



**Central & Northern New Mexico CFC  
CFC Specialist Handbook**



**50 YEARS OF  
CARING**



# Your CFC Campaign Guide

This manual was created to make your campaign a triumph. In this manual, you will find tips, idea, and the answers to all your questions about running a successful campaign. Please review the guidelines listed herein and if you have any questions, please contact your local CFC office.

## Helpful Tips:

The most successful campaigns are those where the Coordinators and Key-workers do more than just distribute pledge cards and donor charity listings.

Make sure to add the element of **FUN** to your **FUN**draising!

Increase employee participation in the CFC by using “special events” and other creative activities.

Be sure to discuss your plans with your Agency Director.

# Did you know.....???

- CNNM CFC raised over \$1.6 million in pledges in 2010.
- Your CFC contributions can help keep at-risk youth from joining a gang through intervention and one-on-one counseling.
- CFC is “owned and operated” by the Federal Government and regulated by OPM.
- You can designate your gift to any charity(ies) or federation(s) on the CFC Charity List.
- A gift of \$4 per pay period for one year will immunize 50 children against measles.
- Your payroll deducted gift will begin in January and will end in December.
- Hundreds of Federal co-workers are being served by CFC supported agencies right here in central and northern New Mexico.
- All charities in the CFC brochure must apply every year and meet certain criteria to participate in the CFC.
- CFC was begun by President Kennedy in 1961 to consolidate all workplace solicitation into one comprehensive campaign.
- Local not-for-profit agencies apply in April to participate in the CNNM CFC.
- A gift of \$11 per pay period for a year can provide three days of housing, counseling, and services for victims of family violence.
- CNNM CFC includes nearly 25,000 Federal, Military, and Postal Service employees.

## Vital Statistics\*

These statistics were taken to see who in the US gives to Charities.

- 48% of charitable dollars come from households with an income under \$30,000.
- 90% of charitable 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% & 2% of their income to charity
- Most people who give to charity also volunteer.
- The most effective fundraisers are those who have made their own donations first.

- Source: survey from “The Independent Sector”

# 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 &amp; 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 - <a href="http://www.opm.gov/cfc">www.opm.gov/cfc</a>
<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. Federal employees have contributed almost **\$7 billion** to charities through the CFC.
- 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.
- The 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 CFC. 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](http://www.opm.gov).
- The local CFC website [www.cnnmcfc.org](http://www.cnnmcfc.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](http://www.opm.gov/cfc)**

# The top 10 REASONS to give through CFC

## #10... The Combined Federal Campaign is **your** campaign.

The CFC was created for our nation's Federal, Civilian, Military and Postal personnel. It is conducted by fellow employees who volunteer as Local Federal Coordinating Committee members, CFC Specialists, Employee Campaign Managers and key workers. Each year, nearly 2 million Federal employees contribute more than \$280 million through the CFC on behalf of people who really need help and the general health and stability of the community. Because of the commitment of CFC donors and volunteers, millions in our nation and around the world will be infused with new hope and dignity for years to come.

## #9... The CFC is like a department store for charities.

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

Think of your CFC Charity List book like a catalogue. Charities are listed alphabetically or grouped by federations of agencies with similar humanitarian missions. You will see a brief description; administrative cost ratio, four digit designation code and telephone number for each of the participating charities. If you want more information, ask your campaign volunteers, call the charity directly, or visit some of the charities' websites.

## #8... It offers easy, convenient one-stop shopping.

To give, just choose the charity or charities you wish to support. Find the designation # in the Charities List handbook, complete and sign the simple pledge card. Return it to your Employee Campaign Manager or key worker. Beginning in January, your donation will be deducted automatically from your paycheck for the next 12 months and sent to the charity(ies) you selected.

If you want to verify that the charities received your donation, just check the appropriate box on the pledge card and include your home address. The charities will send you a "Thank You" letter once they start receiving your contributions the following year. We always protect the confidentiality of your gift.

## #7... It's **guaranteed**.

You can give with confidence because the CFC includes only charities that are financially accountable and effective. Every year, your fellow CFC Chairman carefully reviews thousands of charities. Hundreds of charities are excluded from the list because they don't meet the high standards of the CFC.

