

# 2016 Combined Federal Campaign

Coordinator Training

"Show Some Love"



# Training Guide

- History of the CFC
- CFC Structure in the Alaska CFC
- Coordinator Duties
- Steps to a Successful Campaign
- Running the Campaign
- Communication and Publicity
- Promoting Your Campaign
- Campaign Tools and Resources
- Speaker and/or Charity Fair Requests
- Commonly Asked Questions
- Past Pledge History
- CFC Website
- Ways to Pledge
- Envelopes
- Why Give to CFC?
- Contact Information

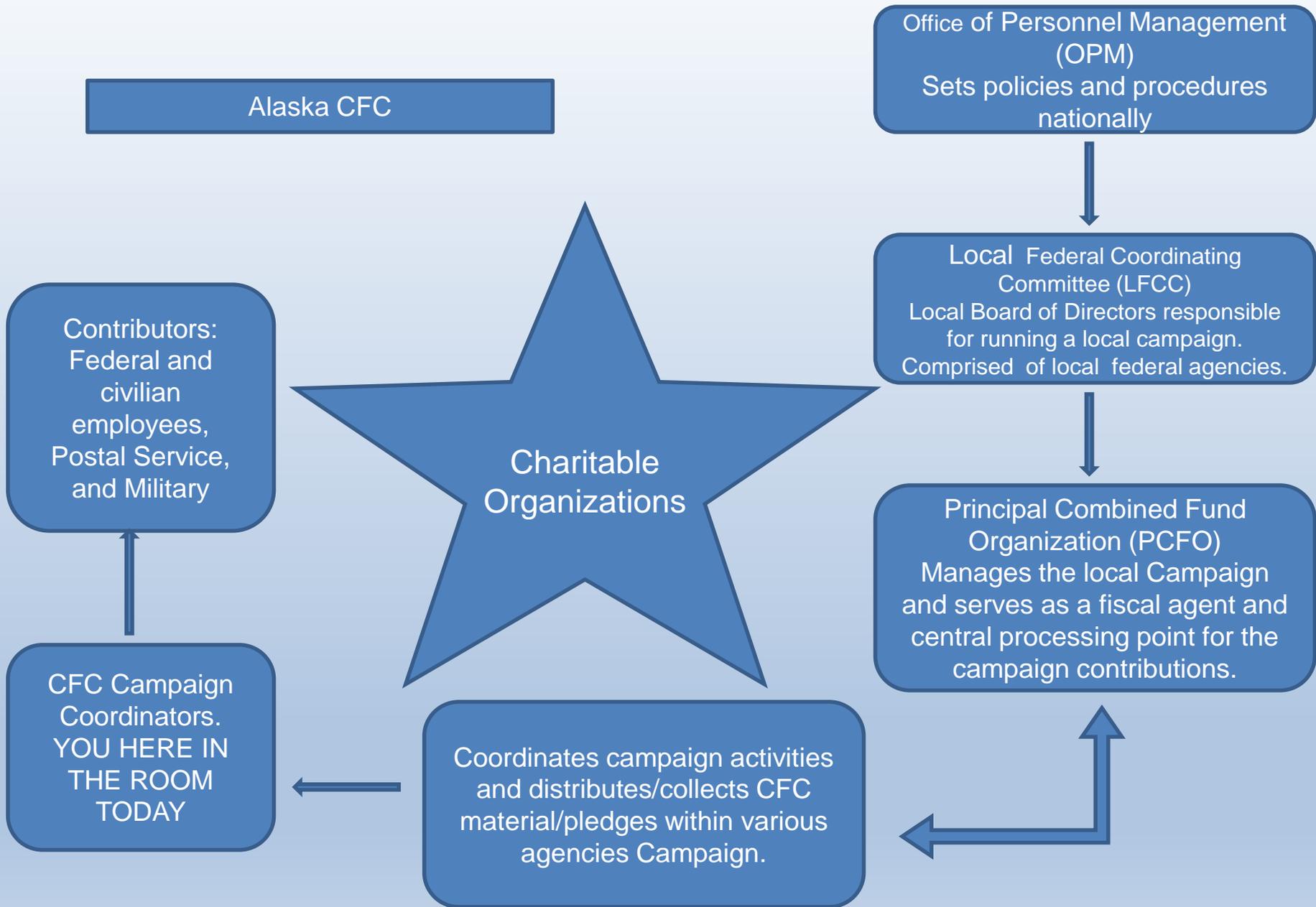


# History of the CFC

- In 1961, President John F. Kennedy signed Executive Order 10927 which authorized the U.S. Civil Service Commission to develop guidelines and regulate fundraising in the Federal service.
- This year we are celebrating the 55<sup>th</sup> Anniversary of the CFC
- The CFC has transformed over the past 55 years, but the art of giving has remained constant.

# 2016 Alaska LFCC Co-Chairs

- Lance Robinson, Area Port Director at US Customs and Border Protection, Anchorage, AK
- Brian Cahill, Federal Security Director at the Transportation Security Administration, Anchorage, AK



# Magic Words

From the Federal Agency Head.....

“The CFC ....it’s Important.”

From the Coordinator and Key Worker.....

“Let me tell you about CFC” ... let them know how their gifts can impact their community.

and

“Let me tell you my story.”



# Coordinator Duties

- Know the facts about CFC (see <http://www.alaskacfc.org/>)
- Organize your team early and train them
- Analyze last year's campaign
- Communicate
- Conduct an enthusiastic and informative campaign
- Secure support
- Establish objectives
- Distribute Pledge Card and charity list
- Publicize your campaign-Website!
- Wrap up campaign
- Thank all your workers

# Steps to a Successful Campaign

## Build an Employee Campaign Team

Reach more people with an effective campaign team! With your Agency Head's support, select a team of motivated coworkers to help plan and coordinate the campaign. We recommend one team member for every 25 employees. Try to include team members from across the company with a variety of skill sets!

