvp number
- Responses to whom? How to collect info: just numbers? Names?
- Invitations/flyers – how many? Inform the dept., floor, building, the public, etc.

Food, raffles, incentives:

- Food: caterer, in-house order, outside order to be picked up: purchased or prepared by you and/or others –
determine amount needed and/or establish an RSVP cutoff
- Raffles: prizes – solicited within agency, or maybe crafts, baked items
- Vendor donations, local restaurants or merchants
- Allow time for solicitation, collection of items

Helpers – recruit for invitation/flyer distribution, raffle/door prize solicitation, collection, day of event set up, clean up

Decorations – Is there a theme? Are purchases necessary?

Confirmations: Day, time place speaker, special equipment welcome, event start, introductions, who to do? Photos to be taken? Who is the photographer?

Pre- and post- publicity: who to write up or post re: newsletter, photo captions, bulletin boards, coffee room info?
Have you contacted the media?

Day of event: Set up, oversight of activities, timetable, clean up

Thanks to all involved: Notes, calls, emails, photos, etc.



SPORTING EVENTS

“FOR ALL KINDS OF OFFICE ATHLETES”

Bike-a-thon: Charge an entry fee. Participants collect pledges for the number of miles they ride.

Bowling Tournament: Get a bowling alley to reduce normal fees. Charge participants the regular price with proceeds going to CFC. Participants can get pledges for the number of pins knocked over.

Croquet Tournament: Set up a croquet course on a nearby lawn. Charge an entry fee and provide a prize for the winner.

Executive Chair Race: Set up a relay course for executives to go through, the executives are either sitting in a chair or on tricycles. Let observers "bet" on their favorite contestants.

Fun Run: Charge an entry fee to compete and provide a prize to the winner.



Golf Tournament or Putt-Putt Contests: Work with a nearby golf course to get reduced rates. Charge players the regular price with proceeds going to CFC. Humorous prizes can be handed out later at a potluck dinner (i.e. shortest drive, highest score, etc.) Set up a miniature golf course within your office, lobby, or work area. Charge each player to play and award a prize to the player with the lowest score.

Horse Race: Set up a race track for executives to go through on stick horses. Let observers "bet" on their favorite contestants.

Office Olympics: Set up an obstacle course in the lunchroom, several offices, several floors of offices, or outside. One station can be for typing a couple of paragraphs, another station for filing, another for photocopying, etc. The contestants pay an entry fee and the winner gets a prize.

Ping Pong-a-thon: Charge an entry fee and have team elimination. Reward winning team with a prize.



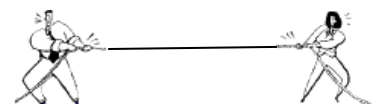
Slam Dunk Contest: Charge a fee to compete and provide a prize for the winner.

Super Hoop: Have an organized basketball tournament with employee teams. Charge admission to the game or collect pledges for baskets scored. Give away prizes at half-time. Get a local radio station to emcee.

Tricycle Races: Before the race, employees pay to have sandbags or rolled pennies tied to opposing department managers' trikes. Hold the race in the lunchroom or outside. The first one to the finish line wins a prize for the department (i.e., pizza party, afternoon off, etc.).

Tug-of-War: Have employees against executive staff or interdepartmental competition. Each team pays a fee to enter.

Walk/Run/Jump-a-thon: Employees get pledges for distance walked or for each jump.



BOOTHS/SHOPS/SALES

Bag and Basket Booth: Featuring baskets, handbags, gift boxes of many sorts, tote bags, shopping bags, knitting bags, coin purses, cosmetic cases, book covers, hampers-everything used to hold and carry articles.



Book Sale: A great way to raise extra money for CFC without taking time away from you or your agency. Agencies can bring, setup, and man a book sale for your company of 100 plus employees, but smaller firms can take advantage of their self-sell displays. The books are generally priced 40% to 80% off retail and 10% to 20 % of gross sales go to CFC.

Chili Cook-Off: Have a chili contest with everyone displaying their goods. After judges do their jobs, sell the remainder to the rest of staff. Give prize to the winner.



Gadget Booth: Featuring all sorts of cooking gadgets and equipment, for indoor, outdoor cooking enthusiasts - grills, forks, spoons, knives, spatulas, can openers, potato scrapers, garlic presses, lemon squeezers, wooden bowls, trays, salt & pepper shakers, chef's hats, aprons, and gloves etc.

The Game Exchange Booth: Ask employees to contribute new or used toys and games, bringing them to a designated drop-off site. Price to sell, but whatever does not get sold can be donated to a children's agency.

Glass and China Booth: Featuring all sorts of china and glassware - cups and saucers, goblets, cocktail glasses, trays, pitchers, plates, tea and coffee pots, vases, salt and pepper shakers, candy dishes, casseroles, etc. This is a great time to move those "never used" or "can't stand" pieces that you love to hate.

Ice Cream Social: Have an outside celebration selling ice cream cones and floats, or other ice cream novelties.



Jewelry Booth: Featuring different donated and collected jewelry from employees and outside sources. Many people can also make or repair jewelry to sell. Don't forget the opportunities of making jewelry boxes. This is a great way to show off fashion talents of many employees.

