



2015
Alaska Combined Federal Campaign
Coordinator Reference Guide

www.alaskacfc.org

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2015 CFC Campaign Co-Chair Lance Robinson

Area Port Director
U.S. Customs and Border Protection
Port of Anchorage
Anchorage, AK



Greetings and welcome to the 2015 Alaska Combined Federal Campaign (CFC). This year I have the honor and privilege of serving as Co-Chair with Jennifer Wooding of the Federal Aviation Administration. I strongly believe in advocating community support through the CFC and look forward to providing solid cooperative leadership.

Thank you for volunteering your support of this year's very important campaign. We, as a Federal collective, are experiencing a transition; change is on the horizon. This year, our goal is to encourage all employees to find inspiration through community support. We want to emphasize online giving through payroll deductions. We need your help advocating, encouraging, and assisting your local employees in pledging their support to their favorite charities. We want them to know and understand

the many positive reasons for contributing to the CFC. Training will be provided and local resources are available.

If you are an employee considering pledging your support, you have my appreciation. There are thousands of charities represented every year in the campaign. Each of these charities provides a needed service, has been vetted, and is worthy of your sponsorship. I urge you to find one that touches your heart and recognize the significance your contribution can make to those served. Contributions can be made through payroll deduction or a one-time credit card payment.

There are many reasons to give, but the most important one is the support to the community. We, as Federal employees, are public servants. The CFC gives us an opportunity to validate that service. I hope that you will consider pledging your support and advocating for the CFC within your local workplace. For more information, please contact your local Agency Coordinator or Keyworker. I look forward to another successful campaign and am grateful for the opportunity to serve.



Alaska CFC Period

September 1

Through

December 15

Why Give To The CFC?

Because CFC...

- supports a wide range of services that nearly everyone has used or potentially may use during his or her lifetime.
- enables federal employees to allocate financial resources based on local community needs.
- responds to local, national, and international needs, as well as pioneers new programs to meet changing and challenging needs.
- provides an opportunity for employees to designate their contributions to the agencies of their choice.
- with payroll deduction, it is an easy and efficient way for employees to contribute to their community.
- is an inclusive package of health, human, social and environmental programs.
 - Fosters cooperation and coordination with government, non-profit agencies, contributors, and recipients of the services.
- preserves volunteerism through citizen involvement.
- unites the diverse elements of our community.
- eliminates multiple fund-raising appeals and, by doing so it:
 - reduces cost, providing more money for services.
 - saves time for both the contributor and the volunteer.

Did You Know?

The types of services participating charitable organizations provide vary widely, and include, but are not limited to the following categories:

Art/Humanities

Education

Environmental Action

Health

Animal Rights

Mental Health

Medical Research

Civil Rights/Social Action, Advocacy

Youth Development

Community Involvement

Philanthropy, Volunteerism

Employment

Crisis Intervention

Housing/Shelter

Public Safety/Disaster Preparedness & Relief

Health & Human Services

CFC Federations and Organizations

The CFC is divided into national and international federations (an umbrella of organizations) and unaffiliated organizations. A federation is a group of charitable human health and welfare organizations established for the purpose of common fundraising, administrative and management services to its members. These are listed in the directory as National/International charities. These charities apply directly to the Office of Personnel Management (OPM) for inclusion in the CFC Charity listing each year.

In addition there are local agencies (federation and unaffiliated organizations), that apply annually to the Local Federal Coordinating Committee (LFCC). These organizations help people in the Alaska area. They too must meet OPM requirements for local eligibility.

It is important to note that all of the federations and organizations listed are found eligible to participate in this year's campaign, and although they may 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 organizations or federations except as a conduit for federal employee CFC donations.

How Do I Contribute to the CFC?

Contributions to the CFC can be accomplished through payroll deductions, or employees may make a one-time credit/debit card, cash or check donation.

-A CFC Coordinator or Keyworker is a federal worker who has volunteered to solicit and collect CFC contributions. (If you do not know who your Coordinator or Keyworker is, you may contact the Alaska CFC PCFO at 907-263-3834).

-All contributions to CFC are tax-deductible. Employees should keep a copy of the completed pledge form for their records.

-You can pledge electronically using the NEXUS system at https://www.cfcnexus.org/_alaskacfc/.

-Retirees and contractors are not directly solicited, but may make one-time cash or check donations.



Campaign Tools and Resources

Alaska Combined Federal Campaign

Visit here: 807 G Street, Suite 100

Mail to: 701 W. 8th Ave., Suite 230

Anchorage, Alaska 99501

Campaign Coordinator

A highly motivated person generally responsible for overseeing Keyworker activities and working with the Principal Combined Fund Organization (PCFO) to plan, organize and implement a successful solicitation at his/her agency.