### Who to Ask?

- HR or Employee Relations Department
- Agency Head assistant
- Employees who have been helped by CFC
- Payroll Department
- Marketing Department
- Department Representatives



# Steps to a Successful Campaign

## Develop a Campaign Plan

- ❑ Now that you have surrounded yourself with support, you are ready to create your campaign plan. Consider reviewing your three year Company History with your Agency Head
- ❑ Understanding the history allows you to set long term goals and strategies critical to your success.
- ❑ Strategies: Increase participation and 100% ASK



# Steps to a Successful Campaign

**Remember: completed pledge forms contain confidential information. Please store forms/pledge information in a secure location.**

## **Report the results**

- You've set your campaign goals, executed your plan and completed the paperwork, so now it's time to celebrate your success!
- Use newsletters, posters, emails, paycheck stuffers, intranet, and pictures of your events to tell employees how much you raised and how much fun you had in the process.



# Running the Campaign

- Build a Team
- Ensure you and the key workers have all the informational materials
- Review your campaign goals
- Develop a plan that:
  - Makes all employees aware of the campaign
  - Ensures every employee is contacted



# Incentives

## 3 levels for the 2016 CFC

- ✓ \$400-799 Aurora Club (CFC Coin)
- ✓ \$800-1199 Eagle Club (Eagle Statue)
- ✓ \$1200 and over Summit Club (Todd Salat limited edition print)

# Running the Campaign

- ❑ **Serve as the point of contact regarding the campaign**
  - ❑ Distribute charity lists and pledge forms to Keyworkers
  - ❑ Collect and turn in agency donation/pledges
  - ❑ Account for all agency donations and pledges
  - ❑ Check all math
  - ❑ ENSURE PAYROLL DEDUCTIONS ARE PROPERLY PROCESSED
  - ❑ Keep upper-level management and employees informed at all times



