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LETTER FROM YOUR CAMPAIGN CHAIRS

YOU are the Star Behind the Success of the CFC!

We are honored to serve as your Chair and Group Chairs for the 2009 Combined Federal Campaign for the Greater New Orleans Area!

We take this opportunity to salute those of you who worked so diligently to make our 2008 campaign such a success. You have, by your dedication, enthusiasm and unwavering commitment helped to improve the quality of life for our friends and neighbors – those who live just down the street or around the corner from us as well as those who live across the country and around the globe.

**Continue to be the Driving Force in 2009...
Without YOU we would not be able to achieve the successes we celebrate!**

We are Counting on You knowing that you have what it takes to motivate your co-workers and inspire them to participate in the CFC. Your passionate commitment and execution will overcome all challenges as you approach them head on – more as opportunities than challenges! And, this year, with you in the driver's seat, we have the opportunity to raise \$1,554,000.

As we embark upon the 2009 CFC season, one we hope will be a prosperous and joy filled one for all of you, we are confident that we will succeed if we keep foremost in our minds and hearts that the needs are great and that so many people are counting on us.

THANK YOU for your commitment of time, effort and talents to the CFC. We couldn't do it without you!

Ken Graham
Meteorologist-in-Charge
National Weather Service
2009 Combined Federal Campaign Chairman

Mary Thomas
Internal Revenue Service
Civilian Chair

Jerry G. Woodward
Postmaster New Orleans
Postal Chair

MG Luis R. Visot, Commander
377th TSC
Military Chair



CFC INTRO AND BACKGROUND

In 1961, the federal government under President John F. Kennedy established the Combined Federal Campaign as the only authorized charitable fund raising campaign for federal employees, both civilian and military. Conducted by the federal government under the authority of the Office of Personnel Management (OPM), the CFC operates in more than 300 localities throughout the United States, Puerto Rico, the US Virgin Islands, and in many overseas military bases.

In the Greater New Orleans Area, the CFC has been strong for more than three decades. The Local Federal Coordinating Committee (LFCC) comprised of members of the federal workforce appoints a Principal Combined Fund Organization (PCFO) to direct the activities of the campaign, but it's the federal employees who have ultimate responsibility for the campaign.

This year, the Combined Federal Campaign for the Greater New Orleans Area has set a goal of \$1,554,000. It is our goal that regardless of whether a federal employee chooses to participate in the CFC, he or she is educated about the benefits and services the agencies in the Charity Listing provide to those within our own communities and across the world.

This training manual is designed to help CFC Campaign Coordinators and Key Workers in their agency campaigns. The following pages are packed with insightful information and useful instructions and tools for conducting the 2009 CFC.

Remember, the CFC belongs to you – the Federal and Postal employee! It does not belong to the Federal Government, the PCFO, or to the charitable agencies in the Charity Listing. It is your once-a-year chance to show you support your community and the issues so important to all of us!

This is your opportunity to **“Be a Star in Someone’s Life by Supporting Your 2009 CFC!”**



CFC FEDERATIONS, MEMBERS AND INDEPENDENT ORGANIZATIONS

The CFC is divided into federations (an umbrella of non profit agencies) and independent non-profits. A federation is a group of charitable human health and welfare organizations established for the purpose of supplying common fundraising, administrative, and management services to its members. Additionally, there are national federations and organizations, international federations and organizations, and local federations and organizations.

National organizations have programs in a minimum of fifteen states and apply directly to the Office of Personnel Management in Washington D.C. They are listed in the Charity Listing in the “National/International Agencies” section.

International organizations are present in several countries or in several parts of a foreign country. These organizations apply directly to the Office of Personnel Management. They are listed in the “International Organizations” section of the Charity Listing.

Local independents help people in our state or in adjacent states. Local non-profits apply to the Local Federal Coordinating Committee, the “Board of Directors” of our campaign. They, too, must meet OPM requirements for local eligibility. They are listed under the heading “Local Independents”.

All of the federations, their members, and the independent organizations in the Charity Listing were found eligible to participate in this year’s campaign. Although the federations, their members, and organizations 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 donations.

The description of a federation precedes the listing of its member organizations in the Campaign Charity Listing. Donors may give their money to a federation, to an organization under a federation, or to an independent organization. This is explained more fully on the next page.

DONOR DESIGNATIONS

Donors are encouraged to designate their gifts to specific non-profit OR to federations that are in the Charity Listing. Designating gifts allows donors to channel contributions to those non-profits that best represent their interests or concerns. If one chooses to designate a gift to a federation, the contribution is used to support the work of the federation or is shared with its member agencies in accordance with the federation’s policy. Designations may only be made to non-profits that have been included in the Campaign Charity Listing.

UNDESIGNATED FUNDS

Although donors are encouraged to designate their gifts to particular non-profits or federations, and most do, it is not required. If one chooses to make a contribution but does not specify where that contribution is to go, the contribution is still accepted. These undesignated funds are then shared among all of the non-profits listed in the Campaign Charity Listing in the same proportion that the organizations received designations. Note: If an organization listed in the Charity Listing receives no designations by any donor, that agency will not receive any of the undesignated money either. Those who designate, in effect, are voting for distribution of undesignated monies.

COMBINED FEDERAL CAMPAIGN FOR THE GREATER NEW ORLEANS AREA

QUICK FACTS

The 2008 Combined Federal Campaign for the Greater New Orleans Area was very successful!

Federal and Postal employees showed an immense outpouring of support by giving very generously to the campaign, thereby helping to improve the lives of so many people – not just in our area, but throughout the world!

Thanks to the support received by the federal employees, countless men, women and children will live happier, healthier, more productive lives

2008 CFC Campaign for the Greater New Orleans Area

Total Dollars Raised	\$1,451,325
Number of Employees	20,325
Number of Donors	6,162
Percent Participation	30%
Average Gift	\$236

Please contact the CFC Office (504) 827-6819 if you have any questions.

