

***2011 CFC NORCAL  
Loaned Executive  
Coordinator  
Key Worker  
Guide***



***CFC NORCAL Serving 34 Northern California counties including:  
Alameda, Alpine, Amador, Butte, Colusa, Contra Costa, Del Norte, El  
Dorado, Glenn, Humboldt, Lake, Lassen, Marin, Mendocino, Modoc,  
Napa, Nevada, Placer, Plumas, Sacramento, San Benito, San Francisco,  
San Mateo, Santa Clara, Shasta, Sierra, Siskiyou, Solano, Sonoma  
Tehama, Sutter, Trinity, Yolo and Yuba counties.***



***CFC Norcal Headquarters  
New Address: 1911 18<sup>th</sup> Street  
Sacramento, CA 95811  
(916) 442-4016***

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## **CFC History and Impact**

This year is the 50<sup>th</sup> Anniversary of the CFS; the world's largest and most successful annual workplace charity campaign. The CFC began in 1961 by Executive Order of President Kennedy who directed that the Office of Personnel Management (OPM) develop an annual workplace campaign for all Federal employees. The CFC offers donors the convenience of using payroll deduction for their charitable contributions and it allows charities to apply annually for inclusion in the campaign. Charities must demonstrate to a committee of local Federal employees that they are organizationally and fiscally sound and that they provide a substantial public benefit through a variety of services and programs. The CFC season is from September 1<sup>st</sup> to December 15<sup>th</sup>.

## **CFC Norcal 2010 Achievements**

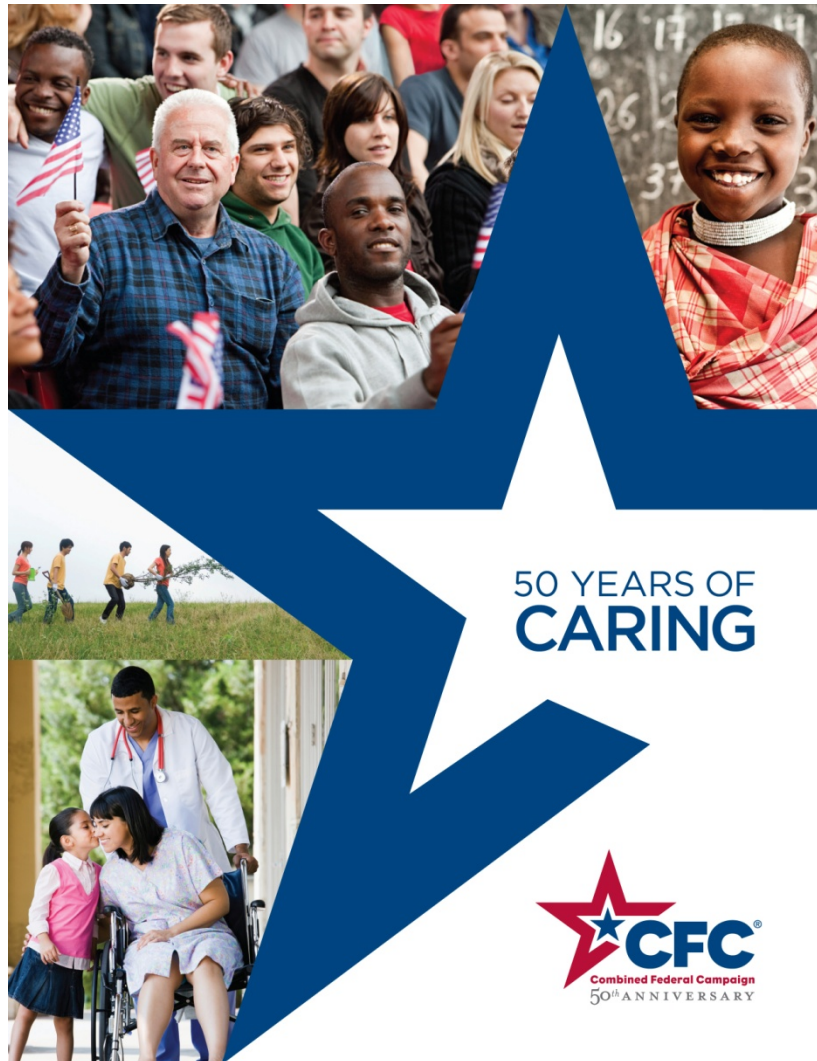
- Raised \$4,262,925 dollars for charities from 14,357 donors
- Innovator Award presented to CFC Norcal at White House in June, 2011
- Federal volunteer: 33 Loaned Executives and 1300 Coordinators & Key Workers

## **2011 CFC Norcal Goals:**

- Celebrating the 50th Anniversary of the CFC
- Promote new logo
- Raise \$4.5 Million for local, national and international charities; 3% increase (Sacramento Civilians & USCG 20% increase; SF USPS 30% increase)
- 100% employee education
- Increase opportunities for charities to directly engage employees through kick-offs, fairs, special events and other presentations
- Support Loaned Executives, Coordinators and Key Workers with campaign materials and online tools
- Continue *Go Green With CFC* initiatives to create a greener campaign
- Provide more dollars to charities by maintaining a 10% or better administrative overhead
- Partnering with other California CFCs to produce 2011 commemorative coin
- Support & promote special events
- CFC Norcal 1st Saturday Volunteer Service Day



## 2011 CFC Norcal Theme: “50 Years of Caring”



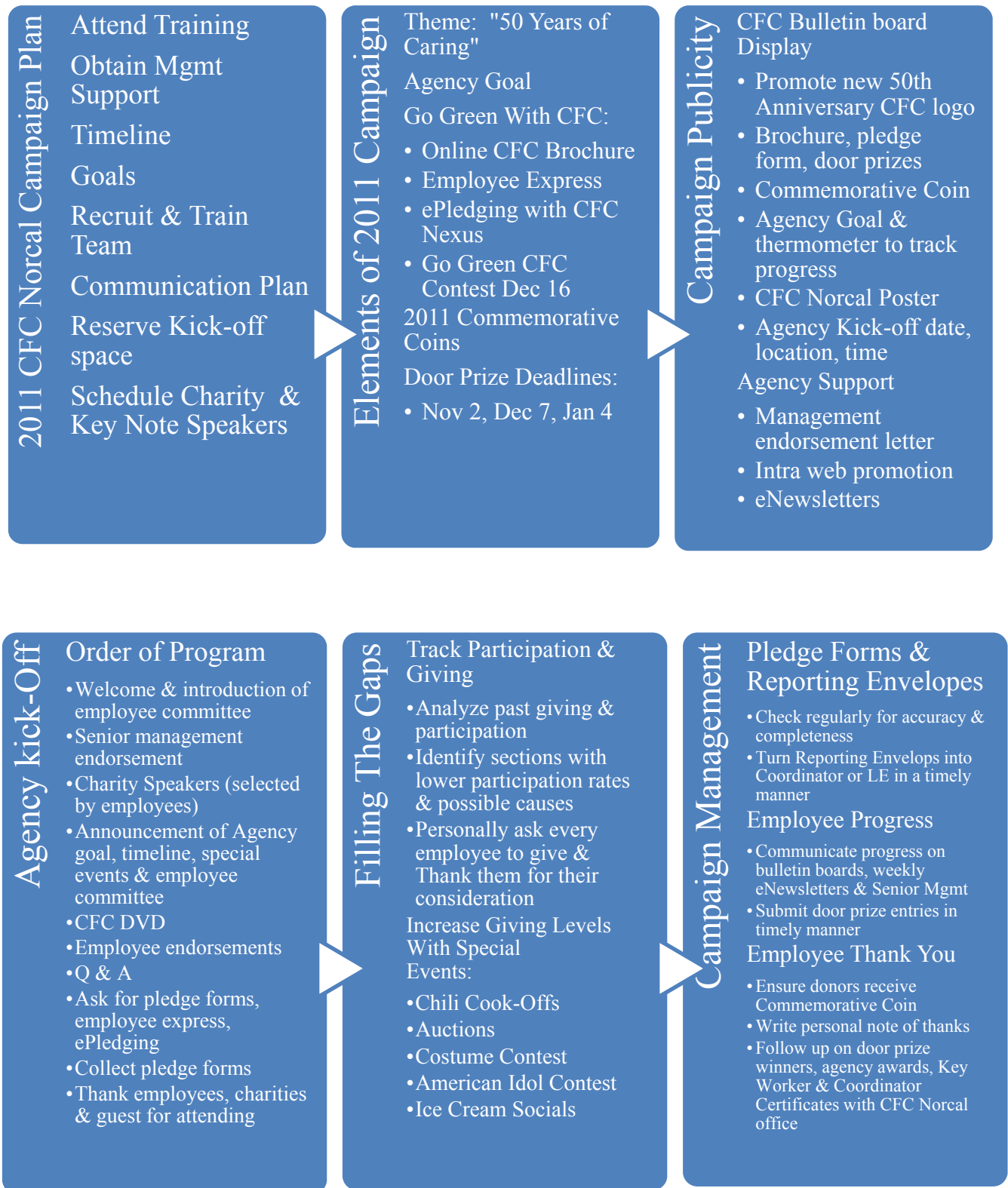
### **CFC Norcal Board Meetings**

The CFC Board (LFCC) meets regularly. **CFC Norcal, 1301 Clay Street, North Tower, 2<sup>nd</sup> Floor, Oakland, CA, 10:30 AM:** Aug 9, Sep 13, Oct 11, Nov 8, Dec 13 & Jan 10.  
Loaned Executive Meeting follows the cabinet meeting.