Pet Corner: A booth featuring everything for family pets. It may be limited to dogs and cats, or expanded to include gifts and other articles for birds, fish and other pets. Such donated items would be: dark towels to clean pets, carrying cases, collars, tiny ribbon bows, brushes, toy balls, scratching posts, bells for birds, ornaments for fish bowls, Christmas stockings of toys and goodies, etc.. Another fun activity could be a Dog Wash outside charging a nominal fee per dog. Have fun!



Plant or Flower Booth: Volunteers who wish to participate bring a house plant, cut flowers, or cutting of a plant. Committee then sets prices and puts the plants on displays.

White Elephant Booth: What is one person's junk, is another person's treasure. What a great way to clean out that closet.

FOOD

Bake Sales: Ask employees to bring their favorite cakes, cookies, or breads. Even a small office can raise a lot of money with minimal effort. Sell per item or by the dozen.

Candy Bar/Popcorn Sale: Purchase or make your product and sell to your staff throughout the campaign week.

Cheesecake Sale: A favorite sweet you can sell per slice or whole.



Chocolate Buffet: Sell anything chocolate – all you can eat for a set price.



Ice Cream Social: Charge per scoop or per item.

Lunch Time Meals: Sponsor a lunch of spaghetti, chili, barbecue, or another favorite food. Charge a flat fee for all you can eat, enough to cover expenses and a small contribution.

M&M/Jelly Bean Jar: The famous “guess the number of beans in the jar” cannot be forgotten. Buy a guess for 50 cents. The person who guesses closest to the number in the jar, wins the jar.

Pancake Feed: Start the day off right by having a pancake breakfast. You can make your own or have a caterer come and do all the work for you. This company can come to your agency to help you with this fundraiser. A flat fee can be charged for each person.

Picnic Basket Auction: Both the baskets and their contents are enticing at this unusual auction. The perfect setting is a park or the agency’s green. With the addition of music from the band shell, (boom box) the picture is complete. Employees or local deli, restaurants and fast foods donate the baskets and their contents.

Pie eating Contest: Each participant pays to enter to win a prize, but everyone gets to enjoy this event.



Potluck Dinner: This is a great money maker. Have everyone bring a dish for lunch, charge a small fee to eat.

October fest: Celebrate by barbecuing or making sausage lunches.

Salad Luncheon: The meal is easy to prepare. The salad luncheon, when held in a central location, can be a popular money maker. The luncheon should cost a flat price, perhaps three dollars. With the salad offer donated home made bread or cake.

Tailgate Party: Create a tailgate party in the parking lot or company cafeteria with all the usual football fair: hotdogs, chips, soda, peanuts, etc.



More Bazaar Food: Decide what other foods you would like to sell according to your theme, the weather, and your facilities. If you have an outside barbecue, you can cook hot dogs or bratwurst. If you have a kitchen, you can also sell corn on the cob, tacos, pizza, omelets or whole dinners. If you don’t have a kitchen, you can sell sandwiches and candy. You can also sell coffee, hot chocolate, lemonade, soft drinks, or fruit juices.



THE AUCTION

Auctions are among the most popular fund raising events, as far as the general public is concerned. They have high entertainment value and are colorful, dramatic, and full of suspense. They are bustling, big, amusing events, full of friendly competition, much milling about, much coming and going. They are fun. People come to watch and end by bidding. There's an excitement about an auction that spreads not only through the audience but also behind the scenes to the workers. For example:

Art & Crafts: Have co-workers donate arts and crafts items, either collectable items or handmade.

Executive Auction: Get the Executive staff to donate half a day to CFC. Then auction each executive off to the employees. The executive must take over the employee's job for that half day. Or, auction off the management staff bringing the highest bidder breakfast every day for a week.

Home Grown: Employees donate random items for auction such as cakes, cookies, monthly parking spots, a weekend at their summer cabin, or a home cooked dinner. Services such as a car detailing, a month of lawn mowing, and wallpapering also may be auctioned.

Recreation: Offer the chance to ride on a sailboat at a lake, ride on horses at a ranch, drive a race car, have a wine tasting at a vineyard, or drive a snowmobile at a farm.

Inside tour: Tour backstage at the opera, aquarium, museum, guided by the director.

Meals: Donors offer to prepare and serve, your home or theirs, their famous curry dinner for twelve, or fondue for four, or the ultimate romantic dinner for two.

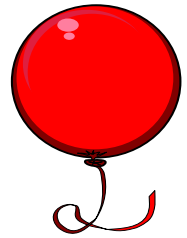
ADDITIONAL FUN(D) RAISING IDEAS

“ALMOST ANYTHING GOES.”

Baby/Pet Picture Match Game: Invite employees to try their luck at matching baby or pet pictures of management. Charge employees to vote and award the entry with the most right answers with a fun prize.

Baby Shower: Have a baby shower for newborns to six-year-olds to go to a CFC agency.

Balloon-o-grams: Employees have messages tied to helium balloons delivered to designated co-workers. Ask for a suggested donation per balloon.