You may also obtain information from our local CFC website at: www.cfcgno.org

2009 Combined Federal Campaign Staff and Loaned Executives

Mailing Address:
Combined Federal Campaign
2515 Canal Street
New Orleans, LA 70119
Fax: (504) 821-4378

CFC Director

Linda Steinhauser
(W) 504-827-6819
Email: lindas@unitedwaynola.org
barbarao@unitedwaynola.org

CFC Coordinator

Barbara Olynick
(W) 504-827-6890
Email:

Loaned Executives

As of 8/18/09

Civilian Loaned Executive

Anita Gradwohl
USDA National Finance Center
(Office) 827-6889
Email: AnitaG@unitedwaynola.org

Crystal Jones-Taylor
HUD New Orleans
(Office) 504-827-6879
Email: CrystalT@unitedwaynola.org

Stephanie Moore-Cook
Minerals Management Service
(Office) 504-827-6876
Email: StephanieC@unitedwaynola.org

Glenda Wire
Social Security Administration
(Office) 504-827-6875
Email: GlendaW@unitedwaynola.org

Military Loaned Executive

Captain Lory Gerdes
U.S. Marine Corps
(Office) 504-827-6874
Email: LoryG@unitedwaynola.org

YOUR RED CARPET TO SUCCESS



Know the Facts!

The more you know about the CFC and its agencies, the easier your job will be, and the more **FUN** and effective it will be!

- Read this Training Guide!
- Visit a Participating CFC Agency.
- Call the PCFO with questions (*Linda Steinhauser 504/827-6819 or Barbara Olynick 504/827-6890*)
- Read the Charity Listing.
- Know how to use the Pledge Card, Campaign Report & Tally Envelope.



Establish CFC Support from the Top!

The commitment and involvement of the head of your agency can make the difference in how truly successful your campaign will be. Having support from the top will lay the foundation for a successful campaign – no matter the size, structure or culture of your agency!

- With the support of your agency head, analyze past campaign history and set goals for your campaign.
- Conduct a leadership campaign with members of management before the regular campaign.
- Management should be visible and speak in support of the CFC at all campaign events.
- Ask management to promote the CFC at all regularly scheduled staff meetings.



Make your Personal Commitment as a Donor!

You'll feel more confident and have more credibility if you've already researched your own charitable choices!



- Look through the Charity Listing.
- Choose those agencies/federations that merit your support.
- Fill out your Pledge Card and take advantage of the payroll deduction option.
- Share with your co-workers your reasons for volunteering to be a coordinator or key worker.
- Believe in what you are telling your co-workers!

YOUR RED CARPET TO SUCCESS



Educate, Engage and Involve Your Co-workers!

You want your employees and donors to feel good about giving to the CFC. Get your co-workers involved and educate them about the difference they are making by contributing to the CFC.

If possible, recruit a CFC team. A strong team with innovative thinkers and motivated volunteers will help ensure the success of your campaign!



- Select co-workers who are high-energy, are respected within your organization, and possess good communication skills.
- Recruit co-workers from each department or division.
- Design your team to share responsibilities of the campaign.
- Involve labor representatives on your team.
- Meet with your campaign team to discuss the campaign.
- Get campaign volunteers excited about the campaign.
- Formulate your campaign plan together with your team.

Consider your agency's culture and demographics when planning your campaign message. **You know best what your employees will respond to!**



-
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-

- ◆ Kickoff your campaign incorporating a fun theme, food and prizes.
- ◆ Publicize your kickoff.
- ◆ Distribute campaign materials at the kickoff.
- ◆ Ask a co-worker who has benefited from the CFC to share their story.
- ◆ Provide incentives for turning in the pledge forms before employees leave the kickoff.
- ◆ Make it Fun!

Keeping your co-workers excited about the campaign increases awareness of the CFC, increases contributions and increases participation!

COMMUNICATE! COMMUNICATE!! COMMUNICATE!!!



Additional Methods of Publicizing Your Campaign:

- Include campaign information in your agency newsletter.
- Utilize your agency's intranet or email to promote upcoming events and highlight important deadlines.
- CFC staff can help you customize a PowerPoint presentation to be sent out to employees.
- Utilize information from the CFC for the Greater New Orleans Area website at www.cfcgno.org

YOUR RED CARPET TO SUCCESS



Ask Everyone to Give!

The number one reason people do not give is because they were never asked. Don't let this happen in your organization. Don't leave pledge cards on desks or in in-baskets. It is very important to provide employees with adequate information about the CFC, enabling them to make informed decisions about giving. The only way to do that is through face-to-face solicitation.

Make sure employees know the importance of their gifts and their giving options. Publicize examples of what services donors' dollars can provide (see below).

\$5 a paycheck provides:

After-school youth volunteer programs for four youth.
Seven weeks of home delivered meals for one senior.
(International) Vaccinations for 150 children against polio.

\$10 a paycheck provides:

Ability to move a "Waiting Child" out of an institution and into a loving home.
(International) A medical chest at a rural health clinic in Peru
Six days of emergency shelter for a homeless family of four.

\$15 a paycheck provides:

A six-week parenting education program for three families.
A Lifetime Emergency Alert Unit for two seniors.
(International) Forty Blankets for children in a refugee camp.

\$20 a paycheck provides:

Subsidized, quality child care to prepare one low-income child for school readiness
A training scholarship to get a young person out of a gang and into a real job with a future.

\$25 a paycheck provides:

Three weeks of life skills training for one teen mother.
Six months of home health care for one senior.
An expert toxicologist's time for detailed technical review of air/water quality tests.

The CFC is a designation campaign. There are more almost 3,000 local, national and international charities in the CFC Campaign Charity Listing. Encourage your co-workers to give to the charities of their choice. Illustrate the affordability of contributions to the CFC (see below).

Based on 26 pay periods:

A Gift of \$260 is only \$10 per pay period.
A Gift of \$650 is only \$25 per pay period.
A Gift of \$1,040 is only \$40 per pay period.

*Ask management to set the example by pledging to the CFC.

*Utilize campaign volunteers to distribute campaign materials, collect pledge cards and answer questions.

*Help donors fill out their pledge forms.

*Remember...**the personal ask is the key!**

YOUR RED CARPET TO SUCCESS



Encourage payroll deduction!

Payroll deduction is the easiest way to donate to the CFC and is the preferred method.

Share with donors...the reasons to give through payroll deduction...

- It's simple – just fill out your pledge form and you can give to your favorite charity all year long.
- It's easy on the pocketbook – a small donation taken out of your paycheck each pay period is a painless way to give.
- It's more effective – payroll deduction allows you to give larger donations easily.
- You don't miss what you don't see!