Responsibilities:

- + To attend training for Campaign Coordinators.
- + Work closely with CFC staff to establish and implement campaign plan.
- + Recruit Keyworkers to assist with your campaign. This team should be reflective to the size of your agency. General ratio is 1 Keyworker to every 25 employees.
 - o Arrange Keyworker training for your agency, if needed.
- + Implement awareness of the campaign during campaign season.
- + Distribute campaign materials throughout your agency.
- + Follow up with employees for pledging.
- + Collect donations and submit all paperwork to the PCFO (United Way of Anchorage) by **December 15, 2015**.
- + Submit payroll pledge card copies to agency payroll dept by **December 15, 2015**.
- + Submit campaign pledge card copies to AK office by **December 15, 2015**.
- + Ensure employees who elected to receive an incentive gift receive it in a timely manner. Keep track of your incentives and share that tracking with PCFO.
- + Thank all those who took time to consider contributing to the AK CFC and those who gave.

Alaska CFC Coordinator’s Planning Guide

Activity	Target Date	Completion
1. Attend Campaign Coordinator Training	_____	_____
2. Confirm Agency/ Installation Head Support	_____	_____
3. Meet with CFC Staff	_____	_____
4. Assess Campaign Tools/Techniques	_____	_____
5. Identify Office locations Statewide	_____	_____
6. Recruit and Train Keyworkers	_____	_____
7. Obtain Campaign Materials & Distribute	_____	_____
8. Attend Kickoff	_____	_____
9. Schedule Speakers, Tours, and Video Showing	_____	_____
10. Start Campaign Publicity	_____	_____
11. Develop Solicitation Plan:	_____	_____
 Group meeting solicitation dates set	_____	_____
 One-on-One solicitation dates set	_____	_____
 Follow up dates set	_____	_____
12. Send Agency Head’s Endorsement Letter	_____	_____
13. Kick-Off Campaign	_____	_____
14. Complete Weekly Reports/Send to CFC Director	_____	_____
15. Report Progress throughout Agency/Installation	_____	_____
16. Send all final paperwork to PCFO	_____	_____
17. Send and confirm receipt of agency payroll copies	_____	_____
18. Report Final Results	_____	_____
19. Implement Thank You Program	_____	_____

Seven Steps to a Successful Campaign

1. Recruit team members to assist you (recruit one person for every 25 employees for every department).
2. Plan incentive items for giving, for example:
 - ✚ Drawing for a job swap with the boss.
 - ✚ Breakfast cooked and served by the managers for the winning team, the winning team could be the team with the highest participation percentage and/or the department with highest per capita gift.
 - ✚ Make gift baskets asking employees to donate items and use for giveaways.
 - ✚ Solicit gift certificates from local businesses to use as giveaways.
3. Ask the manager to send a personal letter in support of the campaign to each employee via interoffice mail, email, etc.
4. Set a short campaign window with open and close dates.
5. Send memos to employees asking for testimonials from those who are affected by one of the diseases or chronic conditions represented by the participating agencies and ask them to explain how they have been helped by the agencies.
6. Plan a staff meeting to present the campaign (have donuts, ice cream, home baked breads, lunch, etc.) to entice attendance.

At the presentation:

- ✚ Ask staff to share personal testimonials or their experiences with a particular agency
- ✚ Show a video
- ✚ Invite an agency speaker or Alaska CFC staff person to speak
- ✚ Ask a manager or Executive staff to address the group with a message of his or her support of the campaign.

- ✚ Pass pledge forms out (personally deliver pledge forms to employees unable to attend the meeting).
- ✚ Have an incentive prize or drawing for anyone who turns in a pledge form at the first meeting.
- ✚ Post and celebrate results!
- ✚ Thank employees for attending and send personal thank you letters from the department managers or executives with a reminder to fill out the pledge forms by the due date.
- ✚ Send memos and reminders after the meeting to thank everyone for their participation and for donating to such a great cause.

Planning Your Campaign Special Events

Planning an event is a great way to bring employees together and raise more money for your agency's campaign. Careful planning is the key to making sure everything goes off without a hitch. The following are some helpful tips:

- ✚ Recruit a committee with representatives from all lines, levels and locations in your agency.
- ✚ Choose an event that is appropriate for your work environment.
- ✚ Select a date and location for the most visibility. Consider possible weather conditions if staging events outside.
- ✚ Consider an easily accessible location.
- ✚ Develop a detailed plan and timeline.
- ✚ Assign roles and responsibilities: publicity, prizes, decorations, audiovisuals, food, volunteers, etc.
- ✚ Publicize the event through newsletters, public announcements, e-mail blasts, flyers, posters, etc.
- ✚ Report your fundraising results to your fellow employees and CFC.
- ✚ Send "Thank You" notes or make telephone calls to everyone who helped in the planning and implementation of your event.