Balloon Pop: Have co-workers donate prizes. Before filling a balloon with helium, put a note inside some of the balloons with the name of a prize. In other balloons, put a note with a CFC fact. Have employees “purchase” and pop the balloons.

Blue Light Special: Host daily or weekly “Blue Light Special” rallies throughout the office. Serve food and have a CFC agency speak on a particular topic.

Boogie for Dollars: Throw a dance or even a dance-a-thon. Charge admission, entry fee, or have entrants get pledges for time danced or for number of dances.



Car Wash: One of the more popular events. Employees pay to get their cars washed in the parking lot during the work day. Maybe the Agency Director will wash their cars!

Children’s Drawing Contest: Give employees “official photographs” of one or two top executive’s to take home for their children to draw or have children draw a volunteer activity of someone helping someone else. Charge a fee for each entry, have employees vote on the winning entry.



Coins for the Community: For the campaign period ask employees to donate change for the cup of coffee or donut that may be free during the rest of the year.



Coin War: Set up large empty water bottles for each department or floor in the cafeteria. Have employees drop their spare change into the bottle. Coins are positive while paper money is negative. Employees can sabotage other bottles by dropping paper money into them. The group with the most money wins, with the money going to CFC.

Cola Drive: See which department can raise the most by collecting cola cans.

Compliment-o-grams: Make up special forms and sell them to employees as an anonymous way to give a compliment to someone in the office. Compliment-o-grams must be delivered by a trustworthy employee sworn to secrecy. Donation per compliment.

Cookbook Sales: Have employees donate recipes and put them together in a cookbook. Give away samples of food while selling the cookbooks.

Craft Sale: Have employees showcase their talents and sell their goods to fellow employees.

Dog Wash: People bring their dogs on a leash to an outdoor location with several water faucets. Dog washers shampoo and rinse the animals. Only towel “drying” is used so the dogs leave the wash in a damp state.

Dress Down or Up Days: Employees pay to wear casual clothes on a specific work day during the campaign period. Each employee that participates gets a Dress Down Days button or sticker. Variations include “Silly Hat Day”, “Sport Team Day”, or “Ugly Shoes Day”.

Dunk Tank: Set up a dunk tank in the parking lot. Have executives take turns on the “hot seat.” Charge per try.

Games: Trivial Pursuit, Win Lose or Donate, Wheel of Fortune (use questions or clues related to CFC).

A Ghoulishly Good Time: Many agencies choose to tie their campaign in with Halloween. Have a Halloween party, create a haunted house and have a pumpkin carving or costume contest.

Health and Giving Event: Have each department host a health event such as yoga class, stress reduction workshop or nutrition and personal trainer consultation. Charge employees to attend each event.

Just Watch Out for Ants: Why not make your agency picnic a CFC event? Invite CFC to set up booths and have your loaned executive speak. Do fundraising activities throughout the day.

Karaoke Club: Employees pay to have a fellow employee sing. That employee must sing or pay a fee not to sing.

Kiss the Pig Contest: Executive staff members collect one-dollar votes all day. The executive with the fewest votes at the end of the day has to kiss a pig in front of the entire office.



Look – a – Like Contest: Employees dress up like famous personalities such as Marilyn Monroe or Elvis. Employees pay to vote on the best costume. The contestant receiving the most votes gets a prize.

Match the Baby Face Contest: Employees bring photos of themselves as babies. Other employees buy ballots listing the photos by number and guess which baby is who. A prize goes to the employee who correctly identifies the most babies.

Mystery Package: Employees bring a gift in a brown bag to be sold or auctioned during lunch hour or at the lunch auction sight-unseen. The gift should not cost more than a few dollars and can be something interesting, humorous, and/or useful.

Off and Running: Many agencies like to have big kick off events, such as continental breakfast, to open their campaigns. This is a great time for the agency head to give an endorsement of CFC and talk about upcoming campaign activities like employee meetings and fundraisers.

Penny Jar: Each department has a jar and each penny equals a point. Anything else equals its value in negative points. For example, a dime is minus 10 points. The department with the most positive points at the end of a week wins a prize. Beware of espionage from other departments!

Quiz: Make up an IQ test based on CFC facts. Award prize(s) to employees with the most correct answers. This is a fun, challenging way to increase knowledge about CFC.

Rummage Sale: Similar to a garage sale. Collect and sell not only clothing, but also china, glassware, and other household items that can be transported easily. Items that are not sold at the rummage sale may be donated to many CFC agencies after the sale.

Silhouettes: You don't have to be an artist to offer silhouettes for sale. Take a shaded area and a strong light and it's easy to trace shadow outlines for a nominal fee.



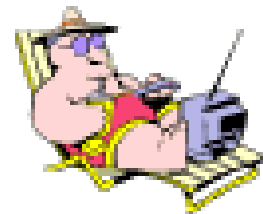
Soak the Boss: Employees pay to throw a wet sponge at an executive staff member.

Subpoena: Command attention for CFC through issuance of subpoena. Direct attendance at campaign rallies by sending a subpoena. This could also indicate their time spent in the meeting could be billed to an administrative account.

Treasure Hunt: Sell daily clues to a mystery location where a treasure is hidden. The first employee to guess the location wins the treasure.