One-time Gift (Check or Cash)



Employees can still designate to charities of their choice with a one-time gift.



SAY THANK YOU!

At the end of your campaign, celebrate your campaign's success by thanking your donors, management, and your volunteers for their support. Remember, every gift, no matter the size, or amount given is making a difference in the lives of many. Everyone deserves to be thanked!

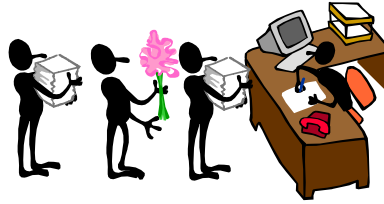


REPORT YOUR CAMPAIGN RESULTS!!!

- If allowed, host a celebration as soon as possible after your campaign ends.
- Ask Management to publicly thank all the donors and the campaign team.
- Post your success in your agency's lobby or at the entrance gate thanking employees for their contributions. Include the total dollars donated to the CFC.

REPORTING YOUR CAMPAIGN RESULTS

It is very important to provide accurate reports to the CFC as soon as possible. It is important that contributions are processed quickly allowing for accurate reporting of results to OPM and our auditors and, of course, we want to see how the overall campaign is progressing.




When reporting your campaign results, there are a couple of factors to consider:

- ♠ Set internal deadlines for your volunteers and your co-workers.
- ♠ Turn in your report envelope and donor recognition report to the CFC office immediately.
- ♠ A CFC Loaned Executive will pick up the report envelope from you and, if necessary, will help you complete the reports.

ELEMENTS OF CAMPAIGN REPORTING

CFC PLEDGE FORM



Combined Federal Campaign for the Greater New Orleans Area

CFC Campaign Number 0372

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

Enter Last Name, First Name, and MI		Check (if applicable) <input type="checkbox"/> Civilian <input type="checkbox"/> Military	Federal Agency and Office	SSN/ Employee ID																																				
Work Address & Zip Code			Work Phone Number																																					
<p>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.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>ALLOTMENT SOURCE</th> <th>AMOUNT</th> <th>INTERVAL</th> <th>TOTAL GIFT</th> <th>Charity Code</th> <th>Annual Amount</th> </tr> </thead> <tbody> <tr> <td>MILITARY PAYROLL Branch of Service?</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> <tr> <td>Check / Cash Amt.: \$</td> <td></td> <td>Check Number:</td> <td></td> <td></td> <td>\$</td> </tr> <tr> <td colspan="3">(make check payable to the Combined Federal Campaign)</td> <td></td> <td></td> <td>\$</td> </tr> <tr> <td colspan="3">Date of Contribution:</td> <td></td> <td></td> <td>\$</td> </tr> </tbody> </table>					ALLOTMENT SOURCE	AMOUNT	INTERVAL	TOTAL GIFT	Charity Code	Annual Amount	MILITARY PAYROLL Branch of Service?	\$	X 12 months			\$	Civilian Payroll	\$	X 26 pay periods			\$	Check / Cash Amt.: \$		Check Number:			\$	(make check payable to the Combined Federal Campaign)					\$	Date of Contribution:					\$
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Date of Contribution:					\$																																			
<p>CFC organizations do not provide goods or services in whole or partial consideration for any contributions made to the organizations via this pledge card.</p>			<p>DESIGNATED GIFT: To designate to one or more charities or federated groups, fill in the charity code(s) and dollar amounts above.</p>																																					
<p>RECOGNITION OPTIONS *Only checked options will be processed.* *Address information is required to receive an acknowledgment from the charity.*</p> <p>My check-mark(s) and completed information below authorize the CFC to release my name and the corresponding information to my designated charities:</p> <p><input type="checkbox"/> Pledge Amount: _____</p> <p><input type="checkbox"/> Home Address: _____</p> <p><input type="checkbox"/> Home E-mail: _____</p>			<p>PAYROLL DEDUCTION AUTHORIZATION</p> <p>I hereby authorize any agency of the United States Government by which I may be employed during 2010 to deduct the amount(s) shown above from my pay each pay period during the calendar year 2010 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> <p>See reverse side for information on volunteer opportunities in your community.</p> <p style="text-align: center;">LEADERSHIP LEVELS</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Golden Eagle Platinum (\$1,000 or more)</td> <td style="width: 50%;">Golden Eagle Plus (\$750 - \$999)</td> </tr> <tr> <td>Golden Eagle (\$500 - \$749)</td> <td>Eagle Share (\$250-\$499)</td> </tr> </table>		Golden Eagle Platinum (\$1,000 or more)	Golden Eagle Plus (\$750 - \$999)	Golden Eagle (\$500 - \$749)	Eagle Share (\$250-\$499)																																
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PLEASE USE BALL POINT PEN & WRITE FIRMLY

COPY #1 - COORDINATOR TURNS INTO PAYROLL OFFICE

INSTRUCTIONS FOR COMPLETING THE CFC PLEDGE FORM

STEP # 1: Contributor Information

Complete all portions including donor name, federal agency and office, work address, phone and social security number (or Employee ID for USPS Employees) for payroll contributions only. Sign and date the payroll authorization agreement only if contribution is via payroll deduction.

STEP # 2: Contribution Information

For **civilian** payroll deduction, please indicate the amount per pay period and total contribution. For **military** payroll deduction, please indicate gift amount per month and total contribution. For cash or check, please indicate total gift amount on either "OTHER" line. **All checks must be made payable to the CFC – NOT TO THE DESIGNATED CHARITY(IES).**

STEP # 3: Charitable Agency Designations

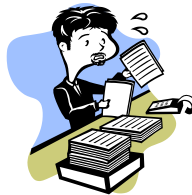
Indicate the organization's **FIVE**-digit code (*found in the 2009 CFC Charity Listing*), and the annual dollar amount of the designations for each. Total annual dollar amount cannot exceed the total gift amount.

STEP # 4A: Donor Acknowledgement Information

Signify whether or not you would like to receive acknowledgement of your contribution from the charities of your choice. The CFC **WILL NOT** release the names, dollars amount of contributions, email or mailing address information of donors who **DO NOT** wish to be acknowledged.