Employee Meetings

“How to get ‘em there and get ‘em in the spirit”

- ✚ Combine the CFC meeting with a regularly scheduled staff or safety meeting.
- ✚ Hide a token for a prize under one seat. Have everyone check their chair to see if they’ve won.
- ✚ Utilize CFC video to get message across.
- ✚ Give away gifts like balloons, footballs or sun visors as door prizes. All employees attending the meeting are eligible for a prize.
- ✚ Award door prizes. All employees turning in completed pledge cards (whether they donated or not) at the meeting will be eligible to win. Draw one or several of the cards and award prizes to those employees. This needs to be publicized in advance.
- ✚ Provide refreshments.
- ✚ Invite charities to speak at your meeting. Publicize the charity speakers’ names prior to your meeting.
- ✚ Invite the agency or department head to say a few words of endorsement for the campaign.

- ✚ Take the meeting to the employees. Instead of meeting in a conference room, why not meet in their work area.
- ✚ Ask employees who have benefited from CFC charity services to share their experiences.
- ✚ Arrange for groups of employees to tour a non-profit organization and report on their experience at an employee meeting.
- ✚ Invite CFC staff to speak.

Ideas for Increasing 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?
 - Do 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 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/her 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 carnivals, 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 is “on the fence.”

7. The Way You Ask Can Make a Difference

- ✚ Hold group solicitation meetings.
- ✚ Schedule employees so they know which meetings to attend.
- ✚ Use PERSONALIZED PLEDGE CARDS.
- ✚ 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.

The CFC Pledge Form

The following guide can be used to instruct donors in completing the form and you can also provide it to Keyworkers to be used as a check list for completeness and accuracy.

Contribution Information

If the Keyworker has not already done so, the employee should fill in their name and organization or branch of Service.

NOTE: Keyworkers are instructed not to make any changes to any dollar amounts on the CFC pledge card. If there are discrepancies, the contributor will be asked to make the changes or fill out a new pledge form.

Social Security Number or Employee Number

The employee SSN is needed for payroll deduction processing only. The SSN does not print on copy#2 and copy#3 of the pledge form. The SSN is not necessary for a check or cash gift.

Payroll Deduction: Contribution Amount

Enter the contribution to be withheld for each pay period

Compute total gift by multiplying the amount by the pay interval:

X 12 for military personnel

X 26 for civilian personnel

Cash/Check Contributions

For contribution by cash or check, write in the total amount of the contribution where indicated for either cash or check. Make checks payable to Combined Federal Campaign. Minimum contribution is \$1.00.

Charity Codes for Gift Designation

Each charity and each federation has a 5-digit designation code referenced in the Alaska CFC Charity List (also on the Alaska CFC Website, www.alaskacfc.org). Enter the 5-digit code of the charities you wish to designate to receive your gift. The total annual amount to each selection goes in the box on the right of the card. **MAKE SURE THE SUM OF THE ANNUAL TOTAL(S) EQUALS YOUR TOTAL GIFT.**

Payroll Deduction Authorization

If you are making your contribution through payroll deduction, sign and date the pledge form.

After the pledge card is completed and has been verified:

Copy 1 White: Payroll Copy

Copy 2 Pink: AK CFC Office (PCFO which is United Way of Anchorage)

Copy 3 Yellow: Donor Copy

Coordinator Welcome Letter to Key Workers

To be used by the main agency coordinator to send to key-workers as a general information letter.

Date:

Dear (key-worker name):

Thank you for volunteering your time and energy to the 2013 Combined Federal Campaign for our agency. You play an important role in our campaign's success. As we begin to plan a successful campaign for our organization, I want to share some important details with you.

Posters: You should be receiving posters and supplies for the campaign. You are encouraged to add a personal note on the posters to promote employee participation, or to publicize your kick-off event.

Campaign Promotional Materials: Please report to me by (date) how many employees are at your location. You should receive your campaign materials by (date). Please distribute them as soon as possible. Please return all pledge cards with any one-time donations of checks or money in the campaign report envelope by (date). Solicitation starts on (date) and concludes on (date).

Additional Volunteers. Additional volunteers are always welcome in the campaign. If you know of anyone who would like to get involved in this important event please let me know.

The 2013 Alaska Combined Federal Campaign is one way employees can positively impact the lives of thousands of people beyond our job assignments. Your effort on behalf of the CFC and your commitment to the communities in which we live and work is greatly appreciated.