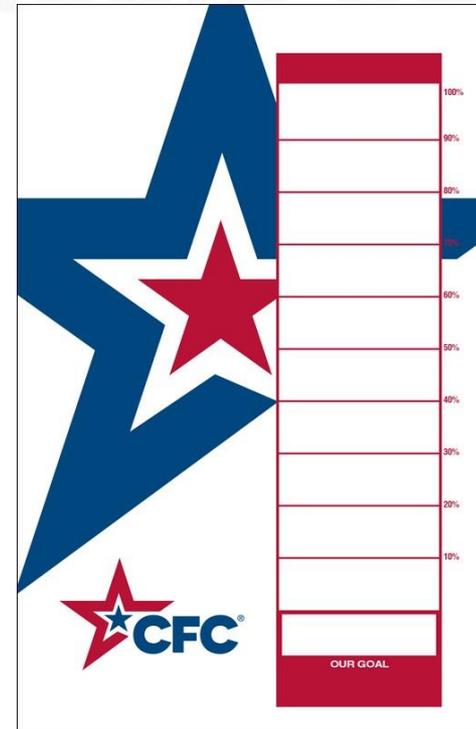
# Communication and Publicity

- Media/ Marketing
  - Inter-Agency Newsletter
  - E-mail (weekly updates)
  - Webpage(s)
  - Bulletin Boards (Electronic?)
  - Posters
  - Charity Speakers
  - High Traffic Area



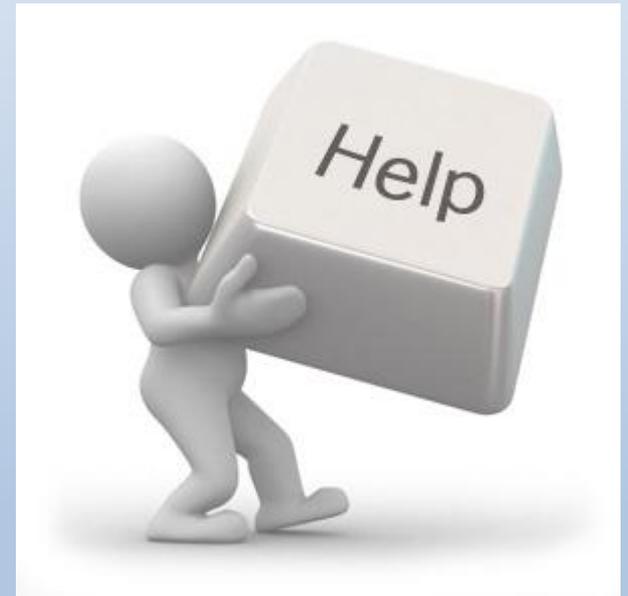
# Campaign Tools

- Charity Lists
- Pledge Cards
- Posters
- Thermometers



# Campaign Resources

- ❑ Coordinator Guide
- ❑ Power Point - Online
- ❑ CFC Staff
- ❑ [www.alaskacfc.org](http://www.alaskacfc.org)
- ❑ [www.opm.gov/cfc](http://www.opm.gov/cfc)
- ❑ Your Team - ask for help!
- ❑ Other Coordinators
- ❑ Your Leadership - top down support!



# Commonly Asked Questions

Why not give directly to the charity?

How can one buck help change the world?

I know of a local charity that would like to be included in the CFC Charity list. Who do I contact?

# Commonly Asked Questions

What If I don't feel I can afford to give?

My spouse gives where he/she works. Why should I give again?

I don't like feeling pressured to give.