STEP # 4B: Donor Acknowledgement Information

Signify whether or not you would like your designated charities to be notified of the dollar amount of your contribution. The CFC **WILL NOT** release this information without the consent authorization of the donor.



The **FIRST COPY (#1 – Payroll Office)** of the pledge form is to be sent to your **payroll department** for processing.

The **SECOND & THIRD COPY** of the pledge form, no matter if the donor gave through payroll deduction or a one-time gift, goes inside the report envelope sent to the **CFC office**.

The **LAST Copy (#4-Donor)** of the pledge form is the **donor's** receipt.



Early Bird Drawing and Contributor Appreciation Program

The 2009 CFC Donor Appreciation Program will include an Early Bird Drawing and a Participation Recognition Drawing! Win one of several incentive prizes available just by attending a CFC Campaign meeting or talking to your coordinator or key worker. No donation is required to be eligible for the drawing. One entry per person. Just complete a pledge form, whether you make a donation or not

CFC Early Bird Drawing: Deadline: November 16, 2009

All pledge forms must be received at the CFC Office by the deadline to be eligible. The winning entries will be drawn on November 17, 2009.

Early Bird Appreciation Drawing Items include:

Flat Screen TV
Ipod Nano
Digital Camera

Dinner for Two at Harrah's Buffet
Audubon Zoo/Aquarium Tickets
Audubon Insectarium Tickets

CFC Participation Drawing: Deadline: December 15, 2009

The winning entries will be drawn at the conclusion of our campaign.

CFC Participation Drawing Items include:

Flat Screen TV
GPS
Wii

Spa Isbell Gift Certificate
Gas Card

New Orleans Cooking School Certificate
Crown Plaza Hotel overnight stay

REPORTING YOUR CAMPAIGN RESULTS

CFC TALLY ENVELOPE

It is very important that the tally envelope be filled out completely and accurately. It becomes a permanent record for the campaign and is referenced throughout the auditing process.

INSTRUCTIONS FOR COMPLETING THE CFC REPORT ENVELOPE

STEP # 1: Postal/Federal Agency/ Military Unit Information

Complete all portions including Coordinator (or Key Worker) name, agency or military unit, mailing address, phone, etc. and turn the CFC Report Envelope into the CFC Office or to your lead coordinator.

STEP # 2: Contributions Enclosed

Please separate the number of payroll deduction contributions from the cash and check contributions and count and total them separately.

The **FIRST COPY (#1 – Payroll Office)** of the pledge form is to be sent to your **payroll department** for processing.

The **SECOND & THIRD COPY** of the pledge form, no matter if the donor gave through payroll deduction or a one-time gift, goes inside the report envelope to be sent to the **CFC office**.

The **LAST COPY (#4 – Donor)** of the pledge form is the **donor's** receipt.

Note: Some donors submit their contributions in a sealed envelope. Those envelopes will be opened at the CFC office. You are only required to indicate the number of sealed envelopes that are included in the CFC Report Envelope.

STEP # 3: Completing the Process

Seal the envelope and call your loaned executive or the CFC Office to pick it up. Do not give your CFC loaned executive cash, checks or pledge forms without the sealed CFC Tally Envelope.

CFC CAMPAIGN RESOURCES

We are here to help you! We want to make your CFC experience an enjoyable one and as hassle free as possible!



Utilize your CFC Loaned Executive to:

- Analyze previous campaigns and set goals for this year
- Help plan and implement a campaign strategy custom fit to your agency.
- Conduct campaign training for key workers and volunteers
- Order campaign materials
- Secure agency speakers, tours and fairs
- Present CFC information at employee group meetings
- Work with you to report your campaign results

CAMPAIGN MATERIALS

Charity Listing is the list of participating CFC organizations with important information about the CFC. Each federal employee should have a copy of the Charity Listing available to them and be encouraged to become familiar with the listing of participating organizations. This Charity Listing is one of the CFC's best educational tools available. The CFC Charity Listing is also available for viewing or downloading from our local CFC website at www.cfcgno.org

Pledge Forms provide a way to record employees' gifts to CFC charities. Each federal employee should receive a pledge form.

Training Guide (this document) can be made available to all coordinators, key workers and volunteers and is a reference tool to give you and your campaign team the information needed to conduct a successful campaign.

Campaign Posters will remind everyone that the CFC is conducting its annual campaign.

Goal Thermometers will chart the progress of the campaign and, if posted, will allow everyone to watch as contributions increase towards the goal.

Local CFC Website (www.cfcgno.org) provides additional information about the CFC and will include campaign updates.

CFC CAMPAIGN RESOURCES

CFC SPEAKERS, TOURS AND FAIRS

CFC speakers, agency tours and fairs are the best ways to motivate your co-workers through awareness and education. Explore what causes or charities interest your employees. Employees are more apt to attend a meeting or take a tour if they have a vested interest.



Agency Speakers bring the agency to your co-workers when they are unable to visit an agency. Agency speakers are able to best tell their stories and provide your employees with a better understanding of the community needs and the programs offered by the agency.

- Choose an agency that interests your co-workers.
- Plan your events at least two weeks in advance to allow for scheduling.
- Inform your CFC representative of any speaking limitations, details regarding parking, what time the speaker should arrive and any security issues at your agency or military unit.
- Start on time.
- Specify how long you wish each agency person to speak.
- Allow time for questions and answers.



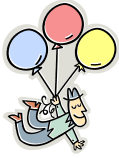
Agency Tours define “seeing is believing.” Tours are the single best way to show donor contributions in action.

- Choose an agency that interests your co-workers.
- Plan your tour at least two weeks in advance to allow for scheduling and to increase chances of agency availability.
- Hold campaign training or a regularly scheduled meeting at an agency and then take a tour.
- Take agency executives or commanders, campaign volunteers or other special groups on a tour.



Agency Fairs provide firsthand exposure to a variety of CFC agencies. Design the fair to be interactive between your employees and the agency representatives.

- Choose an agency that interests your co-workers.
- Plan your events **at least** two weeks in advance to allow for scheduling.
- Specify how long you wish the fair to be. We suggest no longer than two hours.
- Inform your CFC loaned executive of any details regarding parking, location of the fair (directions), if your agency will provide tables for the agency fair, how many employees they expect, what time the non-profits should arrive to set up and security issues at your agency.
- How large is the display table or area?
- Start on time.