### **Important Campaign Dates:**

- Jun 27: Commemorative Coin Design Contest deadline
- Aug 17-19: Loaned Executive Training
- Sep 12-21: Major Campaign Kick-Offs
- Sep 25, CFC Bowling Tournament, Country Club Lanes, Rohnert Park
- Sep 19-Oct 7: Coordinator & Key Worker Trainings
- Oct 3-Nov 18: Recommended Campaign Window
- CFC Golf Tournament, Moffett Field, October 14, 8AM - 6PM
- Nov 2, Dec 7, Jan 4: Door Prize Entry Forms Due to CFC Offices
- Dec 16: Go Green with CFC contest deadline
- Sep 3, Oct 1, Nov 5, Dec 3: CFC Norcal 1st Saturday Volunteer Service Day

## 2011 CFC NORCAL PLANNING GUIDE



## **50 Years of Caring, The 50th Anniversary of the CFC**

The Combined Federal Campaign started by President John F. Kennedy's Executive Order in 1961. Ever since, the CFC has raised almost \$7 billion to approved charities. As the most inclusive workplace giving campaign in the world, federal employees have shown their support to the good work charities do from the local community and throughout the world. The CFC has proven itself to be the most efficient, effective and accountable method of supporting charitable organizations.

CFC Norcal has joined the rest of the country's CFCs in commemorating the 50th anniversary. Recognizing the "50 Years of Caring", the CFC is using this anniversary to celebrate and thank volunteers and donors for helping charities do good for so many people across the world. The anniversary also marks a milestone and to look forward to the next 50 years of successful charitable giving. A new logo to brand and market the CFC was developed and will be implemented this year. The fresh look with the concentric star interwoven with the capital letters CFC, below which reside the words Combined Federal Campaign. A special logo for the 2011 CFC year commemorates the 50th anniversary.



The concentric star CFC logo design was developed by the Combined Federal Campaign Foundation, a private, not-for-profit organization comprised of representatives of a variety of national federations participating in the CFC and local Federal CFC administrators that support of the Combined Federal Campaign.

In addition to this special CFC logo, CFC Norcal is collaborating with the efforts of CFCs across the State of California to recognize this important year. Across California's 58 counties, the CFC offers over 200,000 federal employees to give to over 3000 charities of their choice. CFC Norcal's 3rd annual commemorative coin will feature the 50th Anniversary logo. As a thank you gift to employees who give through the CFC, the coin will be given to many donors in the state this year for contributing.

The outstanding generosity of federal employees in California, the nation and those serving internationally are all a part of the 50 years of caring.

Thank you!

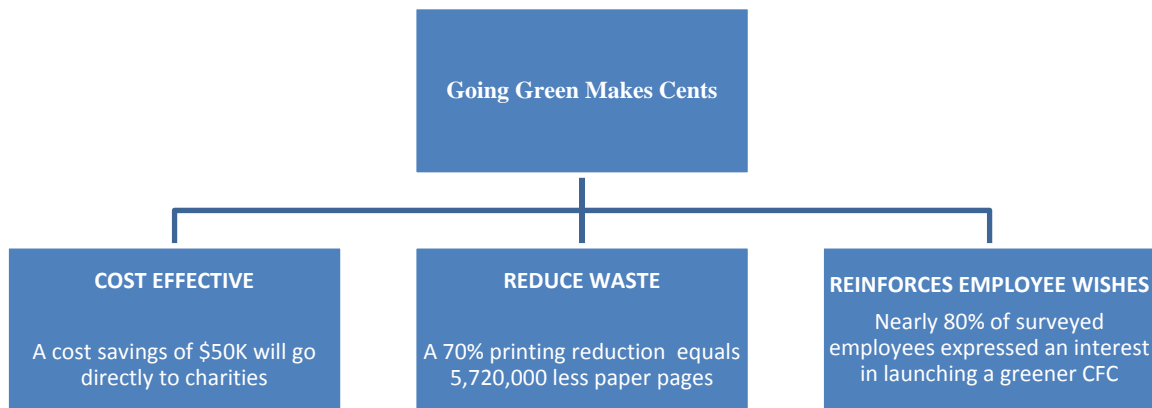


CFC Norcal is committed to helping the environment and creating a greener campaign. Under the leadership of CFC Norcal's board, in 2010 over 200 agency directors, Loaned Executives, Coordinators and Key Workers were surveyed about the possibility of developing a greener campaign and found overwhelming interest and support. To that end, the board's new initiative, "Go Green with CFC" is designed to create a greener campaign using the following principles:

**RE-DUCE** printed materials. Promote & encourage the use of a searchable charity listing, campaign tools and materials and when possible *Employee Express* at [www.cfcnorcal.com](http://www.cfcnorcal.com).

**RE-USE** encourage agency's to use printed materials to promote the campaign and use online materials, when possible, for campaign brochures, training tool-kits, etc.

**RE-CYCLE and RE-PURPOSE** encourage recycling of all printed campaign materials and the use of the brochure as a resource tool for employees or community members.

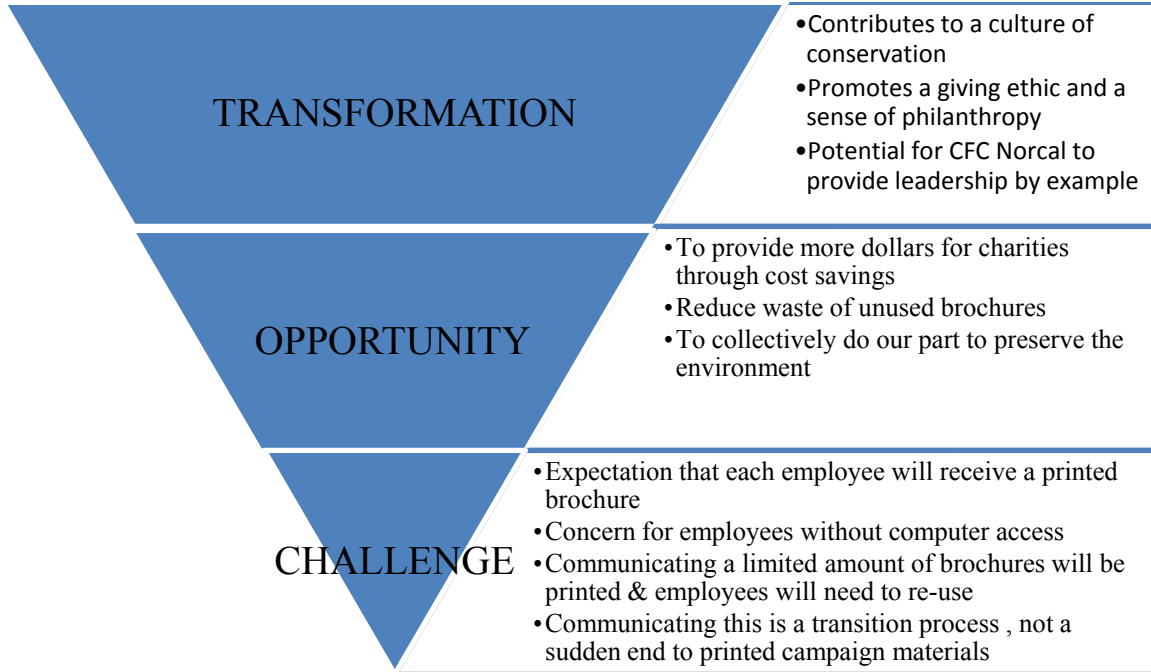


On October 5, 2009 President Obama signed Executive Order 13514 which focused on federal leadership in environmental and energy performance.



**Background:** Since the 1960's the CFC has relied on printed brochures to inform employees about charitable giving. Online capacity to market, search and pledge contributions will limit excess printing and shipping costs, while increasing contributions to charities.

## THE CASE FOR A GREENER CAMPAIGN



**FALL 2011 COMBINED FEDERAL CAMPAIGN**  
**CAMPAIGN PLAN**

**Activity:** \_\_\_\_\_

**CFC ID# 0106**

**Prepared by:** \_\_\_\_\_  
(Coordinator or Key Worker)

**Reviewed with:** \_\_\_\_\_  
(Loaned Executive)

**GENERAL:** The Fall 2011 CFC Norcal window is from September 1- December 15, 2011. One of the goals for each Agency is to have a speaker presentation and to ensure that as many employees as possible have the opportunity to learn about the CFC from Charities or individuals who have benefited from CFC charities. A recommendation to agencies is they increase the program's visibility and that Key Workers and Coordinators make personal contact with all employees.