The CFC began operating 50 years ago and has a proven track record. There is nothing like it in the world and Federal employees can be very proud of it.

## **#6... It can be customized to reflect your own beliefs, values and humanitarian concerns.**

The CFC pledge card has room for up to 5 different charities. This allows you to support the charities and humanitarian causes you care about most. For example, you could distribute your gifts among local, national and international charities. You can select a combination of secular and religious affiliated charities, or among different areas of need like education, health, and the environment. To ensure that your donation goes directly to the charity or humanitarian cause you wish to support, be sure to designate your gift by specifying the appropriate code # on the CFC pledge card.

## **#5... YOU CAN MAKE A DIFFERENCE.**

The CFC is one of the most efficient ways to raise charitable dollars, compared to other fund-raising methods such as direct mail and special events. Here are a few examples of how your annual CFC contributions make people's lives better:

\$30.00 (the price of a candy bar per week) provides re-hydration therapy for 300 malnourished children.

\$60.00 (the cost of a can of beer per week) provides enough Vitamin A to prevent blindness in 850 children.

\$120.00 (the price of a bag of potato chips per week) provides medical care for 5 homeless people.

\$240.00 (the cost of a fast-food lunch per week) provides a lightweight wheelchair for a disabled person.

## **#4... You can see the results.**

The beneficial results to the charities you support through CFC are all around you. Thousands of people in our community, including your fellow workers, have benefited from your generosity. Newspapers, TV, and the Internet are full of inspiring stories about millions of lives that have been saved and/or changed forever in our community, across the nation, and around the world. Central and Northern New Mexico has many opportunities for you to volunteer and observe firsthand the difference your CFC contributions will make.

## **#3... Payroll deduction is an extended, time-released formula for philanthropic action.**

By having small amounts deducted each pay period, payroll deduction givers are able to increase the size of their contributions and, at the same time, stay within their budgets. Over a year's time, these regular contributions accumulate and have a larger impact.

## #2... Your work and life gain new meaning.

If you give through the CFC using the payroll deduction option, your job takes on a new dimension. Every minute of your work and every dollar of your donation helps someone in need. When the going gets tough in a meeting, project or task, just imagine all the humanitarian needs you are addressing just by doing your job! Then, your meeting or project will seem to go smoother. Your morale will be lifted and you will produce better results. Thus making you feel better....naturally!

## #1... You can say with pride, "I gave at the office"

Every day we receive urgent charitable appeals. We are solicited via telephone, television, direct mail, door-to-door, and from people on the streets. By giving through CFC, you no longer will feel overwhelmed with so many worthy charities seeking your help. You will have the peace of mind by responding "I care deeply about this issue and I am doing something about it through my annual contribution with the CFC.

*"The CFC has been a source of food, of warmth, of light, of medicine, of schoolbooks - a source of life. For countless Americans and people in need around the world, it has been like bedrock - supporting them, even if they don't know it's there. Our charities make sure the money is well spent, and that our donors can see the good they're doing - whether it's for the community center down the block, or a child halfway around the world." ~ John Berry, Director, Office of Personnel Management*

# What Your Pledge Can Do For Someone In Need!

*Just imagine what can be accomplished .... When we work together to help our community!*

No matter how much a person gives, a gift – combined with another person's, and another person's and yet another person's – can make a huge difference in the lives of so many men, women and children who are in need!

## **Monthly Payroll Deductions:**

- |      |  |
|------|--|
| \$20 | Means twenty days of shelter to a homeless child.                        |
| \$16 | Supports little brother/little sister home visits for 48 children.       |
| \$12 | Provides 21 meals a year to elderly people who cannot leave their homes. |
| \$8  | Buys bread for a year at a soup kitchen.                                 |

## **Bi-weekly Payroll Deductions:**

- |      |   |
|------|---|
| \$10 | Provides 20 nights of shelter and meals for a woman in crisis.                |
| \$8  | Funds parenting education for 20 single parents.                              |
| \$6  | Supports 3 months of prescription medication for an uninsured working person. |
| \$4  | Buys healthy after-school snacks for 10 children.                             |

*Think about it ....*

If you give up just one deluxe hamburger a month, your monthly payroll contribution of \$4.00 = an annual gift of \$48.