Events and Ideas to put the FUN back in Fundraising!

Your campaign can be so much more than just listening to a small speech and filling out a pledge card. Put the fun back in fundraising with these creative ideas to energize your workplace campaign!

Entertaining Campaign Activities

‘American Idol’ Contest

Employees can conduct an *Idol* contest, based on the hit TV show *American Idol*. Employees make a donation to vote for the management-singing group of their choice. The duo or group that attracts the most will sing a song of their choice in front of an audience.

Historical Era’s

Go back in time to the Wild West, Psychedelic Sixties, Roaring Twenties or Renaissance. Ask staff to dress up in clothing from your chosen era and decorate their offices.

Lights! Camera! Action!

Have employees dress up as their favorite characters from movies or TV shows. Act out a plot that involves the Combined Federal Campaign. Incorporate movie plots or famous lines into flyers and emails. Raffle off movie tickets, TVs and video gift certificates.

Mardi Gras

Everyone loves a party so why not model your campaign after the biggest party in the world—Mardi Gras. Invite a jazz band to play at your kick-off event. Hold a parade float contest, with departments decorating shoeboxes as floats. Sell bead-o-grams (beads with thoughtful messages attached). Host a Cajun potluck.

Tune into Community

Music is a great way to get everyone moving to the Combined Federal Campaign beat. Hold a Karaoke kickoff party. Have participants and volunteers dress up as their favorite musicians. Sell employees’ old CDs. Hold a musical talent show. Organize a sock hop. Raffle off iPods or CDs.

Blue Light Specials

Host daily or weekly “Blue Light Special” rallies throughout the office. Serve food and have a Combined Federal Campaign grantee speak on a particular topic.

Book, Music and Video Sale

Have employees donate old books, CDs and videos for a company or department wide sale, with proceeds earmarked for the Combined Federal Campaign.

Comedy Hour

Ask a local comedian or improv group to donate their services over the lunch hour. Have employees buy tickets to attend.

Carnival and Talent Show

Hold a carnival and talent show to kick off your Combined Federal Campaign. As a part of the program, have a group of executives perform songs, with written lyrics to fit the Combined Federal Campaign. An executive dunking booth is part of the carnival games, giving employees the chance to dunk their favorite executive. Employees can participate in traditional carnival games such as the egg/spoon race, ring toss and ducky races. The finale event is the Mr. or Mrs. Combined Federal Campaign Pageant where divisions nominate a contestant to compete in the pageant. Each pageant contestant must educate the audience about the Combined Federal Campaign during the talent competition and the audience votes by placing money in large water jugs.

Casino Night

What are the ingredients for a successful Casino Night? A few gaming tables, one bingo table, a snack table, employees and their families. Have local businesses donate prizes for winners

Reality Campaign

Get "real" with your employees and conduct your campaign with a theme centered on the reality TV shows that have taken over the world! Hold daily activities with a tie to the numerous reality shows that are out there, i.e. Temptation Island picnic, Weakest Link putt-putt contest, Who Wants To Be A Millionaire trivia.

The Combined Federal Campaign Goes Hollywood

Use a series of colorful, creative and humorous posters to publicize the campaign. Hold a bake sale with slogans like "The Pies of Laura Mars" and "Romancing The Scones". Hold a bowling party with slogans like "Bowl Durham" or "Honey, I Struck The Pins."

Be an Everyday Superhero

Employees dress as heroes: Batman, Superman, Spiderman, etc. Serve hero (sub) sandwiches.

Sock Hop

Invite employees to kickoff - "Fifties Style." Give prizes for most authentic dress. Hang posters that tell what "fifty cents more per week can do for our community."

Zoo-Mobile

Rent the Zoo-Mobile. A van that brings various small animals to children's birthday parties to a company. It touches employees "inner child" makes them excited about the Combined Federal Campaign.

Bon Voyage

With a traveling theme, you can host a "bon voyage" party as a victory celebration. Everyone who gives through the Combined Federal Campaign gets a "passport" to get into the party. Top contributors will be put into a drawing to win a prize, possibly donated from a travel agency or cruise line.

Be a Lifesaver

Have some fun, beach style! Sand, sunglasses, beach balls and the Beach Boys music make your office feel like you are on the beach. Employees who donate are awarded life preserves vests to wear at the next meeting and lifesavers candies in their offices.

Academy Awards Night

Have employees dress as their favorite celebrities. Create video movie “skits” using your favorite movies with a Combined Federal Campaign twist.

Other Fun Entertaining Ideas

- 60’s, 70’s, 80’s
- Australian
- Circus
- Disco
- Gangsters
- Hoe-down
- Holiday
- Medieval Times
- Monopoly
- Southwestern
- Seasons
- New York! New York!
- When in Rome
- Movie Showing

Campaign Tasty Treats

Exotic Locales

Whether you transform your campaign into a Hawaiian luau, African safari or the Australian outback, employees are sure to have a wild time. Encourage staff and volunteers to dress the part. Host a lunch with theme-related food. Organize a scavenger hunt or hula-hoop contest.

Ice Cream Social

Set up an ice cream bar with a variety of favorite toppings. Charge employees by the scoop.

Employee Cookbook

Have employees donate their favorite recipes to be published in a company cookbook. A variation of this theme is to sell hint books on golf, gardening, etc. Have employees’ children provide illustrations.

Lunch Box Auction

Have employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or humorous meals.

A Taste of (your company name here)

Create "A Taste of New Orleans". Invite local restaurants out in the area to set up their best dishes for employees to sample and purchase in order to raise funds for your campaign.

International Food Day

Employees team together to create taste treats from around the world. Employees decorate their own booths and dress in costumes. Hold the event at lunch, allowing employees to purchase tickets redeemable for food at the booths. Have a panel of “celebrity” judges award prizes.

Tailgate Party

Create a sports theme to coincide with football season. Hold the party in the parking lot. Serve hot dogs, chips, soda and peanuts. Play a game of flag football or video football with participants donating an entry fee.

Have a “Good Neighbor” Barbeque

Join with other companies near your business to have a cookout with games and giveaways. Have a non-profit agency present or invite families from area agencies to partake in the festivities.