Thanks again for volunteering and contributing your time to such an important cause. The hard work of canvassers like you is what makes this campaign successful. If you have any questions, please call me at (phone number).

In appreciation,

Campaign Coordinator

Frequently Asked Questions

Why should I contribute through CFC rather than directly to the charity?

1. Charities prefer to process one check from CFC rather than many checks from each individual donor.
2. Charities can plan their budget and activities because they know at the beginning of the year how much donors pledged to them for the following year.
3. Payroll deduction, which is only available through the CFC, is an easy way to donate a small amount each pay period, which in the end creates a larger donation than most people would be able to give upfront.
4. By contributing and encouraging others to contribute, an environment of giving is created, producing more revenue for the charities.

After turning in the pledge form, what happens to my money?

If giving by payroll deduction, your payroll office will begin reducing your paycheck by the amount indicated after the first of the New Year and your donation will be sent to the PCFO for further processing. The PCFO then processes all pledge forms, deducts overhead costs, and sends quarterly checks to the agencies designated. If you did not designate to a specific agency, your donation will be added to the undesignated fund, and will be distributed based on the percentage designated to each agency in the Charity Listing. For example: if Agency ABC did not receive any designations, they will not receive any money from the undesignated fund. However, if Agency 123 was designated 5% of all donations from the Alaska Federal employees, they will receive 5% of the undesignated fund.

What else do I need to know about the designation process?

1. By filling out the “Release of Information” section of the pledge form, you are permitting your designated charity to send you an individual letter of thanks. However, they are only allowed to send you a thank you letter; any other correspondence should be reported to the Alaska CFC staff or your coordinator. If you wish to receive other information from the charity, you must contact them directly.
2. You can only designate money to charities listed in the current campaign year’s Charity Listing.
3. Contributions are tax-deductible. To ensure you receive your tax deduction, you **MUST** keep a copy of your pledge form/confirmation email (if e-pledging) **AND** the last pay stub of the giving year or your W-2.

What are the Alaska CFC’s administrative costs and where do they come from?

The Alaska CFC administrative cost (aka administrative and fundraising rate (AFR)) was 9.5% for the 2012 campaign. Administrative costs for the campaign include, but are not limited to: campaign materials, office supplies, recognition gifts, printing, shipping, personnel, and yearly audits.

Why are some charities listed, and others are not?

Every year charities are solicited via advertisements in the community, public forums, and through word of mouth. The charities in the listing completed the extensive application and were found to meet all OPM requirements. Each agency must meet strict guidelines and be approved by the LFCC to participate. Some agencies do not meet the stringent requirements, and are denied based on OPM regulations. Many agencies do not apply and may not even know about the opportunity. By referring an agency to us, you can help grow the local charity listing. Some agencies choose not to reapply based on the amount of designations they received in prior years.

Why should I support a campaign that includes organizations I do not like?

CFC does not pass judgment on the agency's mission or work. We invite a wide variety of agencies to apply, as the federal workforce is made up of a wide variety of people from all different backgrounds. Thus, we hope there is something for everyone. You have the option to choose where your donation goes, and you can choose not to donate to agencies you dislike.

Why donate when I do not use any of the services provided by the charities in the listing?

There are not many of us that can say we have never been impacted by one of the organizations in the listing. Most children's sports and recreation leagues are run by your local YMCA or Boys & Girls Club; friends and family may have been helped by the knowledge gained through disease research, or your family pet may have come from the local humane society. Even if you are not directly affected by one of these charities, you probably know someone that has been, and we all benefit from a community that is strong and able to help others. One day we all may need a service represented by one of these agencies. Thus it is important to make sure they survive and are strong.

CFC Glossary

Administrative Expenses, PCFO Expenses, Campaign Expenses, or CFC Expenses- All documented expenses identified in the PCFO application relating to the conduct of a local CFC and approved by the LFCC in accordance with these regulations.

Voluntary Agency or Charity – A non-profit, philanthropic, human health or welfare organization.

Agency Coordinator – Person generally responsible for overseeing keyworker activities and working with the PCFO to conduct the six-week solicitation at his/her agency.

Campaign Cycle/Period – The annual campaign runs for a six-week period between September 1st and December 15th. Actual dates are determined by the LFCC and PCFO and may vary from one campaign to another.

Charitable Organization – A private, non-profit, philanthropic, human health or welfare organization.

Combined Federal Campaign (CFC)- The charitable fund-raising program established under Executive Order Number 10728, as amended by Executive Order Number 10926, 12353, and 12404.