Vacation Day: This is probably the most effective and appreciated event. Have employees "buy" vacation day by contributing a day's wages to CFC.

MISSION ACCOMPLISHED!!



Once your agency has reached its campaign goal, have a finale party. Invite all employees and have your Loaned Executive give a thank you presentation. Serve refreshments and have prize drawings.

PLEDGING

PLEDGE FORM

Ensure every person receives a pledge form! It is a 3-part form used to record donor information, contribution method, amount, designation data and payroll deduction authorization. A donor may give by cash, personal check, or payroll deduction.

PAYROLL DEDUCTION

Encourage potential donors to give the easy way Contribute through payroll deduction. With payroll deduction, contributors can give a little more over a longer period of time. By doing so, they can make a significant contribution toward solving the many problems which impact so many lives.

- *Convenient*
- *Effective January through December*
- *Cost efficient*

Payroll deduction must continue for at least 3 months. A donor with an employment expiration before 3/31/10 can make a gift by cash or check. A donor who has an expiration of service between 4/1/10 and 12/31/10, and desires to use payroll deduction, should divide their desired total gift amount by the number of months/pay periods they will be contributing to determine their withholding amount. Enter this amount in the "AMOUNT" column then multiply it times the appropriate interval (12 or 26). This will calculate to a total annual gift higher than the donor's desired total gift amount, but because the contribution will terminate with service, their amount withheld will equal their desired total gift amount.

Note:

The minimum military payroll deduction is \$2.00 per monthly pay period;

The minimum civilian deduction is \$1.00 for each bi-weekly pay period.

CONFIDENTIAL GIFTS

A donor may keep his or her contribution confidential. Have the donor keep the donor copy and place the rest of the pledge form in a sealed envelope marked "**CONFIDENTIAL CFC GIFT.**" Confidential gift envelopes are to be forwarded *unopened* to the CFC Office for further processing. Place the confidential gift in the **REPORT ENVELOPE** and note the gift on the report form.

PLEDGE COLLECTION

Collect the pledge forms. Keep the 3 part forms intact as you review them. Please check the pledges for legibly, completeness, and accuracy. The forms must be properly completed before they are turned in to your point of contact of CFC Specialist. Instructions for verifying completeness of the pledge form are on the next page. Once the pledge is verified, give the pink copy back to the donor for their records and turn the remaining white copy (payroll copy) and yellow copy, (Central Receipt and Accounting copy) to your point of contact or CFC Specialist in the reporting envelope.

DONOR RECEIPTS

Ensure every donor receives COPY #3 of the pledge form. This receipt may be retained by the donor for IRS allowed charitable gift deductions (see appendix for additional tax-deduction regulations).

CFC PLEDGE FORM INSTRUCTIONS

Incorrect and/or incomplete pledge forms will be returned to the Volunteer. Please help avoid processing delays by reviewing each form to ensure the following items have been correctly and legibly entered:

1. Contributor's **full name**.
2. **Social Security Number** is only necessary for those giving through payroll deduction.
3. **Minimum Payroll Deduction** gift is \$1.00 per pay period
4. Check that the **annual amount** is correct:
Military: monthly amount x 12 = annual amount
Civilian: pay period amount x 26 = annual amount
5. **Contributors using payroll deduction must sign the authorization at the bottom of the card.**
6. Contributor's **checks** must be made payable to **Combined Federal Campaign**. Checks payable to a designated charitable organization **cannot** be accepted.
7. For **designations**: Contributors are encouraged to designate their contribution to any agency on the **approved list – the CFC charity list is also online at: www.cnnmfc.org**. This is done by placing the five (5) digit agency code number in the box labeled **“Five Digit Agency Code.”** *Be sure this is a valid number and that it is legible.*
8. Be sure that the **total amount designated does not exceed the total annual contribution** shown in box 4.
9. Release of contributor names to designated agencies
 - A. If the contributor wants his/her name, address and home email address released to the designated agencies, contributor must **completely** fill in the area, or information will not be released.
 - B. Pledge amount box **MUST** be checked to release amount of donation along with name and address to assigned charity.

DO NOT SEPARATE CASH OR CHECKS FROM PLEDGE FORM. Attach cash or check to the pledge form with a paper clip. **DO NOT STAPLE.**

TOP 5 COMMON ERRORS

1. Illegible. If it is unreadable, the pledge may not be processed correctly.
2. Monthly gift is listed as the annual gift – when specifying your gift to each agency fill in the ANNUAL AMOUNT.
3. Designation to an invalid agency code. Pledges can only be made to agencies listed in the Central & Northern New Mexico CFC Charity List.
4. Form isn't signed – payroll deduction cannot be authorized if the form isn't signed.
5. Social Security Number is not provided – payroll deduction cannot be authorized without the SSN.

TALLYING INSTRUCTIONS FOR REPORT ENVELOPE

1. Count the number of forms in your envelope.
2. Divide the pledge forms into three piles: Payroll Deduction, Cash, and Check.