“Breakfast of Champions”

Decorate with athletic gear, flags and banners. Company departments become teams, campaign progress is marked by moving teams across a playing field poster toward goal, campaign chair or CEO "coach" gives a pep talk at a kickoff "Breakfast of Champions" where Wheaties is served.

Wine Tasting

Hold a wine tasting and select 5 wines to be rated. All employees and their spouses/guests in attendance are given rating sheets. Special drawings are also held for contributors to the CFC Campaign, throughout the week. The larger the contribution, the more chances for prizes.

Waffle/Pancake Breakfast

Sell tickets and have people sign-up for their choice of pancakes or waffles. Cook breakfast in your company cafeteria. Don't forget bacon, sausage, butter etc. Each department can donate an item. The proceeds will go to the Combined Federal Campaign.

Whipped Cream Sponge Throwing

Instead of a pie-throwing contest, use a sponge with whipped cream on it. Get management to participate and let employees buy chances.

Other Fun Ideas

- Latte Stand
- Pumpkin Carving Contest
- Pizza Party
- October fest
- Popcorn Sale
- Picnic

Fun Campaign Games to Play

International Olympics

Celebrate diversity by transforming departments into various countries with décor and dress to match. Organize an international potluck luncheon where employees bring their favorite ethnic dishes. Host a mini-Olympics tournament. Invite the Combined Federal Campaign speakers to talk about various cultures throughout the area. Showcase music from around the world.

Baby/Pet Picture Match Game

Invite employees to try their luck at matching baby or pet pictures to pictures of employees. Charge employees to vote and award a fun prize to the entrant with the most right answers.

Bingo

Sell bingo cards to employees and play some games. Get local stores or company vendors to donate prizes.

Scavenger Hunt

Have employees pay a fee to hunt for hidden items around the office or neighborhood. Equip employees with Polaroid cameras and give them the task of taking pictures of their team in front of the office or neighborhood landmarks. Give employees a time limit. Award the winning team a prize.

Trivial Pursuit/Chess/Scrabble Contest

Recruit employees to play a chosen board game. Create a pool around the winning team or allow employees to move/acquire a game piece for every returned pledge card.

Ugly Tie or Ugly Earring Contest

Have contestants pay to enter the ugliest tie or earring contest. Take pictures of the participants with their tie or earrings and have employees “vote” on the ugliest tie and earrings by contributing a dollar.

Executive Chair or Tricycle Races

Set up a relay course for executives to go through, either sitting in a chair or on tricycles. Let observers “bet” on their favorite contestants.

The Battle of the Sexes

It's the men against the women in the company to see which will get the highest percent participation. At the kick-off meeting, have a short game show in which 2 men and 2 women "volunteer" to be contestants. (Because women are from Venus and men are from Mars, the teams could be called the Venutians and the Martians.) Women have to answer questions about topics that men know a lot about, and vice versa. Example: One man can be asked the name of a product used to slough dead skin cells off the face (exfoliator) and a woman can be asked what was the house of Ruth (Yankee Stadium, made famous by Babe Ruth). Have fun with the theme by creating the Combined Federal Campaign space posters have flying saucers on them, and for employees who turn in their pledge forms the day of the kick-off event, each one gets a little flying saucer that lights up. This is a great way to get all employee participation in your campaign!

Children's Drawing Contest

Give employees photographs of 1 or 2 top executives to take home for their children under 12 to draw. Charge a \$5.00 entry fee to vote for the best portraits. Display the winning portraits as part of the organization's permanent art collection. Variations of this event include having children paint depictions of people helping other people. Poems, collages, and photography can also be submitted.

A Dollar an Inch

Employees pay to cut an inch off their favorite executive tie each time they give to the community. Executives participate in an all-day competition to end the day with the shortest tie.

Executive Prison

Transform an office into a jail cell. Arrest managers and executives and allow them to make a phone call to their staff to “bail” them out. All proceeds go to the campaign.

Laugh Olympics

Employees compete in crazy “athletic events” for silly prizes. Participants donate a \$5 fee to enter. Observers wager bets on the contestants.

Back to School

Relive the glory years of school (without all the homework). Collect school supplies for a Combined Federal Campaign non profit agency. Hold a spelling bee with managers versus employees or department versus department. Contestants must spell the word correctly or everyone on the team must pay. The winning team receives a prize. Or e-mail the Combined Federal Campaign pop quizzes to employees with winners receiving a prize. Give away customized lunchboxes. Have employee's kid's help in the decoration of flyers and custom printed materials.

Joke Books

Employees submit their favorite jokes.

Funniest Home Video Contests

Invite employees to create their own "home" or "work" videos. Charge an entry fee at a viewing party; offer a prize.

Corporate Challenge

Take on another company in your field in a campaign goal challenge.

Put Yourself in Their Shoes

Ask employees to wear a crazy pair of shoes and enjoy a wild and crazy lunch. The menu: FOOT-long hot dogs, SHOESTRING potatoes, CORN chips, ARCHway cookies, and SOLE music, i.e. "Blue Suede Shoes", "These Boots Were Made For Walking".

Company-wide Walk/Run/Ride, with Sponsors Pledging Per Mile.

Proceeds to benefit CFC.

Whose Legs are Those?

Line up co-workers for mug shots of their legs in Bermuda shorts, legs only. Encourage employees to pay a small fee (\$1) to guess whose legs belong to which co-workers.

The Combined Federal Campaign 2009

Clues are given to employees in the form of riddles. The department or individual who figures out all the riddles receives a prize at the end of the campaign.

The Combined Federal Campaign Jingle Contest

Employees write jingles for the Combined Federal Campaign. There is \$5 entry fee and voting fee for the best jingles.

Ugly Lamp Month

Use any elephant (an ugly lamp works great) and offer the opportunity to purchase points to move the item to someone's work space or keep it out of your work area. Calculate and move daily, weekly, etc. Wherever it ends up at the end of the time period, it must stay for one month or until the next campaign.

The Combined Federal Campaign Boot Camp

Camouflage decorations, YMCA Ropes Course or Rock climbing ..."1...2...3...The Combined Federal Campaign for Me!"