CFC Operations (CFCO) - Charged with overall responsibility for day to day management and supervision of the CFC. CFCO provides regulatory oversight, including annual audits, and technical guidance to the CFC campaigns.

Designated Agency Ethics Officer (DAEO) – An officer or employee who is designated by the head of a Federal agency to coordinate and manage the agency’s ethics program in accordance with provisions of 5 CFR 2638.201.

Designated Funds – Contributions which the donor has designated to a specific voluntary agency, federation, or general option. Also see Undesignated Funds.

Domestic Area – The United States, the District of Columbia, the Commonwealth of Puerto Rico, and the United States Virgin Islands.

Employee – Any person employed by the Federal Government of the United States or any branch, unit, or instrumentality thereof, including persons in the civic service, uniformed service, Foreign Service, and the postal service.

Federation or Federated Group- A group of voluntary charitable philanthropic, human health and/or welfare agencies organized for the purposes of supplying common fund-raising, administrative, and management services to its constituent members.

International General Designation Option – A donor option indicating that the gift be distributed to all of the international agencies listed in the international section of the campaign brochure in the same proportion as all of the international agencies received designation in the local CFC. This option will have the code IIII.

Keyworker – Federal employees who are generally responsible for distributing campaign materials, such as, brochures/listing of charities and pledge cards within their agency or unit/division. Keyworkers may also collect pledge cards and cash/check money order donations from contributors, and transmit these items back to either the agency coordinator, a loaned executive (LE) or the PCFO. The process varies in each campaign and/or agency.

Loaned Executive – Federal Employees “loaned” by a Federal agency to either the LFCC or PCFO to assist in the conduct of the campaign. Loaned Executive responsibilities vary in each campaign. Responsibilities may include entering pledge card data into the PCFOs tracking system, and assisting Federal agencies in conducting solicitations of its employees.

Local Federal Coordinating Committee (LFCC) - The Local Federal Coordinating Committee (LFCC) is comprised of Federal employees and representatives of labor unions with Federal employees as members that are officially designated by the Director of the Office of Personnel Management to conduct the CFC in a particular community. The LFCC selects the Principal Combined Fund Organization (PCFO) that serves as fiscal agency for the campaign. The LFCC provides oversight for the local campaign in conformance with the CFC regulations and the policies established by OPM.

Office of Personnel Management (OPM) – OPM has responsibility for the oversight of the CFC. The Director of OPM has designated to the CFCO responsibility for day to day

management of the CFC. CFCO reviews and provides guidance and technical advice on regulations, and has the authority to conduct compliance audits on any CFC local campaign's fiscal records.

Overseas Area - The Department of Defense (DoD) Overseas Campaign which includes all areas other than those included in the domestic area.

Principal Combined Fund Organization (PCFO) – The PCFO administers the local campaign and acts as fiscal agent under the direction and control of the LFCC and the Director. Annual audits are required of the PCFO by an independent CPA.

Solicitations – Any action requesting money, either by cash, check or payroll deduction, on behalf of charitable organizations.

Undesignated Funds – Contributions that the donor has not designated to a specific voluntary agency, federation, or general option.



Alaska CFC Contacts

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APPENDIX A

FUN-draising ideas



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"FUN"draising!

Welcome

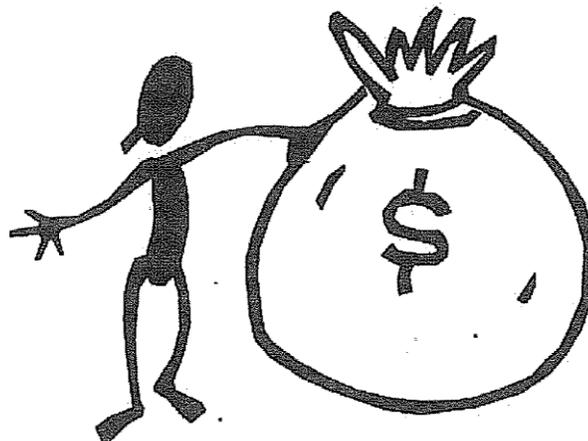
Now that you're planning your agency's CFC campaign, it's time to start thinking of ways to make it successful and entertaining. This guide presents some ideas that have been used successfully in many campaigns. These include everything from formal reception to some outrageous contests.

Your ideas, however, don't have to end with this guide. What do you think will work best for your agency? What makes your agency special? Ask some of your co-workers about fund-raising ideas. You might be surprised at the many possibilities.

Of course, the bottom line is raising money and reaching your campaign fund-raising goal. The dollars will help your neighbors locally, as well as people nationally and around the world.

Your efforts in organizing your agency's campaign are appreciated. So here's to a successful and rewarding campaign.

