



## THE 2010 COMBINED FEDERAL CAMPAIGN LOANED EXECUTIVE TRAINING PROGRAM

### Purpose

Loaned Executives (LE) are the backbone of the Combined Federal Campaign (CFC). They are employees who are loaned, on a short term basis, by their agency to serve the community through CFC Norcal.

### Benefits

- Develop leadership skills: LEs interact with federal officials, charity CEO's and other community leaders.
- Positive public recognition: in 2009 CFC Norcal LE, Paul Pinaula, is being recognized in Washington DC for his outstanding commitment to the CFC.
- Loaned Executives receive marketing and communication training from professionals; by popular demand LEs will receive training from actor, comedian & producer Barry Ratcliff (*Nip Tuck*, *Brothers & Sisters*, *Nash Bridges* and new feature film *The Witches of Oz*).
- Rewarding opportunities: LEs will have an amazing one-day opportunity to work at St Anthony's Foundation feeding and cooking for less fortunate individuals and families.
- Fun! LEs will work on the CFC Norcal Golf Tournament, the Walk-a-Thon, kick-offs, holiday and thank you events.
- The CFC and local charities benefit because of the good works of our LEs.

### Qualifications

Loaned Executives are drawn from front line workers to the management ranks of the sponsoring agency. Regardless of position, they must have the following qualities:

- An ability to be self-directed and exercise good judgment, even under stressful situations.
- A talent for both organization and communication.
- A willingness to accept new assignments with enthusiasm and imagination.
- A successful LE is someone who is respected, trusted, and liked by his/her co-workers.

### Loaned Executive Responsibilities

Under the direction of the CFC Director, Loaned Executives work with Coordinators and Key Workers to plan, organize and implement a successful campaign that increases employee participation and knowledge of CFC Norcal. LEs works with Coordinators to ensure CFC Norcal is promoted throughout the agency and encourages opportunities for charities to speak directly to employees through kick-offs, special events and other gatherings. Education, interaction and promotion ensure every employee is touched in some way by the CFC. A positive, can-do attitude along with supportive encouragement is vital for the LE. Duties Include:

- Attending a 3-day orientation and training, attending monthly CFC Norcal board and LE meetings (first Tuesday of the month, July-January, 10:30 am at the Oakland Federal Building.
- Participate in major s and train Coordinators and Key Workers.
- Analyze 2009 results and plan a strategy to increase participation and contributions.
- Personally contact all assigned accounts and maintain regular communication; ensure they have necessary campaign materials.
- Track weekly contributions and account kick-offs and update the CFC Norcal Director and Administrator.
- Provide presentations when needed at kick-offs, rallies and fairs.
- Promote and educate employees about the new *Go Green With CFC* program.
- Distribute campaign materials and encourage a *Green* campaign, collect pledge forms and reporting envelopes and submit to CFC office in a timely manner.
- Participate in campaign wrap-up, thank you events and the 2010 evaluation.



2009 Coordinator & Key Worker Event

2010 Loaned Executive Schedule:

- July - August: Part-time Volunteer
  - Attend three-day Loaned Executive training: Policy and procedures, volunteer day at St. Anthony's, role playing and promotions.
  - CFC Norcal Cabinet & LE Meetings.
  - Conduct training Sessions for Coordinators and Key Workers.
  - Visit Coordinators and Key Workers.
    1. Provide promotional materials.
    2. Assist in planning of kick-off.
- September, October, November & December: Full-time volunteer
  - CFC Norcal Cabinet & LE Meetings.
  - Major CFC & departmental kick-offs.
  - Golf tournament or walk-a-thon.
  - Gather pledge forms & door prize entries and return them to local CFC offices.
  - Distribute commemorative coins.
  - Participate in Hot Cocoa Days (December only).
- January: Part-time Volunteer
  - Attend CFC Norcal Cabinet Meeting.
  - Loaned Executive luncheon.
  - Attend Federal Executive Board Installation Meeting.
  - Complete a 10 question internet survey.
  - Coordinator and Key Worker thank you receptions.



Above are past FEB Chair Cathy Dunlap (IRS) with NASA Retiree & 2009 CFC Loaned Executive Paul Pinault. He is a 2009 recipient of the National Hero Award & will be recognized in Washington DC, June 28, 2010.

CFC NORCAL  
COMBINED FEDERAL CAMPAIGN  
**2010 NOMINATION FORM**

Please indicate below the name(s), agencies, telephone numbers, and fax numbers of those individuals whom you wish to nominate for the Loaned Executive Program. These completed forms need to be forwarded or faxed to Ms. Dianna Louie, Executive Director, Federal Executive Board, 1301 Clay Street, Room 1400 North, Oakland, CA 94612-5209 by **June 25, 2010. FAX 510-637-1579.**

NAME OF NOMINEE: \_\_\_\_\_

TITLE: \_\_\_\_\_

AGENCY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

TELEPHONE NO: \_\_\_\_\_

FAX NO: \_\_\_\_\_

NOMINATED BY: \_\_\_\_\_

AGENCY: \_\_\_\_\_

POINT OF CONTACT: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

TELEPHONE NO: \_\_\_\_\_

FAX NO: \_\_\_\_\_