CASH CONTRIBUTIONS:

3. Match and ATTACH with paper clip the cash with the appropriate pledge form.
4. Compare the amount pledged with amount designated. **IF DESIGNATIONS ARE LESS THAN THE TOTAL DONATION, THE DIFFERENCE IS DEEMED UNDESIGNATED. IF DESIGNATIONS ARE MORE THAN THE TOTAL PLEDGE, RETURN THE PLEDGE FORM TO THE DONOR TO CORRECT AND THEN INCLUDE IN YOUR ENVELOPE TALLY.**
5. In the “US Currency” row, complete NUMBER OF DONORS (number of people contributing by cash) and AMOUNT(S) (cash dollars given). Keep cash attached to respective pledge forms with paper clips and place in the envelope.

CHECK CONTRIBUTIONS:

6. Match & ATTACH with paper clip the check with the appropriate pledge form.
7. Compare the amount pledged with amount designated. **IF DESIGNATIONS ARE LESS THAN THE TOTAL DONATION, THE DIFFERENCE IS DEEMED UNDESIGNATED. IF DESIGNATIONS ARE MORE THAN THE TOTAL PLEDGE, RETURN THE PLEDGE FORM TO THE DONOR TO CORRECT AND THEN INCLUDE IN YOUR ENVELOPE TALLY.**
8. In the “Checks” row, complete NUMBER OF DONORS (number of people contributing by check) and AMOUNT(S) (dollars given by check). Keep checks attached to respective pledge forms with paper clips and place in envelope.

PAYROLL DEDUCTIONS:

9. Recalculate the math on the payroll deduction pledge cards:
 Military amount x 12 pay periods
 Civilian amount x 26 pay periods
10. Compare the amount pledged with the amount designated. **IF DESIGNATIONS ARE LESS THAN THE TOTAL DONATION, THE DIFFERENCE IS DEEMED UNDESIGNATED. IF DESIGNATIONS ARE MORE THAN THE TOTAL PLEDGE, RETURN THE PLEDGE FORM TO THE DONOR TO CORRECT AND THEN INCLUDE IN YOUR ENVELOPE TALLY.**
11. In the “Payroll Deduction” row, complete NUMBER OF DONORS (number of people giving by payroll deduction) and AMOUNT(S) (total dollars pledged by payroll deduction.) Place in envelope.
12. Add the total number of donors & dollars in the appropriate box on the Report Envelope.

CONFIDENTIAL CONTRIBUTIONS:

13. Put the number of confidential contribution envelopes in the box below the “Cash, Checks, and Payroll Deduction” table and place in envelope.

FINAL PREPARATION:

14. Sign the ECM space.
15. Make a copy of the front of the envelope for your records.
16. Bring it to CFC Specialist for joint verification.
17. **Seal the envelope.**
18. **Give to CFC Specialist for return to CFC Office.**

The ECM report envelope is used to record all contributions received by the ECM. Fill out the form completely as illustrated as below:

STEP 1

Mark if this report envelope is the first envelope turned in, additional envelopes, or the final pledges for your Federal agency.

Central & Northern New Mexico CFC (0606)
ECM REPORT ENVELOPE & FORM

THIS REPORT IS: FIRST _____ ADDITIONAL _____ FINAL _____

Agency or Installation _____

Unit Name: _____

Unit Code: _____

ECM: _____

Telephone: _____

E-Mail: _____

Total Number of Employees in Your Unit: _____
 Total Number of Employees contacted to Date: _____

STEP 2

Complete the number of employees in your unit/agency and how many people have been contacted to date.

STEP 3

Make sure this ENTIRE top section is completed accurately.

ECM Instructions

1. Fill in the summary information requested below for those contributions contained in this envelope. DO NOT include any information previously submitted.
2. Place all completed pledge cards, cash, and checks in this envelope and deliver to your CFC Specialist.
3. With your CFC Specialist, validate the contents of this envelope and sign at the bottom.
4. Make a copy of the face of this envelope for your records.

STEP 4

Provide a specific breakdown of pledges contained in this envelope.

METHOD OF PAYMENT	NUMBER OF DONORS	AMOUNT(S)
U.S. Currency	_____ donors	\$ _____
Checks	_____ donors	\$ _____
Payroll Deduction	_____ donors	\$ _____
Envelope Totals	Total _____ donors	Total \$ _____

Indicate the number of KNOWN cash, check, and payroll deduction contributions, and the total of each.

# of CONFIDENTIAL DONATIONS Enclosed (not reported above)	_____	Total donors
---	-------	--------------

Add the total number of contributions and insert in the "Totals" column; do the same for the KNOWN monetary totals (some contributions may be in sealed "confidential envelopes").

We have validated the contents of this envelope and confirm that it contains the cash, checks and payroll deduction amounts reported above.

Keyworker _____

ECM _____

CFC Specialist _____

PCFO _____

Date _____

STEP 5

Sign the Keyworker or ECM space. At the time the envelope is turned in, have the person receiving the envelope verify accuracy and sign.