If you give up one coffee and one doughnut a week, your monthly payroll contribution of \$12.00 = an annual gift of \$144.

If you simple give up one soda per work day, your monthly payroll contribution of \$30.00 = an annual gift of \$360.

# Elements of an “Employee Campaign Manager (ECM) Call”

The success of the CFC in any Federal civilian agency, military installation or postal unit depends in large part on the support of the Employee Campaign Manager (ECM). This foundation of support is the central objective of an ECM visit and/or call.

- Before making the visit or call, look over the agency’s giving history.
  
- When you make contact, please cover the following points.
  1. **Identify yourself and the role you play as a volunteer.** Talk about your commitment to CFC and share your personal story.
  
  2. **Thank the ECM** for agreeing to take on this very critical position in the success of the campaign. Find out if he or she has any knowledge of CFC.
  
  3. **Promote a workplace campaign.** Explain how it is conducted (leadership commitment & support, key worker training, employee meetings or one-on-one solicitations, speakers from charitable organizations, incentive gifts, events).
  
  4. **Ask if the ECM has questions and concerns.** Acknowledge them. Listen to them. Be sympathetic to requests, fears, and lack of time.
  
  5. **Explain how you can help** make the workplace campaign easier for the ECM. Examples: Set up agency speaker, show local video, attend and participate in employee presentations, bring other Specialists for support, conduct key worker training, if appropriate.
  
  6. **Praise the agency** for its last year’s results.
  
  7. **Review the campaign summary.** Point out strengths in the campaign by comparing it to other similar sized campaigns and the outstanding and comparable campaigns listed in the five-year analysis. Work with them to create a plan utilizing the “CFC Campaign Plan” and “Campaigning to Potential” provided.
  
  8. **Obtain accurate employee count.**
  
  9. **Set up meeting date for delivery of materials,** if you are not delivering materials with the initial visit.
  
  10. **Set up date for workplace campaign presentation.**

11. **Share information about our website at [www.cnnmfc.org](http://www.cnnmfc.org).** Be sure to try the website yourself before so you can discuss it appropriately.
12. **Check on campaign progress.** We encourage a minimum of weekly communication with your ECM. Ask for help from the CFC staff if necessary.
13. **Get exact spelling of ECM and key workers' names** for recognition certificates.
14. **PICK UP \$\$\$\$ ENVELOPE** in a timely manner.
15. **Complete Communication Record** for each contact with the ECM.

**REMEMBER: *“Thank you!”***



# Employee Rallies

## Planning

- Schedule an adequate size meeting room.
- Prepare an attendance roster and schedule your people for specific rally times.
- Invite your Commanding Officer or Director to attend each meeting.
- Schedule the CFC video by calling your CFC Specialist.
- Schedule a charity speaker by filling out the Speaker Request form in this packet and then calling your CFC Specialist. You can also find someone in your group who has a story to tell that will connect your audience to the CFC and one of the many charities.
- Ask your CFC Specialist to bring some of the recognition gifts to show.
- Have your pledge cards and Campaign information available for each person as he or she arrives.

## Sample agenda for a 25 minute CFC rally:

Each employee is given a brochure and pledge form as he or she arrives.

1. Employee Campaign Manager (ECM) calls meeting to order. (1 min.)
  - Welcome Attendees
  - Introduce Commanding Officer or Agency Director
2. Remarks supporting CFC by Commanding Officer or Agency Director (2min.)
3. Charity speaker or employee testimonial (7 min.)
4. Show CFC local video (5 min.)
5. ECM explains brochure and pledge form (4 min.)
6. ECM shows recognition gifts and explains program
7. Closing remarks by ECM (6 min.)
  - Ask employees to donate.
  - Emphasize on payroll deduction.
  - Ask employees to complete pledge forms before they leave. Say, "I hope you will review the listing of charities, make your decision concerning your gift, complete your pledge form and hand it to me before you leave here today. For those of you that need more time, I will contact you within the next few days to collect your pledge form." (Suggestion: Have a drawing for those that who turn in their pledge cards that day.)
  - Offer to stay after and answer any questions.
8. Thank everyone.