And remember, make it fun!



“FUN”draising Do’s and Don’ts

Decide that this is the year to have “fun” by using “special events” and other creative activities in your organization’s campaign. Special events are FUN and are also an excellent method of raising CFC awareness in your office.

CFC regulations (5 CFR Part 950.602[b]) states “special events,” such as raffles, lotteries, auctions, bake sales, carnivals, athletic and other types of events are permitted if approved by the appropriate Agency Head, consistent with agency ethics regulations. In all special events, “the donor must have the option of designating to a specific participating organization or federation or be advised that the donation will be counted as an undesignated contribution...”

Review the guidelines listed below and **GO FOR IT!**

DO THIS!!

Do check out your ideas with your agency head!!

DO something different to bring interest to your campaign.

DO solicit services, items from your co-workers.

DO use a special event to focus attention on the campaign—not as the total campaign effort.

DO use special events as frosting on the cake—to help you meet and exceed your “stretch” goal.

DO tie special events, where appropriate, to completed pledge cards...and encourage the use of payroll deduction.

DON’T DO THIS!!

DON’T surprise your boss with a golf tournament on company time!

DON’T do “the same old thing.”

DON’T solicit items or services from outside businesses, whether or not they are actual vendors of your agency.

DON’T overlook the tried and true elements of a successful campaign (e.g., person-to-person contact, etc).

DON’T forget that the “cake” is a solid, well-planned employee solicitation campaign.

DON’T encourage employees to participate with small cash donations...encourage payroll deduction!

EMPLOYEE MEETINGS

"How to get 'em there and get 'em in the spirit."

- Invite the department head or agency head to say a few words of endorsement for the campaign.
- Provide refreshments.
- Publicize charity speakers' names in advance.
- Have employees turn in completed pledge cards (whether they donated or not) at the meeting. Draw one or several of the cards and award prizes to those employees. Make sure this is publicized in advance.
- Give away gifts like balloons or key rings to the attendees.
- Take the meeting to the employees. Instead of meeting in a conference room, why not go right out into the work area?
- Arrange to have employees share their experiences with charity services or tours at the employee meetings.
- Combine the CFC meeting with a regularly scheduled staff or safety meeting.
- Hide a prize under one seat. Have everyone check their chair to see if they've won.
- Make your own video tape showing your key persons visiting charities in your area.



PUBLICIZING YOUR CAMPAIGN “Hey you! It’s CFC time!”

- Send messages on E-Mail or in-house computer system.
- Publish articles in the employee newsletter.
- Post information on agency bulletin boards.
- Hand CFC posters and banners in heavy traffic areas.
- Publicize specific charity programs that your employees' contributions support (ie., American Red Cross - disaster services, CPR training, first aid; American Cancer Society – education & screening programs, etc.)
- Announce information on the loudspeaker.
- Send memos or letters from the agency head to all the employees.
- Put flyers on car windshields.
- Place door hangers on office door knobs.
- Decorate the elevators, stairwells, and inside of restroom stall doors.
- Give out chocolate kisses or fortune cookies with CFC messages.
- Ask department heads to talk about the campaign at staff and safety meetings.
- Have the agency head or an executive staff person walk through the work place wearing a sandwich board advertising CFC.



CONTESTS

"Better odds than the football pool."

Ugly Tie or Hat Contest

Executive staff members wear their ugliest ties or hats and solicit "votes" (a vote is \$1) from employees. The person with the most votes at the end of the days wins 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.

Look-alike Contest

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

Most Humorous Photo Contest

Employees bring humorous photos to work. Employees vote with quarters for the funniest. The winning photographer gets a prize.

Lip Sync Contest

Hold a lunch-time lip sync contest. Charge an entry fee and have the audience vote for best act. Give a prize to the winner.

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.

Wii Contest

Set up three or four video machines in a small conference room. Employees pay to play and try to beat their opponent's score. This can take place over several days with many repeat players. The winner at the end of the contest time period wins a prize.

Coloring Contest

Use CFC logo. Have children of employees participate.

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 your knowledge about CFC.

Games

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



FOOD

"The way to a donor's heart."

- Bake sale
- Pie-eating contest
- Candy bar or popcorn sale
- Lunch-time spaghetti or chili feed
- Pancake feed
- Lunch-time barbecue
- Oktoberfest theme with sausage lunches
- Ice cream social
- Cheesecake sale

THEMES

"From raiders to raisins."

The Big Shot

As a variation on the standard thermometer graph to monitor agency progress, use a hypothermic-needle design. Great for hospital themes.

Raiders of the Lost Heart

Use a heart as a thermometer, each department represents a piece of the heart. You have met your goal when the entire heart is filled in.