In Hot Pursuit of Cool Millions

Campaigners dress up as spies wearing trench coat and carrying magnifying glasses. Pass out the Combined Federal Campaign informative messages in code and offer a prize for the employees who can decode the messages.

Male Beauty Contest

Contestants represent a Combined Federal Campaign non-profit agency. They receive votes at so much a bid. They can have photos of themselves with “biography” information available.

Catch and Release

Managers have to stay in a giant “fish Tank” until they raise ten or more dollars in donations. Decorate with an “under the sea” type décor.

Puppy Love

Ever hear that a lot of pets look like their owners and vice-versa? Test this theory by having employees pay for a chance to try their luck at matching a pet picture to its correct owner. Award a prize to the contestant with the most right answers and provide gift certificates to a pet store for the owners who look the most like their pets!

Other Game Ideas

- Executive Auction Contest
- Home-Grown Auction
- Playstation, X-Box
- Look-a-Like Contest
- Penny Jar
- Soak the Boss
- E-mail Bingo
- Draw the Management
- Fun Run
- Executive shoeshine
- Tug-of –War
- Cubicle Decorating

Sports-Related Activities

Teaming Up

Everyone becomes a team player when you tie your campaign to sports. Kick-off your campaign with a tailgate party. Departments can make up the different teams or sporting events. Set up a mini-golf course, briefcase toss or wastebasket free-throw, charging participants to enter. End the campaign with a trophy awarded to the department with the highest participation or most wins.

Mini-Indy 500

Rent or borrow remote controlled cars and set up an “Indy 500” race. Use office supplies to make the track more interesting. Teams can be sponsored to compete. Spectators can place bets on the winner.

Volleyball/Softball/Touch Football/Basketball Challenge

Play real or improvised games with teams of employees. Charge an entrance fee or a canned good for each participant. Have spectators bet for the winning team.

Touchdown for The Combined Federal Campaign

For any High School or University –Donate \$5 from every \$15 football ticket when the ticket purchaser mentions the Combined Federal Campaign during their ticket purchase. It's a great way to support the Combined Federal Campaign and a local football team.

Bowl-a-Thon or Miniature Golf

Employees pay a fee to participate in the event. Hold challenges among other departments.

Sumo Mania!

Call a local company and rent the Sumo Wrestling package. Have teams pay to play.

Playing the Field

Use baseball, basketball, football, golf or hockey themes. Teams of employees advance around bases or down the field. Include sports-related competitions and prizes for participants.

Hold a NFL Football Day

Sell buttons that allow employees to wear their favorite NFL gear on a Friday or any game day during the season. Host a NFL "Tailgate Party" during the lunch hour asking employees to bring their favorite dish to pass. For even more fun, play NFL Trivia.

Other Sporting Ideas

- Interdepartmental Basketball
- Slam Dunk Contest
- Bike-a-thon
- Tennis or Racquetball Tournaments
- Aerobic-a-thon
- Team Sports Competitions
- Croquet Tournament

Event Themes

Themes

- 60's, 70's, 80's
- Circus
- Hoe-down
- Medieval Times
- A Night at the Casino
- When in Rome
- Australian
- Disco
- Holiday
- Monopoly
- Picnic
- Be a Lifesaver
- Gangsters
- Indy 500
- New York! New York!
- Southwestern

Fun Theme Ideas

- Bowl-off
- Cubicle Decorating
- Latte Stand
- Popcorn Sale
- Interdepartmental Basketball Tournament
- Costume Contest
- Draw the Management
- Movie Showing
- Tricycle Race
- Craft Fair
- E-mail Bingo
- Pizza Party
- Trivia Pursuit
- Pumpkin Carving Contest

For All Kinds of Office Athletes

- Aerobic-a-thon
- Slam Dunk Contest
- Croquet Tournament
- Super Hoop
- Tennis or Racquetball Tournaments
- Walk-a-thon
- Ping Pong-a-thon
- Fun Run
- Golf Tournament or Putt-Putt Contest
- Tug-of-War
- Bike-a-thon
- Team Sports Competitions

Auctions (it's not art, but...)

- Lunch Box Auction
- Rummage Sales
- Executive Auction
- Balloon Sales
- Home-Grown Auction

Better Odds Than the Football Pool

- Match the Baby Face Contest
- Look-a-Like Contest
- Nintendo Contest
- Most Humorous Photo Contest
- Coloring Contest

Almost Anything Goes

- Compliment-o-grams
- Car Wash
- Treasure Hunt
- Dead Flower Bouquets
- Soak the Boss
- Executive Shoe Shine
- Penny Jar
- Can Drive
- Cookbook Sales

The Way to a Donor's Heart

- Pie-eating contest
- Octoberfest
- Chili cook off
- Ice cream social
- Pancake breakfast
- Bake/candy bar/popcorn sale

Build Your Theme Around a Song

- Reach Out and Touch Somebody's Hand...
- You Are The Sunshine Of My Life
- That's What Friends Are For
- You Light Up My Life

Theme Ideas to Build On

- Your Gift Works Magic
- Building A Better Community
- A Race Everyone Wins
- Making It Happen
- Something To Believe In
- The Combined Federal Campaign – It Works
- Light Up A Life
- Share Your Light
- The Magic Is You
- Brighten A Life
- Be A Star In Someone's Life
- Touch A Life
- Just Care
- Imagine
- Do Something Wonderful

Theme Ideas

- Sports Slogans: Pitch In for Your Home Team
- Catch the Spirit
- Join the Winning Team

Other Fun Events to Engage Employees

Balloon Pop

Ask business partners to donate prizes. Before filling a balloon with helium, put a note inside some of the balloons with the name of a prize. In other balloons, put a note with a Combined Federal Campaign fact. Pledge forms and other office notices can be shaped like balloons. Have employees purchase and pop balloons. Have the end prize be a donated hot-air balloon ride.

Flower Event

Ask a local florist to donate flowers. Sell the flowers at the office to employees. This works well in conjunction with Secretary's Day or Valentine's Day.

Health and Giving Event

Have each department host a health event such as a yoga class, stress reduction workshop or nutrition and personal trainer consultation. Charge employees to attend each event.

Vacation Day

This is probably the most effective and appreciated event. Have employees "buy" a vacation day by contributing a day's wages to the Combined Federal Campaign.