**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 have a Kick-off Event on \_\_\_\_\_ at \_\_\_\_\_ (location).
  - Planned attendance will consist of :
    - An Agency Speaker
    - An Employee giving a personal testimonial
    - A senior executive will endorse the campaign in a letter to employees and will speak at the event
    - We will develop a **Communication Plan (Go Green With CFC)** for approval by your Agency Director.
- We plan to conduct training for key workers on \_\_\_\_\_.
  - We plan to have \_\_\_\_\_ (senior executive) introduce the training.
  - We plan to have \_\_\_\_\_ (Loaned Executive (LE) / Group Coordinator / Other) assist in the training.
- We plan to commence pre-campaign publicity \_\_\_\_\_ (date).
  - We plan to utilize campaign posters (*11" x 17" paper - supplied with campaign material*)
  - We plan to utilize online media.
  - We plan to utilize a campaign thermometer to keep Employees aware of the progress
  - We plan to utilize e-Newsletters weekly beginning \_\_\_\_\_.
- We plan to contact each Employee personally to attend:
  - A group presentation.
  - I will initiate direct personal contact by \_\_\_\_\_.
- Each employee who wishes to contribute will turn in a pledge form that will be forwarded appropriately to the Payroll Office and the CFC Office.
  - I will keep a record of every contribution until April 2012.

**FALL 2011 COMBINED FEDERAL CAMPAIGN**  
**CAMPAIGN PLAN (Continued)**

- We plan to hold a “CFC Fundraising Event” on \_\_\_\_\_ (date). The type of event will be \_\_\_\_\_.  
(This event should occur after each member has been given his or her Charity List and Pledge Form)

**RECOGNITION:**

- Every donor should receive a 2011 Commemorative Coin (first come, first served until supply is exhausted).
- You will need to provide the CFC office with the name, address, phone number and Service Area/Agency for every Coordinator and Key Worker; so the leadership of the CFC can recognize their outstanding service.

**CAMPAIGN MATERIAL AND SUPPORT:**

- Campaign materials are available online at: [www.cfcnocal.com](http://www.cfcnocal.com) and some will be distributed by your Loaned Executive.
- Please take the time to familiarize yourself with the **Go Green With CFC** initiative & promote 50<sup>th</sup> Anniversary celebration of CFC
  - 2011 Key Worker/Coordinator Guide
  - 2011 Campaign Charity Lists
  - 2011 Campaign Posters
  - 2011 Pledge Form
  - 2011 Commemorative Coins for donors
  - CFC Toolkit
  - Campaign DVD
  - Campaign Report Envelopes

**REPORTS:**

- Once our campaign begins, reports will be submitted as frequent as necessary (25 donor pledge forms per Campaign Report Envelope).
- Our Final Report is due three days after completion of our campaign.
- The CFC office will provide “final audited results” of your campaign upon request.

## **ONE-ON-ONE PRESENTATIONS**

Not everyone will be able to attend a group presentation. These individuals should be contacted on a one-on-one basis. Remember, the objective is to “inform” everyone of what CFC is about and to dispel myths. Therefore, in a one-on-one presentation sell the opportunity to participate and use payroll deduction as a means of contributing to one’s charitable organizations.

## **HANDLING OBJECTIONS**

Objections are not personal - Normally someone is focused on what they perceive the CFC to be. In most cases, the view is based on misinformation.

Don't Argue - Taking an opposing viewpoint appears argumentative. Step back (literally step back); listen to what the person says, and then use the Reflect-Deflect System.

Reflect-Deflect - This method of countering objections makes it unnecessary for you to argue because you are perceived as accepting the other person’s position.

- Reflect: You reflect an objection by accepting it then by asking a question. This causes the individual to express his or her position in different words, usually in more detail and from a different viewpoint. As a result, they will find themselves thinking more deeply about their objection and will sometimes recognize that their view is not logical.

Examples of reflect statements: "I can appreciate that..." "I see your point...", "That's a normal reaction..."; "I'm not surprised to hear you say that..." In each case, follow with a question, such as: "Why do you feel... (repeat the objection exactly as the individual stated)?", "What do you think the reason is for...?", or "Why do you suppose it's done that way?"

- Deflect: After the objection is reflected, deflect it by restating the objection, then adding a positive comment.

Examples of deflect statements are: "I can understand why you feel that there are too many agencies, but one of the advantages of the CFC is to provide a wide variety of choices.", or "You're right, there are a lot of agencies listed in the Charity List. Since each agency has met stringent standards of eligibility, we know that they are legitimate organizations that use their funds as they say they do; therefore, I can designate to them with confidence."

- Role Play:

Objection:

"I feel that I'm being pushed into giving. So much so, I'm not going to give at all!"

Reflect:

"I can appreciate that. Why do you feel you're being pressured?" (Listen to their explanation.)

Deflect:

"I agree there should be no pressure. In fact, the purpose of the CFC is to provide us a service, a way for us to contribute to our charity or charities of choice through a convenient, once-a-year method at the office."

## **CFC MYTHS**

Some Federal employees decide not to participate because they believe certain procedures exist. The following are some of the more common myths regarding the CFC:

### **My CFC contribution is distributed to selected charitable organizations as determined by a committee or individual.**

There is no discretionary money in the CFC. The annual CPA audit of the CFC traces contributions from pledge form-to-agency to ensure compliance. Undesignated funds (when a donor elects not to designate an agency) are distributed among the agencies proportionally to the amount designated for an agency.

### **The CFC and Metropolitan Arts Partnership.**

The CFC is a federally run campaign that is limited exclusively to Federal employees. The Office of Personnel Management supervises the campaign. The LFCC (led by local Federal executives) governs the conduct of the campaign, and federal employee volunteers implement the campaign throughout the federal workplace. Metropolitan Arts Partnership is contracted by the Federal government to administer the campaign and has no influence on the distribution or control of any CFC funds.

### **When giving through the CFC my contribution supports every agency listed in the Charity List.**

Contributions are distributed only to the agencies to which the donors designated to receive their gift. Undesignated funds are distributed among the agencies proportionally to the amount designated for an agency. An agency that does not receive any designated contributions will not receive any undesignated contributions.

### **A major portion of my contribution goes for administrative expenses.**

The cost to administer the CFC Sacramento-Nor Cal is currently 15% of the total revenue raised. In other words, no less than 85% of the contribution goes to the agency.

### **A payroll deduction contribution continues forever.**

A CFC payroll deduction (allotment) is valid only for the upcoming calendar year. The withdrawal will terminate automatically on December 31<sup>st</sup>.

### **I am being pressured to participate in the Combined Federal Campaign.**

By Federal regulation, participation in the CFC is completely voluntary. There are safeguards built into the campaign to prevent coercion. These safeguards are published in the PREFACE of the Contributor Charity List.

## **DONOR PRESSURE**

Participation in the Combined Federal Campaign is strictly voluntary. Once the CFC has been explained and the person says “no”, do not pressure them to participate. Rather, thank them and tell them that you will be available to assist should they change their mind. Give them a copy of the Contributor’s Charity List for possible future reference.

## **DONOR RECOGNITION**

Acknowledging a donor’s generosity is an easy way of saying “thank you”. The CFC Cabinet has commissioned an employee to design Commemorative Coin for 2011. Every donor is eligible to receive it.

## **CERTIFICATES AND AWARDS**

Recognizing an Agency for its collective achievement builds teamwork. The CFC has established a tangible way of saying “thank you” in the form of an Agency Certificate Award that is based on increase participation and or giving.

## **COORDINATOR AND KEY WORKER RECOGNITION CERTIFICATES**

Coordinator and Key Workers are the individuals that carry the campaign to the donor. Their performance is a vital element to the success of an Agency’s campaign. The CFC office will award Coordinators and Key Workers at an annual reception.

## **ADMINISTRATIVE PROCEDURES**

Fundamental to the character of the Combined Federal Campaign is the trust held by the donor. The handling of an individual’s pledge and money demands the highest degree of integrity, accuracy and confidentiality.

The following materials and procedures have been designed to sustain the high level of confidence in the CFC currently held by donors:

Cash - Cash should be counted and bundled by dollar amount.

Personal Checks - Personal checks are made payable to “CFC”. Checks made out to specific charitable agencies cannot be deposited and will be returned.

### CAMPAIGN REPORT ENVELOPE:

The Campaign Report Envelope is used to account for all contributions that are batched together for submission. Campaign Report Envelopes should be sequentially numbered and submitted weekly. Each Campaign Report Envelope should include not more than 25 pledge forms and should list the name and telephone number of the person submitting the report. Its Envelope cover is designed to record summary pledge information so that the envelope will not be opened until the CFC auditor actually receives the report. The Campaign Report Envelope should contain the following:

- Pledge forms (maximum 25 per Campaign Report Envelope)
  - Audit copies (yellow) separated by:
    - Military payroll pledge forms
    - Civilian payroll pledge forms
    - Cash & check pledge forms

Contact your Loaned Executives or CFC Staff to arrange to pickup regularly. For those in the Sacramento region, Campaign Report Envelopes should be hand-delivered to the CFC Office, 1911 18<sup>th</sup> Street, Sacramento, CA 95811. **NOTE: Only mail Campaign Report Envelopes by certified mail to CFC Office, Attention: Michelle Walker, PCFO CFC Norcal, 1911 18<sup>th</sup> Street, Sacramento, CA 95811. Note: Always make a copy of the Campaign Report Envelopes for your records and keep until April 2012 (this includes the proof of certified or registered mail).** More than one Campaign Report Envelope may be submitted at the same time, however each Envelope is to be individually identified and sequentially numbered to ensure continuity.

Once an Agency has completed its campaign and a final report is submitted, additional reports are not required. The exception is if additional donations are received. In this case, complete another report form, number it sequentially, and note on the top of the envelope “Submitted After Final Report”.