DO NOT WRITE IN THIS SPACE

FOR USE BY CFC ACCOUNTING AGENT

Batch #: _____
 Amount: _____
 Processed: _____
 Verified: _____
 Payroll Deduction: _____
 Cash/Check Contributions: _____
 Total _____

ECM TURN-IN PROCEDURES

Pledges received from donors are to be turned in on a weekly basis to the designated point of contact or CFC Specialist for immediate processing. This enhances donor confidence in the CFC process. ECMs are responsible for:

1. Verifying that pledge cards are legible and filled out completely and accurately.
2. Ensuring that cash and check contributions match the amounts indicated on the pledge forms.
3. Verifying the total pledge matches the amount designated to the charities.
4. Verifying the use of five digit charity codes; none start with zero.
5. Preparing pledge forms for Report Envelope and turn-in:
 - a. White Copies are separated into cash, check, and payroll deduction.
 - b. Cash and Checks should be secured to the white copy of each pledge form with a paper clip or tucked between the top and second copy of the form. **DO NOT STAPLE CASH TO THE PLEDGE FORMS.**
 - c. Payroll Deductions must be signed, and include a Social Security Number. The white copies go in the Report Envelopes.
 - d. The Yellow Copies are for the donor for tax records – return to the donor if they turn it in.
6. The Report Envelope should be completely filled out with the ECM's contact information.
7. The total amount and number of donors for each Cash, Check, Payroll Deduction donation is then recorded on a Report Envelope, along with the grand totals.
8. If a confidential contribution is received, it SHOULD NOT be recorded with any of the reported totals. Confidential envelopes should remain sealed until processed by the PCFO (CFC Staff). Simply indicate the number of confidential donations (if any) in the "Number of Confidential Envelopes Enclosed" box as indicated.
9. Remove the payroll copy of the pledge form, put it in a separate regular envelope, and bring it to the Payroll office of your Federal agency.
10. Sign the report where indicated. Make a copy of the face of the envelope and keep for your records. Turn in the Report Envelope to the point of contact or CFC Specialist for content verification. **DO NOT DROP OFF THE ENVELOPE AND LEAVE IT UNATTENDED.** The assigned point of contact must verify content of the envelope and sign it in the presence of the ECM to relieve the ECM of responsibility for the Report Envelope and its contents. The point of contact or CFC Specialist will give you a new report envelope for the following week's turn-in.

TYPICAL PLEDGE AND REPORTING QUESTIONS

Q: Can a donor give to more than 5 charities?

A: If a donor wants to give to more than 5 charities, have them fill out 2 (3 if more than 10 agencies) additional pledge forms indicating the CFC charities that they want to contribute to, along with the annual amount for each. Each pledge form must be clipped together for processing at Federal Payroll offices.

Q: Will confidential donations be counted towards the agencies goals?

A: YES, the PCFO will update records to include confidential gifts. Many other anonymous factors also adjust an agency's records including: pledges received or cancelled by mail, NSF or checks that were cancelled, and corrections made to turn-ins.

ANSWERS TO FREQUENTLY ASKED CFC QUESTIONS

Why Do People Give Through the CFC?

- They have received help from a charity supported through the CFC.
- They know someone who has been helped.
- They want to help others.
- CFC is a convenient way to make a charitable contribution.
- Their activity supports the CFC.
- They feel good knowing their contribution will make a difference.

Why Don't People Give Through the CFC?

- They weren't asked to.
- They dislike an agency listed in the Charity List.
- They feel pressured.
- They can't afford it.

Why Should You Give Through the CFC?

- Because each charity has been screened by a committee of Federal employees, ensuring its legitimacy.
- Charities can count on gifts given through the CFC. They are notified early in the year of what their revenue will be from CFC and can plan their programs accordingly.
- Payroll deduction is available only through CFC.
- Your gift through CFC has a greater impact, because it is combined with contributions from other Federal employees.
- You will receive recognition from the CFC.
- CFC protects the Federal employee from year-round, in-the-workplace solicitation by charitable agencies.

Why Isn't My Favorite Charity a Member of the CFC?

All charities listed in this year's Charity List brochure applied to be part of the CFC, either nationally at the Office of Personnel Management or locally to the Local Federal Coordinating Committee. All applications are reviewed by a committee of Federal employees for their compliance with the regulations. In order to be eligible, an agency must meet the following criteria:

- Demonstrate that it is eligible to receive tax-exempt donations under Tax Revenue Code 501(c)(3).
 - Provide services that affect human health and welfare.
 - Have an active volunteer board of directors.
 - Receive an annual audit by an independent CPS if its revenues are \$100,000 or more annually.
 - Completed an IRS Form 990 report which is available to the public.
 - Demonstrate it has substantial presence in our campaign area or in a campaign area that is contiguous to our region.
- If your favorite charity is not listed, it may not have applied or it was turned down for lack of compliance.

Why Should I Support A Campaign That Includes Organizations I Don't Like?

- CFC does not make any political judgment as to the worth of a charity. That is up to you. CFC is a donor choice campaign: You decide where your money goes. Choice is the foundation of the CFC.

Who Determines How My Contribution Will Be Used?

- **THE DONOR DOES!** By designating a gift to a charity(ies) you ensure only that agency will receive the money.

How Do I Know That My Money Really Gets To The Agency I Designate?