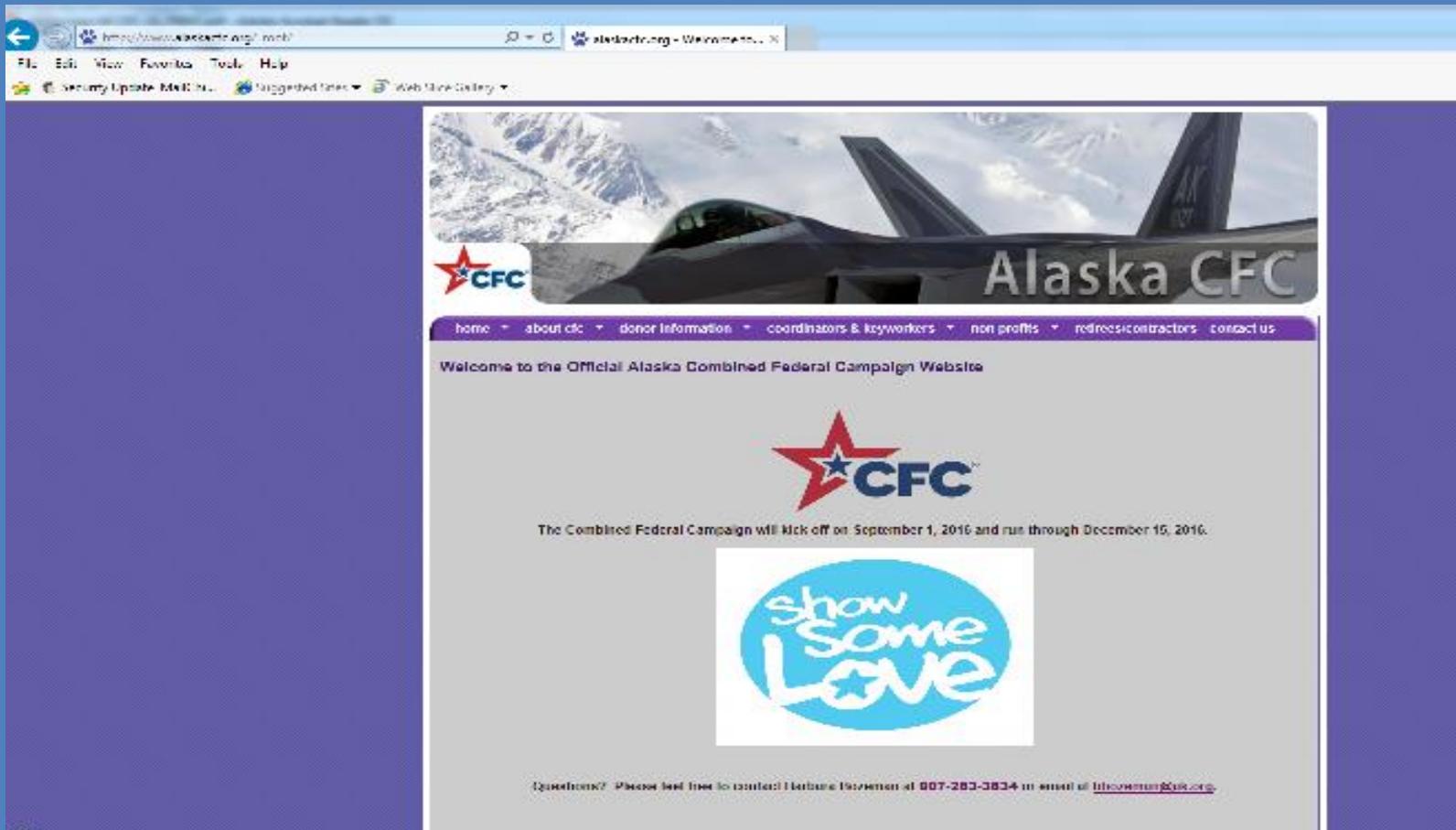
How do I know that my pledge gets where I intended it to go?

# 2016 Alaska CFC Total

**\$ 963,528.89**

# Alaska CFC Website

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



The screenshot shows a web browser window displaying the Alaska CFC website. The browser's address bar shows the URL <http://www.alaskacfc.org/>. The website features a header image of a fighter jet flying over a snowy mountain range. Below the image is the Alaska CFC logo, which consists of a red star with a white outline and the letters 'CFC' in blue. To the right of the logo, the text 'Alaska CFC' is displayed in a large, white, sans-serif font. Below the header image is a navigation menu with the following items: home, about cfc, donor information, coordinators & keyworkers, non profits, redress/contractors, and contact us. Below the navigation menu is a welcome message: 'Welcome to the Official Alaska Combined Federal Campaign Website'. Below the welcome message is the Alaska CFC logo again. Below the logo is the text: 'The Combined Federal Campaign will kick off on September 1, 2016 and run through December 15, 2016.' Below the text is a circular logo with the words 'show some love' in a white, handwritten-style font on a blue background. Below the circular logo is the text: 'Questions? Please feel free to contact Barbara Peterson at 907-283-3834 or email at [barbarap@alaskacfc.org](mailto:barbarap@alaskacfc.org)'.