All progress reports should be submitted to the CFC Office. Again, if reports are mailed, use **Certified Mail**.

**TRAINING**

Essential to success in the CFC is the education of donors. The key to successfully educating donors is the training of coordinators and key workers.

- Coordinator and Key Worker training will commence in September. A schedule of training sessions will be organized so as to accommodate as many coordinators as possible. The CFC staff and Loaned Executives will conduct the training at various times and locations throughout the region. Once the Coordinator is trained, they will be expected to provide training for Key Workers.

**CFC CONTACT INFORMATION:**

<p>CFC Norcal Headquarters          1911 18<sup>th</sup> Street          Sacramento CA 95811</p> <p>Office Tel: (916) 442-4016          Office Fax: (916) 442-1839</p>	<p>CFC - NASA Ames Research Center          Bldg 19, Room 1018          M/S 19-21          Moffett Field, CA 94035-0000</p> <p>Office Tel: (650) 604-3565</p>
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Websites:        [www.cfcnocal.com](http://www.cfcnocal.com)        [www.opm.gov/cfc](http://www.opm.gov/cfc)

**CFC Director & Staff**

<p>Michelle Walker, CFC Director  <a href="mailto:Michelle@mapgives.com">Michelle@mapgives.com</a></p>
<p>Dee Sutton, CFC Administrator  <a href="mailto:dee@mapgives.com">dee@mapgives.com</a></p>
<p>Oliver Wong, Program Resources Coordinator  <a href="mailto:oliver@mapgives.com">oliver@mapgives.com</a></p>

## 2011 CFC Local Federation Contact List

### Children's Charitable Alliance

Children are the greatest natural resource of our local community. Your gift will help clothe, feed, protect, educate and inspire that precious resource.

(see below contact for LICA)

### Community Health Charities of California

Raise and distribute funds through local California chapters of more than 50 member agencies who fight life threatening illnesses, provide patient services, education and research.

**Bay Area Contact:** Krystie Scull

**Email:** kscull@healthcharitiescal.org

**Phone:** 925-947-5771

**Sacramento Contact:** Kim Sakamoto

**Email:** ksakamoto@healthcharitiescal.org

**Phone:** 916-285-1819

### EarthShare of California

One gift supports diverse organizations conserving and restoring our beautiful California environment, building healthy communities and providing a sustainable future.

**Contact:** Jessy Woletz

**Email:** jessy@earthshareca.org

**Phone:** 415-981-1999 x310

### Global Impact

Supports U.S.-based charities working globally. We provide disaster relief, treat the sick, feed the hungry, shelter refugees, teach children to read, train adults for jobs.

**Contact:** Jim Hill

**Email:** Jhillco@juno.com

**Phone:** 510-332-4179

### Local Independent Charities of America

Making your community a better place to live. LICA charities educate children, feed and shelter the homeless, strengthen families, rescue unwanted animals and much more.

**Contact:** Suzy Guild

**Email:** sguild@maguireinc.com

**Phone:** 800-876-0413

### Local Animal Charities of America

Support your local community animal shelters and rescue groups working to save the lives of our furry friends who have been lost, abused or abandoned.

(see above contact for LICA)

### Metropolitan Arts Partnership

To support arts education and outreach programs for children and youth in schools, performance venues and neighborhood centers, which are provided by our affiliated members.

**Contact:** Andrea Porras

**Email:** andrea.mapgives@gmail.com

**Phone:** 916-442-4016

### United Way California Capital Region

Brings together local health and human services organizations to create lasting change in the community around education, income and health.

**Contact:** Katie Weber

**Email:** kweber@uwccr.org

**Phone:** 916-368-3026

### United Way of Northern California

Federation of eight Northern California County Chapters with volunteer boards that solicit for funds benefitting member agencies serving local community needs in each respective county.

**Contact:** Angela Cordell

**Email:** acordell@norcalunitedway.org

**Phone:** 530-241-7521

### United Way of the Bay Area

We harness expertise, creativity and philanthropy to create pathways out of poverty for individuals and families in the Bay Area.

**Contact:** Joan Byrne

**Email:** jbyrne@uwba.org

**Phone:** 415-808-4326

### United Way of the Wine Country

Creating real lasting change by addressing our community's most pressing needs. Through health, education and income we're supporting youth and family development, helping seniors maintain independence & resolving crisis.

**Contact:** Stacy Ruppert

**Email:** stacy@unitedwaywinecountry.org

**Phone:** 707-528-4485

### United Way Silicon Valley

Helps families become financially stable; children/youth achieve potential, people become healthier - income, education and health. Reach out to touch one, influence the condition of all.

**Contact:** Caitlin Johnston

**Email:** caitlin.johnston@uwsv.org

**Phone:** 408-345-4365

## GLOSSARY

Administrative Costs - The revenue that a charitable agency spends on administration and fundraising activities. Also known as the AFR percentage.

Agency - A Federal office, department or facility; a military unit, organization or facility; a post office or station, or postal service office or department.

Audit Point (CFC Norcal Office) - All pledge forms, designations are recorded, and contributions are distributed to agencies. The location of the Audit Point (CFC Office) is CFC Norcal, 1911 18<sup>th</sup> Street, Sacramento, CA 95811. Phone: (916) 442-4016, Fax (916) 442-1839, E-mail: cfcnorcal@gmail.com

Charity - A human health and welfare charitable organization that provides services to Federal employees and their families.

Charity List (CFC Brochure) - A listing of all charitable federations and agencies, including a 25-word statement describing the organization's programs and services. This is the single source for selection of agencies that a donor may use to contribute through the CFC Norcal. No other CFC or year Charity List may be used.

Coordinator - An individual selected from within an activity who is tasked to coordinate and conduct the Combined Federal Campaign on behalf of his/her activity.

Designated Funds - When a donor selects a specific agency or federation to receive his or her contribution. Designations are made on the 2011 pledge form.

Donor Recognition - As an expression of appreciation for participating in the CFC, specific items are given to each donor.

Federation / Federated Group - A single organization with member charitable agencies established for the purpose of supplying common fundraising, administrative, and management services to its members.

International Agency or Federation - A charitable organization that provides services in foreign countries.

Key Worker - An individual selected from within an activity who is tasked with contacting co-workers in that activity for the purpose of participating in the CFC, normally one key worker for every 50 employees.

Loaned Executive - Selected Federal employees nominated from each group who augment the CFC staff during the campaign period. They assist activities in developing and conducting their campaign.

Local Agency or Federation - A charitable organization that provides services within Sacramento-Nor Cal or the state of California.

Local Federal Coordinating Committee (LFCC) - A group of local Federal employees responsible for oversight and direction of the CFC. LFCC establishes the local policies and procedures for the conduct of the campaign in conformance with regulations established by the United States Office of Personnel Management.

National / International Agency or Federation - A charitable organization that provides services in the U.S. Some federation member agencies may provide services in a foreign country.

OPM - The United States Office of Personnel Management is the Federal government organization that oversees the conduct of the CFC nationwide. It publishes congressionally approved regulations that establish the policy and procedures common to all CFCs.

Principal Combined Fund Organization (PCFO) - A private, not-for-profit agency, contracted annually by the LFCC to administer the campaign. Metropolitan Arts Partnership is the PCFO for the CFC Norcal campaign.

Unaffiliated Agency - Also known as an Independent Organization, is a charitable organization, local, national or international that is not a member of a federation.

Undesignated Funds - Donations not specifically designated to an agency or federation. Undesignated funds are distributed among all agencies listed in the Contributor Charity List, proportionate to the agency's designations received.

**SAMPLE CFC ENDORSEMENT BY SENIOR EXECUTIVE AND/OR UNION REP**

[modify underlined words appropriately]

From: [Senior Executive/Union Rep]

To: [All Personnel]

Subject: 2011 CFC NORCAL

The Combined Federal Campaign Norcal for [ACTIVITY\_NAME] will commence on [DATE]. The CFC is the once-a-year opportunity offered to us as Federal employees to support a wide variety of human health and welfare charitable agencies. It is a service provided to us in our workplace. It is our chance to make an impact on our own world. It is like making an investment in our future. None of us is immune from the variety of challenges that CFC agencies are working to solve every day.

Our goal this year is to raise [\$AMOUNT]. (If applicable)

After reviewing the list of agencies in the Contributor Charity List, I am confident you will find several organizations that dedicate their services in support of an ailment, a condition, or a cause that has directly affected you or a member of your family. Without exception, each of us has had our lives influenced by some CFC agency.

As part of the service provided by CFC, we can make our charitable contributions through payroll deduction. This is the easy and most efficient way to make a donation. A modest amount withheld each pay period adds up to a very meaningful gift over the year. I urge you to consider making your contribution through payroll deduction.

The CFC is a very efficient service. Last year, the CFC Norcal raised in excess of \$4.2 Million. The entire cost of printing campaign material, providing donor recognition items and distributing quarterly contributions raised, was less than 10%.

Last year, [ACTIVITY\_NAME] raised [\$AMOUNT] [and we were recognized for our collective effort by achieving the [AWARD NAME] award]. To reach this year's goal will require a team effort and all of us must pull together. I am confident that we will reach our goal. I am also confident that the better we do the more winners we will have. And the winners are all those people whose lives just improved because we cared to get involved.

I ask for your consideration and support by participating.