- All designations are honored by regulation and each year the administrative agency (PCFO) undergoes two separate audits – a financial audit is conducted by an independent accounting firm and a compliance audit is conducted by the LFCC. Both audits include a review of designations to be sure they have been honored. Additionally, if you complete the “Release of Name” section on the pledge form, your name will be forwarded to the charity(ies) you designate. They will generally write to you acknowledging your pledge.

What If I Don't Designate?

- Undesignated funds are distributed in the same proportion that agencies received designations. Consequently, charities that did not receive any designations in this campaign area will not receive any undesignated money either, which means they receive nothing from this campaign. Because undesignated funds do mirror designations made by Federal employees, it is possible that your contribution, if undesignated, would go to support causes with which you disagree. To be sure that your money supports only those agencies that complement your views, we strongly encourage you to designate your contribution.

What If I Can't Afford To Give Right Now?

- You don't have to. Pledge your gift through payroll deduction and spread small payments throughout the year. Deductions don't begin until January, 2011.

Is a Contribution Tax Deductible?

- **YES!** 100% of a contribution to any CFC charity is tax deductible when an individual itemizes. Check with your financial advisor or accountant to get the details.

What If I Know I Will Not Be In My Job For An Entire Year?

- You can give through payroll deduction if you know you will be in your job for at least three months. You can also give through cash or a personal check.

What If I Transfer To Another Area?

- If you transfer, the payroll deduction authorization you give here will follow you.

Why Should I Contribute When I Don't Use The Services Of Any Of The Charities?

- You most likely have had contact with at least one CFC charity. From swimming lessons at the “Y” to Red Cross CPR to cheering on the U.S. Olympic Team to shopping at Goodwill retail stores. Your father may have had heart disease, a brother may have had a child with hearing loss, or your relatives may have been in one of the floods, fires, or hurricanes which have struck our country in recent years.
- Even if we have no direct involvement with a CFC charity, each of us benefits from living in a community and a country that cares for those in need. Moreover, experience and recent events teach us that we each may be just one step away from needing the help of a CFC charity.

What Does The Percentage Listed With Each Charity Mean?

- The number you see represents the fundraising and administrative costs for that charity. It includes the CFC campaign cost, which is often times much lower than the general fundraising cost of the charity, thus reducing the overall fundraising cost for the agency. It is important to remember that, in most cases, a well managed charity must spend some part of its money on overhead.

SAMPLE LETTERS, EMAILS & NEWSLETTERS

Sample Employee Newsletter Article

“Payroll Deduction Makes Donating to Charities Convenient”

Federal employees are an important part of each and every community where we live and work. As Federal employees, we can make our local, national and international communities a better place to live when we take advantage of the opportunity to contribute to the Central & Northern New Mexico Combined Federal Campaign (CFC). This year’s campaign runs from _____ to _____.

CFC’s theme for the 50th Anniversary is “50 Years of Caring.” Your investment, small or large, makes a difference. You may choose to invest in medical research, the environment, education, reducing homelessness, community advocacy, social programs and much more through the Combined Federal Campaign payroll deduction. You may also give a one-time gift to the charity of your choice through this campaign. An investment of \$___ can make a huge impact in the lives of others. (*Use the Campaign Facts – “What Your Gift Can Do”*).

Since the CFC’s inception, federal employees have made a huge impact to those in need by collecting \$7 billion! Together we can make a difference in our communities by donating to CFC. Please donate by pledging today. For more information about the Central & Northern New Mexico Combined Federal Campaign, contact (*name*).

E-mail Examples:

#1:

The Central & Northern New Mexico Combined Federal Campaign (CFC) begins _____ and runs through _____. CFC’s theme for the 50th Anniversary is “50 Years of Caring.” A (xxxxx) event is planned for (*date/time/location*). Come and enjoy refreshments while learning more about the different charities whom benefit from your donations to CFC. Payroll deduction makes giving easy. A one-time gift to the charity of your choice is also welcomed. Both methods allow you to support your community and the charities of your choice. Join us as we make a positive impact on our community by pledging today!

#2:

Did you know that if you pledge \$2.00 per pay period you can (*Pick a fact from “What Your Gift Can Do!”*) The Central & Northern New Mexico Combined Federal Campaign is going on now. Please pledge today. If you have any questions, please call (*your name and phone #*).

#3:

The Central & Northern New Mexico Combined Federal Campaign begins _____ and runs through _____. CFC’s theme for the 50th Anniversary is “50 Years of Caring.” Please join us as we strive to reach our campaign goal of \$_____. Join in supporting your community by returning your completed pledge form to your coordinator by (*date*).

ENDORSEMENT FROM AGENCY HEAD

Sample letter from agency head to employees: **(Always check with your agency head before sending anything in his/her name.)**

Date

Dear Employee:

As employees of the _____ we take pride in our jobs and in the government we serve. In the next few weeks, we will have the opportunity to reach beyond our job assignments and show our commitment to the communities in which we live and work. From _____ to _____ we will be participating in the Central & Northern New Mexico Combined Federal Campaign.