# How Do I pledge?

- 2016 paper pledge form (payroll, cash, check)
- Nexus (payroll and one time credit card)
- Employee Express (payroll)
- QR Code for smart phones
- MYPAY

# 2016 Pledge Form

White Copy to payroll (if payroll deduction)

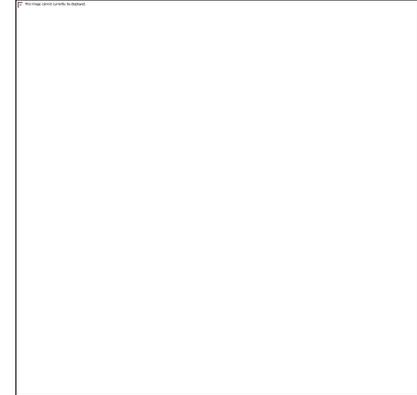
Pink Copy to United Way/Barb Bozeman  
and Yellow Copy to Donor



**Nexus Pledging at  
[cfcnexus.org/\\_alaskacfc/](http://cfcnexus.org/_alaskacfc/)**

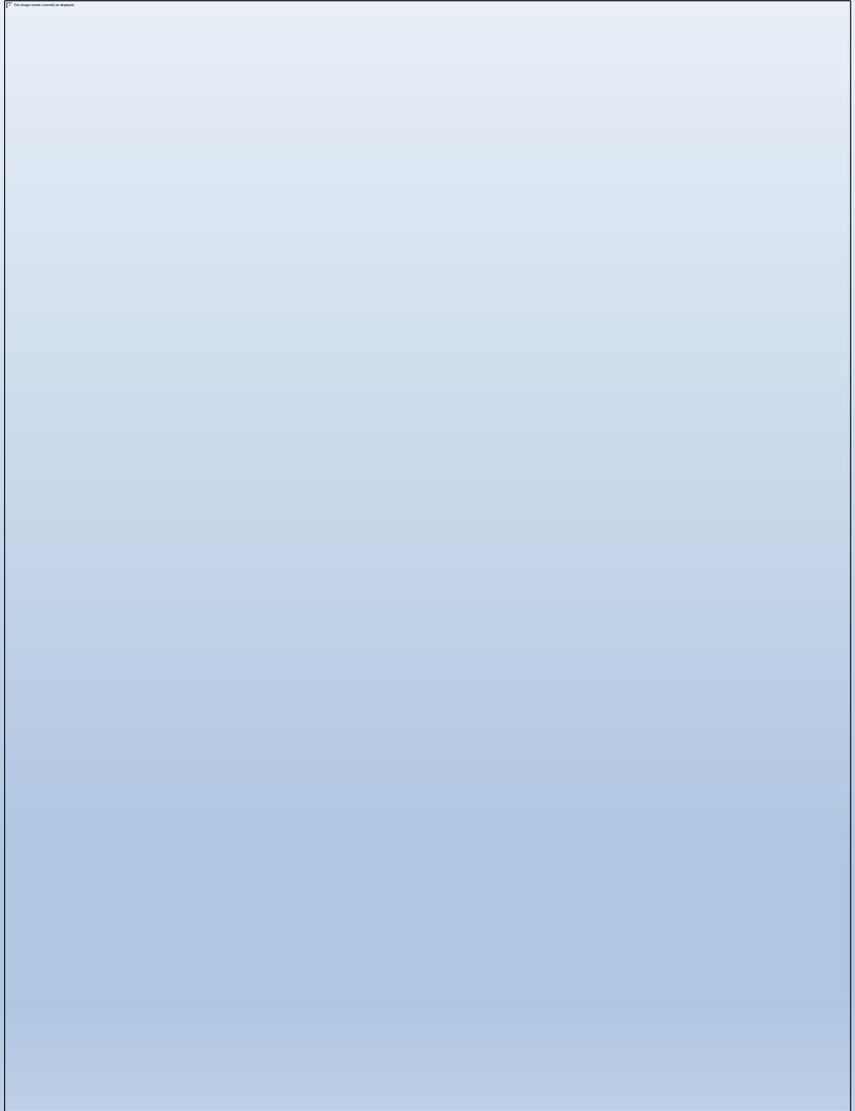