Sincerely,

# CFC COORDINATOR & KEY WORKER TRAINING OUTLINE

## CFC DEFINED

- A SERVICE -- ONCE-A-YEAR, IN-THE-WORKPLACE -- CHARITABLE DRIVE
- FOR ALL MILITARY, FEDERAL AND U.S. POSTAL EMPLOYEES
- ESTABLISHED 1961 AT REQUEST OF FEDERAL EMPLOYEES TO:
  - ELIMINATE CONSTANT SOLICITATION AT WORK BY CHARITABLE AGENCIES
  - ALLOW USE OF PAYROLL DEDUCTIONS FOR CONTRIBUTIONS
  - LESSEN THE BURDENS ON GOVERNMENTS FOR HEALTH AND WELFARE SERVICES

## CAMPAIGN OBJECTIVES

- ACHIEVE GOAL
- 100% INFORMED .....EVERYONE IS TOLD THE STORY OF CFC
- 100% OPPORTUNITY .....EVERYONE IS CONTACTED AND GIVEN THE OPPORTUNITY TO PARTICIPATE

## CAMPAIGN PLANNING

- COMPLETE CAMPAIGN PLAN
- POSTERS / HANDBOOK CENTER FOLD
- SENIOR EXECUTIVE'S/UNION REP'S ENDORSEMENT LETTER TO "ALL HANDS"
- USE OF CALENDAR, NEWSLETTER, AND NOTES
- GUIDE (COORDINATOR REVIEW) CAMPAIGN HANDBOOK (COORDINATOR & KEY WORKERS REVIEW)
- CAMPAIGN KICK-OFF - FORMAT / SEQUENCE OF EVENTS

## GROUP PRESENTATION

- MOST EFFICIENT WAY TO EDUCATE INDIVIDUALS
- EASIEST WAY TO CONTACT MANY FOLKS IN A SHORT PERIOD OF TIME
- CHANCE TO HAVE A GUEST SPEAKER EXPLAIN HOW DONATIONS ARE USED
- CONVENIENT WAY TO SHOW THE CAMPAIGN DVD
- MOST COMFORTABLE FORMAT FOR CONTRIBUTORS

## ONE-ON-ONE CONTACT

- PERSONAL "FACE-TO-FACE" OPPORTUNITY TO EXPLAIN BENEFITS AND ADVANTAGES OF THE CFC
- FOLLOW-UP WITH THOSE MISSED IN GROUP PRESENTATIONS
- HANDLING OBJECTIONS

### CHARITY LIST

- 2011 LETTER FROM THE CHAIR AND CABINET
- 2011 CFC EXPLAINED
- PLEDGE FORM INSTRUCTIONS
- EMPLOYEE EXPRESS AND CFC NEXUS e-PLEDGE
- 2011 CFC COMMEMORATIVE COIN
- LISTING OF LOCAL & STATE-WIDE CHARITABLE AGENCIES
- LISTING OF NATIONAL CHARITABLE AGENCIES
- LISTING OF INTERNATIONAL CHARITABLE AGENCIES
- ALPHABETICAL INDEX OF ALL AGENCIES

## PLEDGE FORMS

- PRINT USING ALL CAPITOL LETTERS / USE BALL POINT PEN
- DONOR INFORMATION.....REQUIRED INFORMATION NEEDED TO CONTACT IF QUESTIONS
- CONTRIBUTION:
- PAYROLL DEDUCTION.....ENTER AMOUNT PER PAY PERIOD THEN COMPUTE ANNUAL AMOUNT
- CASH OR CHECK.....MAKE CHECKS PAYABLE TO "CFC"
- DESIGNATIONS.....USE ONLY 2011 CFC NORCAL CHARITY LIST
- DONOR RELEASE INFORMATION.....CHECK ONE OF THE BOXES
- PAYROLL DEDUCTION AUTHORIZATION.....SIGNATURE / DATE

## **SAMPLE e-NEWSLETTER TOPICS**

### **WHAT IS THE CFC?**

The Combined Federal Campaign is a service that offers to each Federal employee a once a year, in-the-workplace opportunity to contribute to human health and welfare charitable agencies. The CFC was created because many Federal, Postal, and Military Personnel employees wanted to halt the continual solicitation by charitable agencies at the work site. The objective was to provide an effective, convenient, and efficient once-a-year campaign that would serve the charitable needs of all Federal employees. The use of payroll deduction was authorized as an easy way to make charitable contributions.

### **WHO IS THE CFC?**

The Combined Federal Campaign is exclusively for civilian, postal, and military employees. Federal employees conduct the CFC for federal employees.

### **WHAT IS THE CFC MONEY USED FOR?**

The money, which is contributed through the Combined Federal Campaign, is distributed to the charitable agencies that the donors designated to receive their contributions. Should one not designate their gift to a specific agency then it will be shared among all agencies listed in the Charity List, proportionally to the amount of money that they received in designations.

### **CFC: CHOICE - CONVENIENCE - CONFIDENCE**

- Select from over 2400 charitable agencies
- Use payroll deduction
- Every charitable agency is approved by Federal employees

### **CFC THEME – 50 YEARS OF CARING!**

When one of our fellow co-workers identifies himself or herself to you as your Key Worker, please listen and consider carefully this opportunity to help. Everyday people are dying of crippling diseases, families are being shattered by unforeseen illnesses, and many are facing despair and seemingly hopeless living conditions. Some are old and lonely. Some are disabled for life. Some just don't know where to turn for help. We can help change their world. We can give through the CFC in support of those human health and welfare agencies that fight these problems. CFC -- Our opportunity to help change a world.

### **CFC -- GET INVOLVED!**

Some people are indifferent to human suffering until it involves them personally. The fact is that none of us is immune from fatal or crippling diseases, family crisis, disabling accidents, loss of homes by fire, emotional distress, loss of income, criminal violence, needing a clean drink of water. Thankfully, there are safety nets within our communities that can help. Listed in your CFC Contributor Charity List are charitable agencies that can meet the demand for assistance. They support the complete cross section of need throughout Sacramento-Nor Cal, across America, and around the World. When asked, get involved and make a contribution to the agency of your choice.

### **CFC -- JOIN THE TEAM THAT CHANGES A WORLD!**

Have you ever stopped to think how many of us would be maimed, diseased, disabled, or even dead if it were not for the breakthroughs achieved by medical research just since you were born? Almost everyone is affected by at least one of the organizations listed in your CFC Contributor Charity List. When asked by your Key Worker to participate, join

the team that makes a difference. One person can change a world - contribute through the CFC.

### **CFC -- HELP THE YOUNG - HELP THE OLD - HELP YOURSELF.**

Albert Schweitzer wrote, "You don't live in a world all alone. Your brothers are here too." Today, our brothers, sisters, fathers and mothers, family, and friends could use our help. The Combined Federal Campaign is a service for us, that gives us the opportunity to support human health and welfare charitable agencies that are fighting mental illness, emotional anguish, cancer, starvation, human despair, heart disease, environmental destruction, our civil rights and a host of other challenges. When your Key Worker asks you to participate in the 2011 CFC, consider payroll deduction. A small amount from each paycheck adds up to a big difference.

### **A CONTRIBUTION TO CFC -- A POWERFUL GIFT!**

Giving up *one candy bar a week* is like contributing \$36 a year to help provide a multitude of services to the military dependent, the letter carrier for the postal service, the border patrol agent guarding our border, or the veteran overcoming the effects of Agent Orange. So little goes so far - make a difference in someone's world - give through your CFC.

### **YOUR CFC PLEDGE FORM IS A CONTRACT**

Your pledge form is a "contract" between you and the Government. When you designate to one or more of the agencies in the Contributor Charity List, the agency (ies) you select will receive your donation. Your entire gift goes direct to the agency (ies), except for CFC administrative expense. Each pledge is audited, each pledge is tracked throughout the year, and each pledge is accounted for by a CPA audit. CFC works, it's efficient, it's convenient and it's reliable.

### **CFC -- WHERE DOES MY GIFT GO?**

Your gift goes where you want it to go - to the agency or agencies of your choice. In the Contributor Charity List, more than 2400 separate charitable organizations are listed. Each has met stringent eligibility criteria and public accountability standards. A committee of Federal employees has screened each agency to ensure that the agency does what it says it does, and that it spends its money as advertised. Remember, there are no limits, no "caps", no specified amount that an organization can or will receive.

### **CFC -- HOW MUCH SHOULD I CONTRIBUTE?**

This is a matter of each person's own conscience and resources. It is suggested that we consider donating 15 minutes pay, per week. For ease of calculating, take your annual salary and multiply it by .006 and divide by four. Because we can give through payroll deduction, we are able to have a modest amount withheld each payday that adds up to a very meaningful gift over a year. For instance, by donating the equivalent of:

One candy bar a week - you make an annual gift of \$36.

One soft drink and chips a week - you make an annual gift of \$72.

Driving 17 less miles a week - you make an annual gift of \$84.

One movie a month - you make an annual gift of \$96.

One donut and a cup of coffee a week - you make an annual gift of \$120.

One hamburger and fries a week - you make an annual gift of \$216.

### **CFC -- AN OPPORTUNITY TO HELP!**

CFC is not a charitable agency. It is a service provided to all Federal employees to help them meet their charitable objectives through a convenient, efficient and reliable way of contributing. If someone elects not to designate his or her gift, the money is distributed to all agencies in the CFC, proportionally to the amount that they had designated to them.