In the past 50 years, federal employees donated over \$7 billion to help people in need. Federal employees can help non-profit organizations throughout the state, the nation, and international communities when they donate through CFC. As a federal employee you have the ability to choose which organization benefits from your contribution. Your donation will go to causes that matter to you.

You will be given the opportunity to pledge, through payroll deduction, to a charity working on issues such as health, the environment, higher education, hunger, neighborhoods, social services and much more. You will soon receive campaign information and a pledge card. I urge you to read the informational literature and then make a payroll pledge. Payroll deduction will begin on your first paycheck in 2012. Please join me in supporting a charity that works on the issues that matters most to you. Together we can continue to make a difference.

Sincerely,

XXX

To: Key Worker

From: Management

Crime. Unemployment. Hunger. Homelessness. These are major problems facing many less fortunate citizens of our community. With your help, however, hope can be provided for them.

The best way for us to aid those in need would be to lead this year's effort through the Combined Federal Campaign.

(Agency)'s goals can be achieved with your superb leadership and your commitment to helping a great cause – the CFC. With your guidance, your colleagues will realize that donating through CFC is the most efficient and easiest method to care for our community, our nation, and our world.

Thank you for taking the time to ensure (agency)'s success during this year's Combined Federal Campaign.

To: All Employees

From: Agency Director

This year's Combined Federal Campaign will kick off on (date). Our campaign coordinator, (name), has added new and exciting dimensions to this year's drive. The CFC has always had the full support and commitment of (agency name), and I am looking forward to this year's campaign with enthusiasm.

If you or I were to need services tomorrow, CFC supported agencies would be there to help. Keep in mind that many of us have used the services of a CFC agency without ever knowing it!

During the week of (date), a co-worker will be asking you for a contribution. Please consider a payroll deduction gift, which will begin in January of next year. I hope I can count on your continued support.

Dear Fellow Employees:

We at (agency) have been recognized as leaders, not followers, in New Mexico. We have never been content with just following along but have taken initiative in setting the pace for others.

We have the opportunity to demonstrate our leadership in our community through the Combined Federal Campaign that funds hundreds of needed programs and services throughout the nation. With the option of payroll deduction, we can give generously with ease.

It is my hope that each employee will share in this important effort. How much you choose to contribute is a personal decision, based on your ability and desire.

I encourage you think about the difference the CFC makes, and hope you will join me in leading the way toward a healthier community.

Sincerely,

(Coordinator's Name)

Dear Employee:

Thank you for helping to make this year's Combined Federal Campaign a success. (Agency name) employees contributed \$ _____ through CFC. Your concern for others helped to make this achievement possible.

Your generosity will help ensure that health and human services will be available throughout the year for those who need them. You have contributed to making our community a better place to live.

I offer you my heartfelt thanks for showing that you care about your friends, neighbors, and co-workers.

Sincerely,

(Coordinator's Name)



Central & Northern New Mexico CFC 2011 SUPPLY/GIFT RE-ORDER FORM

Agency: _____

Employee Contact: _____

Employee Contact Phone: _____

Employee Contact Email: _____

CFC Specialist: _____

Date of Request: _____ Date of Delivery: _____

Supply Item	Quantity	Comments
Charity Lists		
Pledge Forms		
Campaign Video/DVD		
Campaign Report Envelopes		
Other		

Gift Item	Quantity	Comments
Magnetic Bookmark		
Mug		
Granite Paperweight		

Date Delivered: _____

Delivered By: _____

Received By: _____



Central & Northern New Mexico CFC SPEAKER REQUEST FORM

Requester _____ Date _____

Agency Requesting _____

ECM _____

Phone _____ Fax _____ Email _____

Address of meeting _____

Directions _____

Date of Presentation _____ Time _____

Number of Participants _____ Presentation Length _____

Special Instructions _____

Charity Requested:

1st Choice _____ Specialist or ECM Requested? (circle)

2nd Choice _____ Specialist or ECM Requested? (circle)

3rd Choice _____ Specialist or ECM Requested? (circle)

***** CHARITY CONFIRMATION *****

Charity Presenting _____

Speaker Attending _____

Confirmed By _____ Date _____

Notes _____



Central & Northern New Mexico CFC CHARITY TOUR REQUEST FORM

NOTE: Please confirm date, time and number of employees attending the tour before requesting one.

Federal Agency/Military Unit requesting tour _____

Contact _____

Phone _____ Fax _____

Email _____

Tour Request Date _____ Time of Arrival _____

Number of People Going on Tour _____

CFC Charity Requested for Tour _____

Special Requests (i.e. accessibility) _____

Additional Information _____

CFC Specialist _____

Confirmed Tour and Time Schedule

Charity _____

Address _____

Contact _____ Phone _____

Email _____ Fax _____

Date _____ Time _____

Confirmed by _____ Date _____

Additional Information _____

THANK YOU FOR YOUR VOLUNTEER SERVICE IN SUPPORT OF THE CFC

Central & Northern New Mexico Combined Federal Campaign

1224 Pennsylvania NE, Ste. A, Albuquerque, NM 87110

Phone (505) 245-1730

Fax (505) 266-3332

Email: Cyndi@cnnmfc.org

Contact CFC on the web at

www.cnnmfc.org