CFC Cookie Caper

Each pledge card is passed out with a cookie and the slogan "CFC Cookie Caper – Help Us Bring in the Dough."

Hawaiian Theme

Each person turning in a pledge card gets a plastic lei. At the end of the campaign, have a Hawaiian potluck where the employees wear their leis and dress in Hawaiian shirts. Have a limbo contest. Use your palm tree as a thermometer.

1960s Theme

Dress up in '60s garb. See headbands, smiley face pins, tie-dyed shirts.

Wild West Theme

Employees dress in Western clothes. Use your cactus as your thermometer.

Counting on You

Fund-raisers featuring counting. Count the eye colors in the office. Count the jelly beans in a jar. Pay to enter the counting contests and the winner gets a prize. Use Count Dracula's cape as a thermometer (great around Halloween).

SPORTS EVENTS

"For all kinds of office athletes."

Golf Tournament or Putt-Putt Contest

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 (ie., 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.

Aerobic-a-thon

Employees get pledges for the length of time participating. Set this up during a lunch hour or after work employee lunchroom.

Walk-a-thon

Employees get pledges for distances walked.

Tricycle Races

Before the race, employees pay to have sandbags or rolled pennies tied to opposing department managers' trikes. Hold the race in the lunch room or outside. The first one to the finish line wins a prize for the department (ie., pizza party).

Tug-of-War

Have employees against executive staff or interdepartmental competition. Each team pays a fee to enter.

Slam Dunk Contest

Charge a fee to compete and provide a prize for the winner.

Fun Run

Charge an entry fee and provide a prize for the winner.

Super Hoop

Have an organized basketball tournament with employee teams. Charge admission to the game. Give away prizes at halftime. Get a local radio station emcee.

Team Sports Competitions

Form teams between departments, divisions, branches or regions and get pledges for goals scored, baskets made, etc. Provide refreshment stands.

Ping Pong-a-thon

Charge an entry fee and have team elimination. Award winning team with a prize.



"FUN"draising!

Page 8

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.

Bike-a-thon

Charge an entry fee. Participants collect pledges for the number of miles they ride.

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 paragraphs, another station for filing, another for photocopying, etc. The contestants pay an entry fee and the winner gets a prize.



Croquet Tournament

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

Tennis or Racquetball Tournaments

Charge admission and an entry fee to participants. The winner gets a prize.

Kickball or Softball Tournaments

Charge admission and an entry fee to participants. Work with other federal agencies to create teams and challenge each other. Instead of nine innings, do a quick two inning game. Eliminate until there is a winner team.

AUCTIONS/SALES

"It's not art, but..."

Lunch Box Auction

Employees supply lunches to be auctioned off. Give prizes for the most creative or elegant lunches.

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 half a day.

Home-Grown Auction

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

Rummage Sales

Employees donate items to be sold in the parking lot or cafeteria.

Balloon Sales

See Balloons. Stuff a message inside announcing a prize they've won, or a thank you for their donation to CFC.

Other Ideas

"Almost anything goes."

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. Charge a dollar per compliment.

Balloon-o-grams

Employees have messages tied to helium balloons delivered to designated co-workers. Charge a dollar per balloon.

Dead Flower Bouquets

This is a great Halloween idea. Get flower shops and restaurants to donate dead flowers. Employees pay to have a dead flower bouquet with a message sent to another employee. Charge a dollar per flower and message.

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 point at the end of the week wins a prize.

Treasure Hunt

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

Cookbook Sales

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

Car Wash

Employees pay to get their cars washed in the parking lot during the work day.

Dunk Tank

Set up a dunk tank in the parking lot. Have executives take turns on the "hot seat." Charge 50 cents per try.

Soak the Boss

Employees pay 50 cents per wet sponge to throw at an executive staff member.

Pop Can Drive

See which department can raise the most by collecting pop cans.

Dress Down for CFC

Employees pay a dollar to wear casual clothes to work on a specific work day during the campaign. Each employee who participates gets a CFC decal.

Health and Human Service Fair

Work with your Loaned Executive and request CFC charity booths be set up in the cafeteria or parking lot. The fair is not to make money, but it's a good way to raise awareness about CFC.

Executive Shoe Shine

The company executives set up a shoe shine in a heavy traffic area. The executives shine employees' shoes for a CFC donation.

Shoot for the Stars

Be a star, give to CFC. Use a star as a thermometer.

Raisin Money

Use the California Raisins as a thermometer theme. Pass out boxes of raisins to people as they turn in pledge cards.

An Hour of Power

Use a stopwatch as a thermometer. Publicize what services are provided from a one hour's pay donation.