### **CFC -- CAN MY CONTRIBUTION REALLY MAKE A DIFFERENCE?**

YES... Your annual contribution of:

- \$500...can provide food, clothing and shelter for 3 people left without money or belongings following a disaster such as fire, flood or earthquake.
- \$450...can pay for the drilling of a clean water well for 3 villages, preventing devastating waterborne diseases.
- \$400...can fund an annual membership to a boys and girls club for 40 underprivileged children.
- \$300...can provide 36 blankets to children in a refugee camp.
- \$200...can buy schoolbooks and supplies for 8 poor children for one year.
- \$150...can provide 2 hours of speech therapy services for a child unable to speak properly, or cover the cost of diagnostic lab cultures for 4 children.
- \$125...can make possible 2 nights of shelter and food for a battered woman and child, in addition to counseling and legal referral for the mother; or provide two months transportation to kidney dialysis treatment.
- \$100...can immunize 20 children against measles, tetanus, whooping cough, tuberculosis, diphtheria and polio.
- \$50...can make an important contribution to research that could help find the cure to many diseases.

### **CFC -- WHY SHOULD I GIVE?**

- Because it is convenient: in the workplace - once-a-year - payroll deduction!
- Because it is reliable: each agency is screened - every pledge is audited - every distribution is audited!
- Because it is efficient: administrative cost is less than 10.0% of amount raised!
- Because it reduces agency administrative costs: to be in the CFC costs the agency \$0 - the agency spends \$0 to market itself to Federal employees.
- Because it is an investment in your own future: past contributions have resulted in a longer life span - we have cleaner air and water - we have made major medical breakthroughs - we enjoy more freedoms!

**QUESTION** - *Why are CFC contributions through payroll deduction the easiest way to contribute?*

**ANSWER** - A modest routine paycheck deduction adds up to a meaningful total gift.

**QUESTION** - *Can I make a confidential CFC gift?*

**ANSWER**- Yes. After completing your pledge form, remove the pink copy for your records. Place all other copies into a plain envelope seal it and write on the front, "Confidential CFC Gift". Give the envelope to your Key Worker. The envelope will be forwarded *unopened* to the CFC Office where your gift will be recorded and the amount credited to your organization.

**QUESTION - *How much does it cost to run the CFC campaign?***

**ANSWER** - In 2010 CFC Norcal raised over \$4.2 Million. The cost of running the entire campaign was 10.0% of that amount. The remaining 90% went directly to the agencies designated by the donors. This year, the cost of running the entire campaign will be at 10.0% again. Each year an independent CPA firm audits your CFC to ensure that all funds are properly distributed, to the penny.

**QUESTION - *When does my CFC payroll deduction start and end?***

**ANSWER** - Payroll deductions will commence January 1, 2012 and will continue through December 31, 2012. Your CFC allotment automatically terminates at the conclusion of the calendar year.

**QUESTION - *Who oversees the management of the CFC Norcal?***

**ANSWER** - The CFC is conducted in accordance with congressionally approved regulations published by the Office of Personnel Management. These regulations stipulate that within every community, a Local Federal Coordinating Committee (LFCC) will be formed to conduct a campaign. The LFCC is composed of local Federal, Military and Postal Officials. The policies and procedures for the CFC Norcal are established and enforced by the LFCC.

**QUESTION - *Is my CFC contribution tax deductible?***

**ANSWER** - Yes, if you itemize your taxes, 100% of your contribution is tax deductible. Save the pink copy of your pledge form for record purposes. One-time annual contributions of \$250 or greater, require a verification letter from the CFC to the donor as confirmation of the donation to the IRS, should you be audited. A verification letter will automatically be sent to each applicable donor. Note: an annual donation in excess of \$250 made by payroll deduction is not affected.

**QUESTION - *What is Metropolitan Arts Partnership's role with CFC Norcal?***

**ANSWER** - Metropolitan Arts Partnership (MAP) is the organization that has been selected by the Local Federal Coordinating Committee (LFCC) to administer the CFC on behalf of the Federal government. All policies and procedures of the campaign are directed by the LFCC. MAP is the fiscal agent for the campaign and as such, is responsible for the distribution of all campaign funds. It does not control distribution of funds or set campaign policy. As a non-profit organization, MAP receives funds through the CFC like any other non-profit organization.

**QUESTION - *Does Metropolitan Arts Partnership (MAP) make a profit from the CFC for its services?***

**ANSWER** - No. MAP is the administrator of the campaign and the fiscal agent. As such, it receives payment for services rendered only. MAP does not make a profit by administering the campaign. MAP is one of over 2400 organizations participating in our CFC; therefore, it is eligible to receive designations from donors who wish to designate to them.

**SAMPLE GROUP PRESENTATION**  
**SEQUENCE OF EVENTS**  
*(Approximately 20 minutes)*

**Opening Remarks (Campaign Coordinator -- 2 min)**

- Welcome
- State purpose of gathering
- Introduce unit's senior executive

**Remarks (Unit-Senior Executive/Union Rep -- 1 min)**

- Expresses support for the CFC
- Cite example(s) of how CFC agency programs have helped
- Relate any personal experiences
- Identify unit's goal
- Introduce next speaker

**Remarks (Agency Speaker/Employee Testimonial -5 min)**

- Agency speaker explains how dollars are used, cites examples, and thanks attendees for donations.
- Guest Senior Executive voices support for the CFC, cites example(s) of how CFC agency programs have helped, relates any personal experiences and thanks attendees for their support.
- Testimonial by an individual (preferably from within the unit) who has benefited from services of an agency.

**Remarks (Coordinator /Key Worker –2 min)**

- Explain ways to give, ease of payroll deduction, and advantages of giving through the CFC.
- Explain Donor Resource Guide and pledge form, procedures for participating, donor recognition.
- Ask for questions.

**Pledge Form Completion, Questions and Collection (5 min)**

Preparation Check List:

- Arrangements for meeting space (seating, TV or computer, direction signs, food)
- Advanced announcements of meeting are distributed (flyers, emails, etc.)
- Attendance of senior executive confirmed
- Attendance of guest speaker(s) confirmed
- Campaign material ready for handout (donor resource guide & pledge form)
- DVD and equipment checked and queued (lighting, audio & TV or projector adjustments)

# 2011 CFC Norcal Campaign Reporting Envelope

Unit Number \_\_\_\_\_ Envelope Number \_\_\_\_\_

Contact the CFC Office at (916) 442-4016 if you don't know the Unit Number



Agency Name \_\_\_\_\_  
 Service Name \_\_\_\_\_  
 Service Address \_\_\_\_\_  
 Service City & ZIP \_\_\_\_\_

Keyworker Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone \_\_\_\_\_  
 E-Mail \_\_\_\_\_

Coordinator Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone \_\_\_\_\_  
 E-Mail \_\_\_\_\_

Loaned Executive Name \_\_\_\_\_

Number of Employees at Service \_\_\_\_\_

Service Commissioner/Administrator/Director Name & Title \_\_\_\_\_

## CFC Norcal Campaign Procedures:

1. Create CFC Bulletin Board: CFC dates, brochure, pledge form, *Go Green with CFC* flyer, poster, door prize flyer, commemorative coin flyer, employee express flyer, etc.
2. Agency director endorsement letter to all employees explains: CFC Season is Sept-Dec & the new *Go Green with CFC* encourages employees to use Employee Express (EEX), ePledging and charity search at [www.cfcnorcal.com](http://www.cfcnorcal.com)
3. Pledge forms can be obtained from CFC headquarters office: 916-442-4016
4. Plan kick-off & invite all employees: Charity speakers, agency director & employees provide presentations. Show CFC DVD & explain how employees can give to the charity of their choice.
5. Collect pledge forms (employees using EEX & ePledging will need to inform you of their gift).
6. Return "Payroll" copy to your office payroll & "CFC Office" copy is enclosed in envelope.
7. Give Campaign Reporting Envelope to your Loaned Executive.

	Number of Contributors	Total Dollar Amount
Payroll Deduction		
Cash/Check/Money Order		
Total		
Did your Service have a kick-off? (Yes/No)   How many kick-offs?		
Type of Special Event(s)		
Number of Special Event(s)		
Number of Contributors		
Total Dollar Amount		
CFC Office Use Only		
# Coins Distributed	Date	By
Date Rec'd by LE	Date Rec'd by PCFO	
Cash Audit Date	By	
Data Entry Date	By	


## CFC Norcal Contributor Information Record

Unit Number \_\_\_\_\_


Envelope Number \_\_\_\_\_

#	Contributor Name	Deduction per pay period	Check/ Money Order Amount	Check/ Money Order Number	Cash Amount	Total Gift Amount	Coin
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
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16							
17							
18							
19							
20							
21							
22							
23							
24							
25							
<b>TOTAL Dollars</b>							
<b>Total Donors</b>							

# PLEDGE FORMS



**2011-12 COMBINED FEDERAL CAMPAIGN NORCAL**  
1911 18th Street, Sacramento, CA 95811



CFC Campaign No. **0106** City/State Code: **06 3290**

300001  
**ATTENTION PAYROLL OFFICES:**  
Only use this number to identify the local campaign.