# QR Code for Smart Phones

- ❑ A QR (quick response) code allows smart phone users to scan the code and be taken directly to the Nexus CFC mobile giving page to make their pledge.
- ❑ Smart phone users must have a QR reader application downloaded on their phone (easily found in app stores for different user platforms – Apple App Store, Android Google Play, etc).



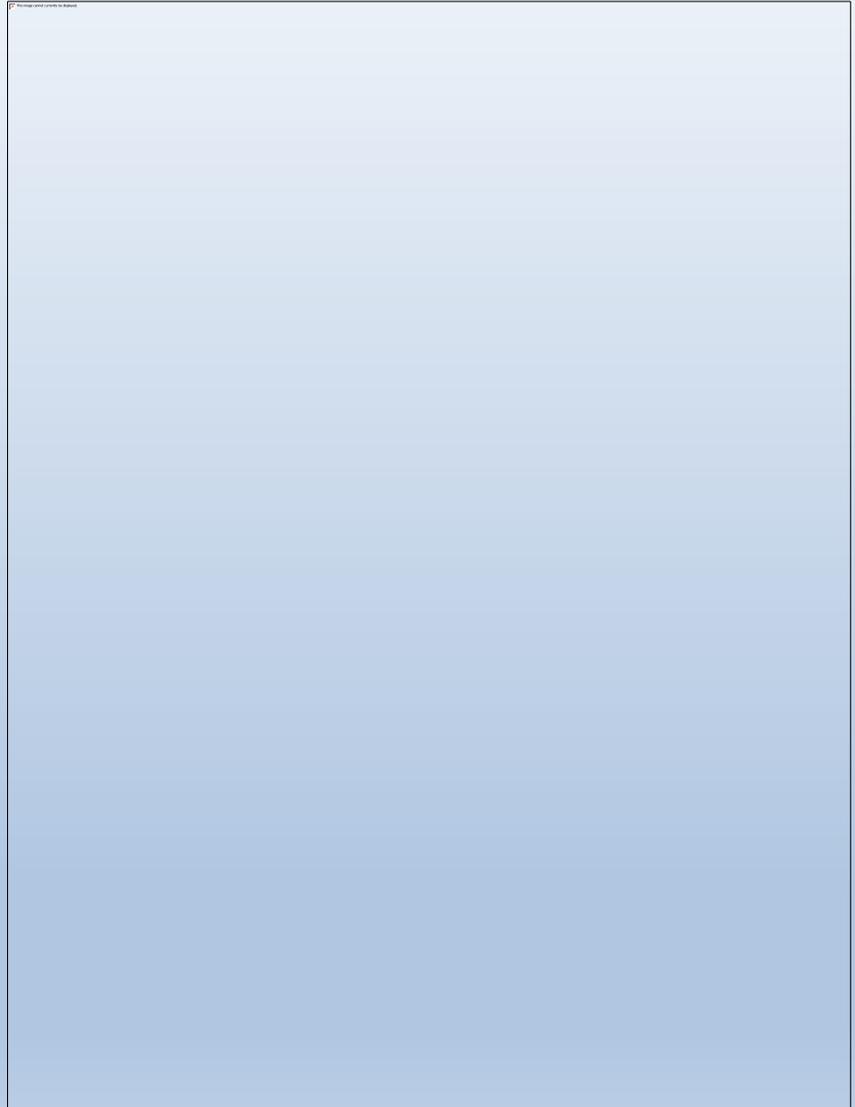
# Check and Payroll Deductions

- All lines must be filled in.
- Pledge forms must be complete.
- If it is a payroll deduction, please ensure all information is included on the pledge form.