PRIZES/INCENTIVES

"What do I win? What do I win?!"

Here are just a few examples:

- The agency head donates his/her parking space.
- The agency head takes the winner to lunch.
- A day off with pay.
- A department pizza party.
- Agency or CFC items such as coffee cups, pens, etc.
- Tickets to sporting events.
- Gift certificates/cards
- Gift basket



APPENDIX B

EMAIL TEMPLATES FOR A SUCCESSFUL CAMPAIGN



Email Templates for a successful campaign (for Agencies using NEXUS)

These email templates are for your agency to use throughout your campaign. Modify to your liking. **These are important pieces to a successful campaign.**

- 1.) **This is a campaign kickoff announcement. This should go out the first week of your campaign from your CEO.**

Subject: An invitation to make a difference

It is with great excitement that I announce the beginning of our annual CFC campaign!

During this time, you will learn more about the needs of the world community and how we can all create meaningful results that positively impact our neighbors. These results are the reason I annually renew my personal commitment to help those in need.

I am pleased to announce that our CFC coordinator is _____ and is available to assist you with making your pledge or questions you may have. As we look forward to your participation, please join us in pledging a gift today that will touch many lives tomorrow. Log in at www.alaskacfc.org to pledge online today!

Sincerely,

DID YOU KNOW?

\$5 per pay period provides one year of shelter services for someone left homeless.

\$15 per pay period provides a two-week stay at a camp for a child with disabilities.

2.) Update to campaign. This should come from the coordinator as an update, reminder and instruction email for giving to CFC

Subject: Opening doors, creating opportunities

Thanks to everyone who helped get our campaign off to a great start. As the coordinator for our agency, I am happy to assist you with any questions you may have regarding CFC. To pledge online now, visit www.alaskacf.org.

If you used NEXUS last year and don't remember your password please go through the retrieval process online. If you are new to NEXUS you will need to register.

Please contact me if you need assistance with your pledge.

Sincerely,

DID YOU KNOW?

\$5 per pay period buys a pair of eyeglasses for a needy child.

\$10 per pay period provides one year of transportation for individuals who need medical care.

3.) Update- Another update from coordinator. Thank those who gave, advise of results and encourage others to participate.

Subject: Combining for a Future

I am pleased to announce that our agency has raised _____ to date. As we look forward to meeting our goal of _____ please contact me to participate.

If you have not pledged yet and would like to, please take time this week to submit your pledge. You can log on to www.cfc.alaska.org to pledge online.

Remember- your gift today will touch many lives tomorrow. Please join in with your fellow employees. No gift is too small.

4.) From CEO announcing last week of campaign. Results to date and Thank You, and encouraging those who have not yet pledged.

Subject: One week left to give to make a difference!

Thanks to everyone who helped make the 2015 CFC a success! As of today we have raised _____ = _____% of our goal.

If you haven't yet made your pledge and would still like to do so, please contact our coordinator _____. You may also log on to www.alaskacfc.org to pledge online.

Thanks to all of you for your time and support.

Sincerely,

Did You Know?

\$15 per pay period provides one year of treatment for 13 children who have been victims of abuse.

\$20 per pay period provides diabetes patients with a 2-3 month supply of syringes.

5.) Final email from coordinator. Final week of campaign.

Subject: Final week of Campaign

What a tremendous team effort! Thanks to each of you for taking time over the past several weeks to learn about community needs and consider a gift to CFC!

We raised \$_____ to help strengthen our community.

Your campaign gift to CFC already shows how caring and concerned you are about the community – and you can be confident, all year long, that your support makes a difference.

For your many acts of kindness, I thank you. Your involvement does make a difference.

Sincerely,

DID YOU KNOW?

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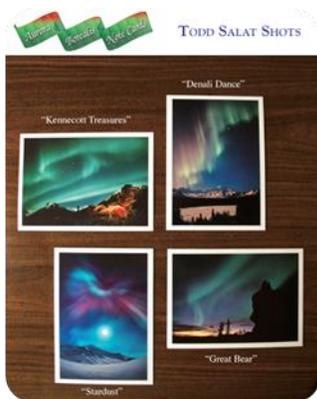
APPENDIX C
DONOR GIFTS



DONOR GIFT RECOGNITION

Aurora Club

\$ 400.00



Eagle Club

\$800.00



Summit Club

\$1200.00





Remember to promote the
CFC website

www.alaskacfc.org

Donors can learn more,
search for charities and

Can GIVE ONLINE.





**Thank you for your time, energy, and commitment to the 2015 Alaska
Combined Federal Campaign.
Your efforts are appreciated by many!**