PRINT NAME (LAST)	FIRST	MIDDLE INITIAL	CHECK (if applicable) <input type="checkbox"/> Civilian <input type="checkbox"/> Military	FEDERAL AGENCY AND OFFICE	SOCIAL SECURITY NUMBER/EMPLOYEE ID																		
WORK ADDRESS & ZIP CODE					WORK PHONE ( )																		
<p><small>CONTRIBUTION: Fill in the blank showing the amount of your payroll allotment, cash or check contribution. Write in the total of your annual contribution in the space provided.</small></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">ALLOTMENT SOURCE</th> <th style="width: 15%;">AMOUNT</th> <th style="width: 15%;">INTERVAL</th> <th style="width: 15%;">TOTAL GIFT</th> <th style="width: 15%;">CHARITY CODE</th> <th style="width: 10%;">ANNUAL AMOUNT</th> </tr> </thead> <tbody> <tr> <td>MILITARY PAYROLL <small>Branch of Service?</small></td> <td></td> <td>X 12 months</td> <td>\$</td> <td></td> <td></td> </tr> <tr> <td>CIVILIAN PAYROLL</td> <td></td> <td>X 26 pay periods</td> <td>\$</td> <td></td> <td></td> </tr> </tbody> </table> <p>Cash/Check Amount: \$ _____ Check Number: _____ Date of Contribution: _____ <small>(make check payable to the Combined Federal Campaign)</small></p> <p><small>CFC Organizations do not provide goods or services in whole or partial consideration for any contributions made to the organizations via this pledge card.</small></p>						ALLOTMENT SOURCE	AMOUNT	INTERVAL	TOTAL GIFT	CHARITY CODE	ANNUAL AMOUNT	MILITARY PAYROLL <small>Branch of Service?</small>		X 12 months	\$			CIVILIAN PAYROLL		X 26 pay periods	\$		
ALLOTMENT SOURCE	AMOUNT	INTERVAL	TOTAL GIFT	CHARITY CODE	ANNUAL AMOUNT																		
MILITARY PAYROLL <small>Branch of Service?</small>		X 12 months	\$																				
CIVILIAN PAYROLL		X 26 pay periods	\$																				
<p><b>INFORMATION RELEASE (OPTIONAL)</b> Any information you enter below will be released, along with your name, to the charity(ies) to which you made a pledge. Do not enter your work address or email.</p> <p>Home Address _____</p> <p>Personal Email Address _____</p> <p><input type="checkbox"/> In addition to my contact information, I authorize the CFC to release the amount of my pledge to the charity (ies) I designated above.</p>			<p><b>PAYROLL DEDUCTION AUTHORIZATION</b> I hereby authorize any agency of the United States Government by which I may be employed during 2012 to deduct the amount(s) shown above from my pay each pay period during the calendar year 2012 starting with the first pay period that begins in January and ending with the last pay period that begins in December, and to pay the amounts so deducted to the Combined Federal Campaign shown above. I understand that this authorization may be revoked by me in writing at any time before it expires.</p> <p>SIGNATURE _____ DATE _____</p>																				

PLEASE USE BALLPOINT PEN AND WRITE FIRMLY

COPY #1 - PAYROLL OFFICE

OPM FORM 1604 REV. MAY 2011

**PAYROLL OFFICE COPY (White Copy #1)** This copy must be signed in order to authorize deduction. The coordinator or key worker should bundle together and deliver them to their Payroll Office. (Not applicable for cash and checks.)

- **DONOR INFORMATION SECTION:** To be completed in full by each donor.
- **CONTRIBUTION METHOD SECTION:** The donor selects and completes the appropriate line. For payroll deduction, donor enters monthly withholding amount then calculates the annual contribution by multiplying by 12 for military and 26 for civilians. **Note: Employees with upcoming planned retirements** - payroll deductions must continue for at least 3 months. A donor with an employment expiration before 3/31/2012 can make a gift by cash or check. A donor, who is retiring from service between 4/1/2012 and 12/31/2012 and desires to use payroll deduction, should divide their desired total gift amount by the number of months/pay periods they will be contributing to determine their withholding amount. Enter this amount in the "AMOUNT" column; change the interval number from 12 or 26 to the correct number; then multiply the amount by the appropriate interval. This will calculate to the total annual gift. For cash / check contribution, donor enters the amount of the cash or check contribution.
- **PAYROLL DEDUCTION AUTHORIZATION SECTION:** The donor must sign and date the authorization. Coordinators must ensure that the donor has entered his or her social security number or Employee ID in section 1. **Note:** This section is blacked out on the other copies.
- **DESIGNATION SECTION:** Space for up to five charitable organization designations is provided. Donor should enter the 5-digit code from the 2011 CFC Norcal Charity List for each charity the donor wishes to designate. Enter the annual gift amount for each designation then total all annual designation amounts (including a second page if used). **Note:** the sum total of designations cannot exceed the total amount contributed. If the sum total of designations is less than the total amount contributed, the remaining amount will be treated as an "undesignated" gift. If a donor wishes to designate to more than 5 charities, attach more pledge forms as necessary
- **DONOR RELEASE INFORMATION SECTION:** To release address and/or e-mail address information, the donor simply writes in the information. Additionally, if the donor wishes to release the amount(s) contributed to the charity, the release amount check box must be selected.

## PLEDGE FORMS (Continued)

300001  
ATTENTION PAYROLL OFFICES:  
Only use this number to identify  
the local campaign.

**2011-12 COMBINED FEDERAL CAMPAIGN NORCAL**  
1911 18th Street, Sacramento, CA 95811

CFC Campaign No. **0106** City/State Code: **06 3290**

PLEASE USE BALLPOINT PEN AND WRITE FIRMLY

<small>PRINT NAME (LAST)</small>	<small>FIRST</small>	<small>MIDDLE INITIAL</small>	<small>CHECK (if applicable)</small> <input type="checkbox"/> Civilian <input type="checkbox"/> Military	<small>FEDERAL AGENCY AND OFFICE</small>
<small>WORK ADDRESS &amp; ZIP CODE</small>				<small>WORK PHONE</small> ( )

COPY #2 - CFC HEADQUARTERS COPY

CONTRIBUTION: Fill in the blank showing the amount of your payroll allotment, cash or check contribution. Write in the total of your annual contribution in the space provided.

<small>ALLOTMENT SOURCE</small>	<small>AMOUNT</small>	<small>INTERVAL</small>	<small>TOTAL GIFT</small>	<small>CHARITY CODE</small>	<small>ANNUAL AMOUNT</small>
<small>MILITARY PAYROLL</small> <small>Branch of Service?</small>		X 12 months	\$		
<small>CIVILIAN PAYROLL</small>		X 26 pay periods	\$		

Cash/Check Amount: \$ \_\_\_\_\_ Check Number: \_\_\_\_\_ Date of Contribution: \_\_\_\_\_  
(make check payable to the Combined Federal Campaign)

CFC Organizations do not provide goods or services in whole or partial consideration for any contributions made to the organizations via this pledge card.

INFORMATION RELEASE (OPTIONAL)

Any information you enter below will be released, along with your name, to the charity(ies) to which you made a pledge. Do not enter your work address or email.

Home Address \_\_\_\_\_

Personal Email Address \_\_\_\_\_

In addition to my contact information, I authorize the CFC to release the amount of my pledge to the charity (ies) I designated above.

DESIGNATED GIFT: To designate one or more charities or federated groups, fill in the charity code(s) and dollar amounts above. Undesignated gifts are distributed among all organizations in proportion to their pledges.

PAYROLL DEDUCTION AUTHORIZATION

I hereby authorize any agency of the United States Government by which I may be employed during 2012 to deduct the amount(s) shown above from my pay each pay period during the calendar year 2012 starting with the first pay period that begins in January and ending with the last pay period that begins in December, and to pay the amounts so deducted to the Combined Federal Campaign shown above. I understand that this authorization may be revoked by me in writing at any time before it expires.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

OPM FORM 1624 REV. MAY 2011

**CFC HEADQUARTERS COPY (Yellow Copy #2)** - The coordinator will bundle yellow pledge forms into batches of 25 forms per Campaign Report Envelope and turn them in to the CFC Office.

300001  
ATTENTION PAYROLL OFFICES:  
Only use this number to identify  
the local campaign.

**2011-12 COMBINED FEDERAL CAMPAIGN NORCAL**  
1911 18th Street, Sacramento, CA 95811

CFC Campaign No. **0106** City/State Code: **06 3290**

PLEASE USE BALLPOINT PEN AND WRITE FIRMLY

<small>PRINT NAME (LAST)</small>	<small>FIRST</small>	<small>MIDDLE INITIAL</small>	<small>CHECK (if applicable)</small> <input type="checkbox"/> Civilian <input type="checkbox"/> Military	<small>FEDERAL AGENCY AND OFFICE</small>
<small>WORK ADDRESS &amp; ZIP CODE</small>				<small>WORK PHONE</small> ( )

COPY #3 - CONTRIBUTOR - KEEP FOR PERSONAL TAX RECORDS

CONTRIBUTION: Fill in the blank showing the amount of your payroll allotment, cash or check contribution. Write in the total of your annual contribution in the space provided.