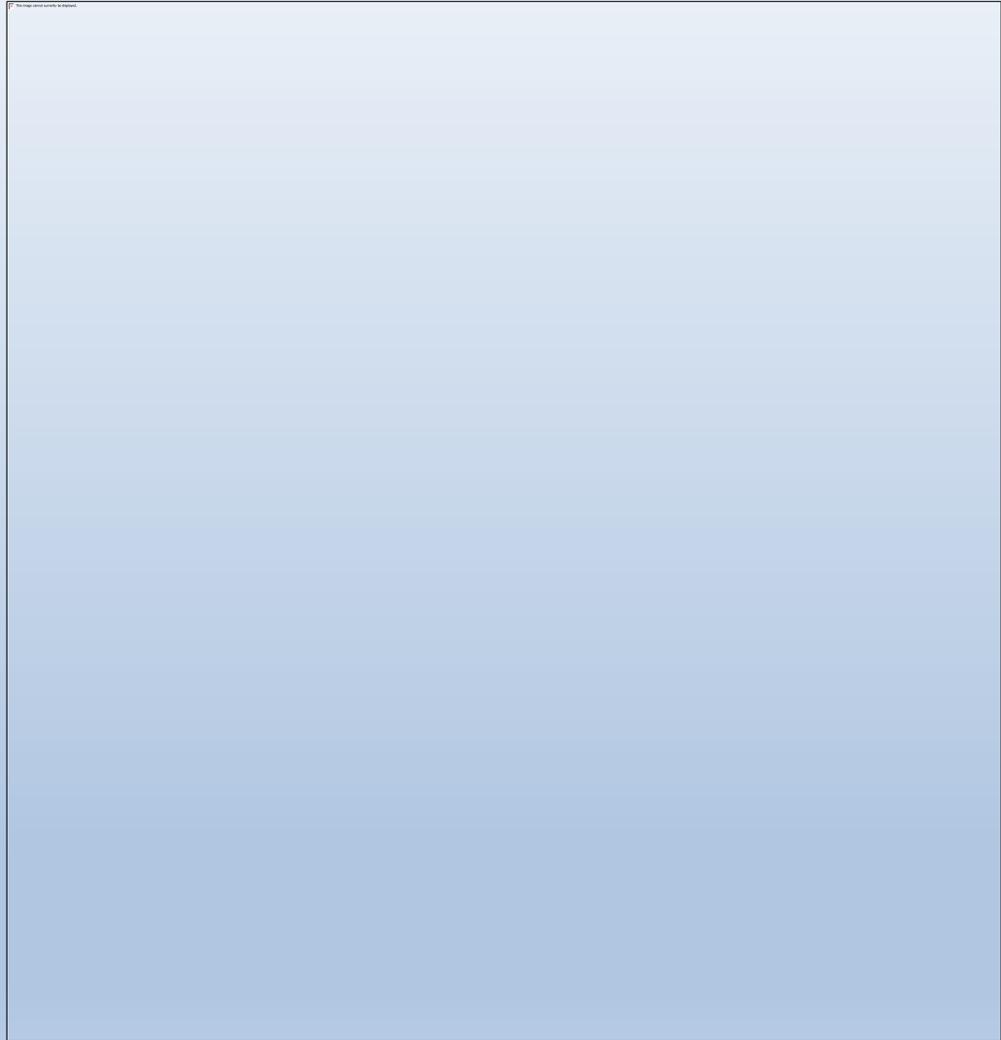
# Cash Donations

- DO Your Best NOT mail cash.**
- Make sure you have two people (key worker and coordinator) verifying the amounts are correct and sign off on the back of the envelope.**
- SEAL the envelope!**



# Cash Donations

- Please note the very important signature block on the back of the cash donation envelopes.
- Cash must be verified by two people.



# Why Give?

## 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.
- ❑ 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.
- ❑ Unites the diverse elements of our community.

**Thank you for ensuring the 2016 CFC is a success!**



# Contact Information:

**Barbara Bozeman**  
**Alaska CFC Public**  
**Campaign Manager**  
**907.263.3834**  
[bbozeman@ak.org](mailto:bbozeman@ak.org)

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