**Central & Northern New Mexico CFC  
CFC AGENCY HEAD CHANGES**

Name of Federal Agency: \_\_\_\_\_

Name of Agency Head: \_\_\_\_\_

Telephone of Agency Head: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Number of Employees: \_\_\_\_\_

Comments:

CFC Specialist: \_\_\_\_\_

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



**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 (if applicable)		
Campaign Report Envelopes		
Other		

Gift Item	Quantity	Comments
Magnets		
Mug		
Paper Weight		

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

Delivered By: \_\_\_\_\_

Received By: \_\_\_\_\_

# 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.



## 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:

1<sup>st</sup> Choice \_\_\_\_\_ Specialist or ECM Requested? (circle)

2<sup>nd</sup> Choice \_\_\_\_\_ Specialist or ECM Requested? (circle)

3<sup>rd</sup> 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 \_\_\_\_\_

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Special Requests (i.e. accessibility) \_\_\_\_\_

Additional Information \_\_\_\_\_

CFC Specialist \_\_\_\_\_

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### Confirmed Tour and Time Schedule

Charity \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_ Fax \_\_\_\_\_

Date \_\_\_\_\_ Time \_\_\_\_\_

Confirmed by \_\_\_\_\_ Date \_\_\_\_\_

Additional Information \_\_\_\_\_

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## Central & Northern New Mexico CFC CAMPAIGN CHECKLIST

	HOW	WHEN	COMPLETION DATE	WHO
Get to Know Your CFC	<ul style="list-style-type: none"> <li>• Consult CFC Staff</li> <li>• Become familiar with how people benefit from CFC</li> <li>• Attend Trainings</li> </ul>			
Gather & Evaluate Information	<ul style="list-style-type: none"> <li>• Review past campaign results</li> <li>• Evaluate prior year's campaign</li> </ul>			
Involve Agency Director/CEL	<ul style="list-style-type: none"> <li>• Meet with Director or Manager to discuss objectives</li> <li>• Ask manager to allow time for training, group meetings &amp; agency tours</li> <li>• Make a list of functions in which your manager should/could participate</li> <li>• Identify incentives for manager to approve</li> <li>• Draft endorsement letter for manager to sign</li> <li>• Assign Key Workers</li> </ul>			
Develop Strong Campaign Team	<ul style="list-style-type: none"> <li>• Include individuals from as many levels and divisions of your organization as possible</li> <li>• Assign specific tasks to each committee member</li> </ul>			
Set Campaign Objectives	<ul style="list-style-type: none"> <li>• Use "Campaigning to Potential" and "CFC Campaign Plan"</li> </ul>			

Campaign Communication	<ul style="list-style-type: none"> <li>• Display posters, flyers, and other materials</li> <li>• Use voice mail, email, or other media to update campaign progress</li> <li>• Plan activities</li> <li>• Send CEO and labor endorsement letters</li> </ul>			
Leadership Giving Program	<ul style="list-style-type: none"> <li>• Identify leadership giving coordinator</li> <li>• Identify employees who could give \$910 or more</li> <li>• Executive involvement in special event</li> </ul>			
100% Contact	<ul style="list-style-type: none"> <li>• Conduct group meetings</li> <li>• Schedule CFC video</li> <li>• One-to-One presentations if needed for absentees</li> <li>• Offer incentives</li> <li>• Use “Ask Tracking Tool” to keep track and follow-up</li> </ul>			
Campaign Progress Update	<ul style="list-style-type: none"> <li>• Report to CFC Specialist</li> <li>• Report to employees</li> <li>• Report to campaign team members</li> </ul>			
Thank You Program	<ul style="list-style-type: none"> <li>• Thank campaigners</li> <li>• Thank Campaign team</li> <li>• Thank all contributors</li> </ul>			

# 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).

# 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

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

# 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.

***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.***



## 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.

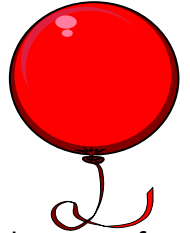
# Additional FUN(d) Raising Ideas

## “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.