<small>ALLOTMENT SOURCE</small>	<small>AMOUNT</small>	<small>INTERVAL</small>	<small>TOTAL GIFT</small>	<small>CHARITY CODE</small>	<small>ANNUAL AMOUNT</small>
<small>MILITARY PAYROLL</small> <small>Branch of Service?</small>		X 12 months	\$		
<small>CIVILIAN PAYROLL</small>		X 26 pay periods	\$		

Cash/Check Amount: \$ \_\_\_\_\_ Check Number: \_\_\_\_\_ Date of Contribution: \_\_\_\_\_  
(make check payable to the Combined Federal Campaign)

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SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

OPM FORM 1624 REV. MAY 2011

**THANK YOU COPY (Pink Copy #3)** is for Employee's records.





## KEY STRATEGIES FOR INCREASING CONTRIBUTIONS

### BACKGROUND:

- Last year 14,357 employees participated.
- The average gift was \$296

### 2011 GOAL: \$4.5Million

- 100% Education of the CFC to all employees
- Increase last year donor gifts by 3%.
- Increase speaker presentations

### SUGGESTED STRATEGIES

#### 1. Increase Average Gift:

- Communicate increasing community needs to individual donors – invite agency speakers to employee group meetings.
- Personally ask the donor to increase their gift.
- Encourage and promote payroll deduction.
- Conduct Leadership Giving Campaign.
- Use suggested giving guidelines (i.e. one hours pay per month or 1% annual salary)
- Establish a competition between departments based on total dollars raised or percent increase over last year.
- Train committee members to ask individuals and groups for donations and to communicate the increasing needs of our community.
- Conduct group meetings to present needs and ask for increased contribution
- Personalize pledge forms.
- Express appreciation immediately.

#### 2. Increase Percent Participation:

- Promote the Campaign-Wide Raffle.
- Communicate increasing community needs to individual donors – invite agency speakers to employee group meetings.
- Recruit campaign committee with representation from all levels and departments.
- Ask ALL employees to contribute through group rallies or 1-on-1 meetings.
- Ask Labor to endorse campaign and actively participate on committee.
- Establish department goals/competition based on # of givers.
- Utilize CFC incentives to thank donors for their contributions.
- Collect pledge forms from all employees whether they choose to donate or not
- Rotate membership on campaign committee from year to year.
- Invite agency speakers to employee group meetings.
- Take campaign committee on agency tours.
- Find an employee who is willing to give a testimonial and share a personal story about how they benefited from a CFC funded charity.
- Recognize everyone for participating in the campaign.

## **KEY STRATEGIES FOR INCREASING CONTRIBUTIONS (Continued)**

### **3. Creating Awareness:**

- Internal Communications – Use your agency newsletter, send e-mails, stuff payroll envelopes, create table tents for the lunch room, or hang posters to announce campaign dates & the names of your campaign team. You can also use these methods to inform employees about community needs, explain the impact of their donations, and demonstrate why their support is important.
- Campaign Updates – Keep your employees informed about your agency's progress toward achieving your goals. Thermometers are a fun way to keep track; be creative!
- Incentives - Motivate giving or participation by rewarding individuals or entire departments that donate within a specific time frame, donate at a certain level, or achieve a specific level of participation.
- Themes – Infuse your campaign with fun by using a theme that lends itself to a wide range of options for special events and other activities
- Special Events – Try something simple like bake sales or book sales or go all out with something more outrageous like a pie throwing contest, Aerobic-a-thon, Executive Chair Relay Race, Putting Contest, etc. Special Events can boost your campaign results while creating awareness.
- Employee Testimonials and/or Success Stories – Find an employee that has a success story and used CFC-funded charities to help them overcome hardship. Sometimes, such employees are willing to speak at rallies or write down newsletter articles. Otherwise, your CFC Loaned Executive can supply you with real stories of individuals who have used CFC resources.
- Create a "Did You Know?" message board outlining the needs in our community. For example, in Northern California
  - Heart disease remains the leading cause of death.
  - Government and foundation funding continues to decrease, putting pressure on all non-profits to increase individual contributions

## FUNDRAISING IDEAS

Below are suggestions for FUNdraising ideas to help support CFC and boost your financial support to the community. There cannot be any "conditions of giving" to participate. All donations from fundraisers are considered undesignated. On the pledge form, in place of an individual's name, write the unit's name and leave the DESIGNATION section blank.

- ◆ **Baby Picture Match Game** - employees bring photos of themselves as babies. Invite other employees to try their luck matching baby pictures to co-workers. Award the entry with the most right answers a gift bag, paid day off or some other fun incentive. Charge employees \$ for each guess.
- ◆ **Balloon Pop** - employees donate prizes for this event. Before filling a balloon with helium, put a note inside with the name of a prize. Employees pay \$ to buy a balloon and **pop** it to find out what they won
- ◆ **Book/Video Sale** - employees donate their old books, videos and cassette tapes for an employee CFC sale.
- ◆ **Send a Flower or Rose** - sell flowers that can be sent with a note to co-workers and have management or a volunteer dressed in formalwear deliver the flower to the receiving individual.
- ◆ **Bake Sale** - Have volunteers donate baked goods and sell by pricing each item or have an auction where individuals bid on each cake, tray of cupcakes or plate of cookies.
- ◆ **Casual Day** - sell casual day badges allowing employees purchasing them to dress casually on certain days. The badges carry an expiration date, depending on the amount donated. Designate certain casual days as "crazy days" and encourage employees to show their wild side (stupid hat day, outrageous socks day, sports team day).
- ◆ **Chili Cook-Off Contest** - employees cook their favorite chili recipe and enter it into a cook-off contest for a donated fee. A panel of chili experts selects the official chili champion. Talk to a local hotel representative about donating a weekend stay at their hotel for the winner.
- ◆ **Carnival** - invite employees to an old-fashioned carnival, complete with cake walks, bake sale, bubble blowing contest, the longest Hoola-hooper, beset hoop shooter, sell tickets for dunk the executive tank, cotton candy, hot dogs and sodas.
- ◆ **Employee Cookbook** - collect recipes and helpful household hints into a customized cookbook. Illustrate a cover in reference to your campaign. Print and bind books by a local business.
- ◆ **Halloween Pumpkin Carving Contest** - plan a Halloween theme and hold a pumpkin carving contest. Find a local business willing to donate pumpkins for your organization. Charge entrance fee and charge for individuals to vote. Winner gets a free dinner or movie tickets.
- ◆ **Chocolate Kick-Off Rally** - excite everyone's "sweet tooth" when kicking off your campaign! Print gold paper wrappers with the employee giving theme. Put wrappers on chocolate bars and distribute at your kick-off.
- ◆ **Other Ideas** - ◆ car washes ◆ walk-a-thons ◆ auctions ◆ gift certificates ◆ barbecues ◆ guess # of jelly beans in jar.



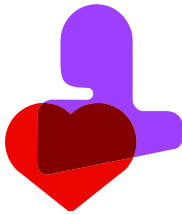
## Did You Know?

- ❑ On average, high school students who take four years of art courses score 100 points higher on SAT tests.
- ❑ Worldwide, 70% of our beaches are eroding from a few inches a year to 15 feet.
- ❑ Strokes caused by blood clots account for more than 80% of all brain attacks.
- ❑ One in ten youth have asthma
- ❑ Child-care costs rose three times faster than family income in a county
- ❑ There are over 400,000 individuals who don't have health care coverage.
- ❑ Nearly 30% of the homeless are veterans.
- ❑ Heart disease remains the leading cause of death.
- ❑ Millions of animals are destroyed each year because there aren't enough homes to go around.
- ❑ It has been proven that the arts teach critical skills necessary to compete in the work place in the 21<sup>st</sup> century.



## Critical Needs!

- ❑ After-school programs in the arts: visual, performing, and literary
- ❑ Medical research to find a cure to numerous diseases and disorders
- ❑ Disease prevention and health education programs
- ❑ Free medical treatment and equipment for the poor
- ❑ Adoption Services
- ❑ Camps for disabled and special needs children
- ❑ Food, shelter, and medicine to elderly, as well as the homeless
- ❑ Protecting the public from pollution and toxic substances that endanger our health
- ❑ Fostering livable communities
- ❑ Preserving natural spaces for recreation, wildlife habitat, and ecosystem integrity
- ❑ Educating children and adults about the natural world and our roles and responsibilities within it
- ❑ Prevention of animal cruelty
- ❑ Low cost spay and neuter clinics
- ❑ Public school instruction the arts: visual, performing, and literary



## You Can Help!

- **SUPPORT THE CFC TODAY!**

## TIPS FOR SUCCESS

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### **BE PREPARED**

- Develop a clear understanding of the CFC
- Become familiar with the Donor resource Guide and pledge form

### **BE INFORMATIVE**

- Use the Donor Resource Guide as a guide; point out the wide spectrum of services offered by CFC charities

### **BE FRIENDLY**

- Make a good first impression
- Smile
- Thank everyone — whether they give to the campaign or not

### **ADDRESS ALL QUESTIONS and CONCERNS**

- Answer any questions you can
- If you don't know the answer, DON'T GUESS — consult with your LE and follow up

### **ASK FOR A PLEDGE**

- The number one reason people don't give is that they are not asked. The personal touch is the most effective. Remember, people give to people.

### **SAY THANK YOU**

- Thank you for giving someone a chance to help themselves and others
- Thank you for your ongoing support of the Combined Federal Campaign

**Good Luck With Your Campaign!**