Auction Hotline

Set up a special voice mailbox or web page with weekly messages announcing auction items. Outline the items, including their face value in a flyer. Employees can call the hotline to record their bids. Update the recorded message daily, announcing the highest bids received to date. Each Friday announce auction results for the week and next week's items.

Half & Half

Employees each donate a dollar to be kept in a plastic container. Hold a drawing where the worker receives half the funds in the container and the Combined Federal Campaign receives the other half. Employees were also able to buy "Jeans on Friday" coupons for \$5, \$10 or \$20, each which allowed for variable lengths of wearing time.

Late Meeting Fee

Employees who arrive late for meetings pay a nominal fee of 25 cents

Other Events

- Flea Market
- Rummage Sales
- Book Fair
- Compliment-o-grams
- Craft Fair
- Executive Shoe Shine

Incentives for Giving

What behaviors to incent:

- Increase giving by ___% or \$____ per pay period
- First time gift to the Combined Federal Campaign of at least \$____ per pay period.
- Department with the highest participation

What incentives to offer:

- Use of the executive office
- Extra vacation day with pay
- Half hour to two-hour lunch extension
- Cash Prizes
- Big screen T.V
- Software
- Casual Day
- Hotel stays
- Open soda machine
- "Sleep in Late" awards
- Shopping spree at local mall
- Including a ride on the private jet, gourmet meal cooked in a vice president's home or a golf game with senior management
- Gift certificate to local stores, spa for a massage or manicure/pedicure, restaurants, clothes or books
- Hand out pens, hats, T-shirts or notepads with the Combined Federal Campaign logo
- Equipment your company no longer needs, but is still in good working condition
- Weekend getaway for two
- Babysitting services
- Cabin Stays
- Celebration or Dept. Lunch
- One day of limousine service
- Stress Balls
- Dinner at the CEO's home
- Free oil changes
- Prime parking spaces
- Vacation packages
- Golf lessons

CAMPAIGN AND PRESENTATION TIPS

The following are some general campaign and presentation tips:

Be Prepared!

- Develop a clear understanding of the CFC. Review the materials in this guide, become familiar with the campaign Charity Listing and pledge form.
- Establish your credibility... understand the topic you are presenting!

Be Friendly!

- Make a good first impression.
- Thank everyone, whether or not they give to the campaign!

Be Informative!

- Use the Campaign Charity Listing as a means to address concerns. Point out the spectrum of services offered by CFC participating charities.
- **Stress agency needs rather than campaign results in your presentation.**

Address Questions and Concerns!

- Answer any questions you can.
- If you don't know the answer, don't guess... get the answers from your CFC Loaned Executive and follow up.

Ask for a Pledge!

- Remember... you are NOT asking for yourself, but for others who need help!
- Be sincere. Make your own pledge before asking co-workers to do so.
- Arouse the emotions of your audience. Tell them about how you, a friend or a co-worker was assisted by a CFC agency.
- Stress the importance and efficiency of helping others through the CFC.
- Present the pledge form and ask for a pledge.

CAMPAIGN AND PRESENTATION TIPS

SAMPLE PRESENTATION

Welcome and remarks by Campaign Coordinator, Key Worker or Volunteer **(3 min.)**

Opening Remarks by Federal Agency Executive, Commander or Management Representative **(3 min.)**

Introduction of guest speaker **(1 min.)**

A brief presentation from an agency speaker(s) or a testimonial by a fellow employee who has been helped by the CFC **(8-10 min.)**

CFC Loaned Executive... explain ways to give, the ease of payroll deduction, how to use the agency guide and fill out a pledge form, the advantages of giving through CFC and answer any questions **(5 min.)**

(Optional) Campaign Coordinator announces incentive prizes to be awarded, possibly conduct a drawing for incentive prizes. **(3 min.)**

Conclude... and say **THANK YOU FOR BEING HERE!**

SAMPLE LETTERS

AGENCY EXECUTIVE OR COMMANDER TO EMPLOYEES ASKING THEM TO SUPPORT THE CAMPAIGN

TO: All Employees

FROM: Agency Director

This year's Combined Federal Campaign will kick off on (DATE). Our Employee Coordinator, (NAME), has added new and exciting dimensions to this year's campaign drive. The CFC has always had the full support and commitment of (YOUR AGENCY NAME), and I am looking forward to this year's campaign with enthusiasm.

If you or I were to need services tomorrow, CFC supported agencies would be there to help. Keep in mind that many of us have used the services of a CFC agency, without ever knowing it!

During the week of (DATE), a co-worker will be asking you for a contribution. Please consider a payroll deduction gift which will begin in January of next year. I hope I can count on your continued support.

CAMPAIGN AND PRESENTATION TIPS

EMPLOYEE COORDINATOR TO FELLOW EMPLOYEES ASKING THEM TO SUPPORT THE CAMPAIGN

Dear Fellow Employees:

We at (AGENCY NAME) have been recognized as leaders, not followers, in our community. We have never been content with just following along but have taken the initiative in setting the pace for others.

We have the opportunity to demonstrate our leadership in our community through the Combined Federal Campaign. By contributing to our community through the CFC, we're contributing to a network of caring that consists of hundreds of programs and services throughout the nation. With the option of payroll deduction, we can give generously with ease.

It is my hope that each employee will share in this important effort. How much you choose to contribute is a personal decision, based on your ability and desire. I encourage you to think about the difference the CFC makes, and hope you will join me in leading the way toward a better community.

Sincerely,

THANK YOU LETTER FROM EMPLOYEE COORDINATOR

Dear Employee:

Thank you for your support of the (AGENCY NAME) Combined Federal Campaign. You work hard for (AGENCY NAME) everyday and have now demonstrated that your commitment to making a difference reaches far beyond these walls and into the lives of those in need.

Because of you, every minute of every day, someone will be helped. Your dollars will enable more children to participate in programs that will allow them to grow into productive and caring citizens. More people will get the skills they need to be independent as a result of your commitment. More of our natural resources will be protected. More senior citizens will now be able to live their lives with respect and dignity. You will feed more hungry people and our families will be stronger because of you.

(AGENCY NAME) employees contributed \$ to the CFC. Your concern for others helped to make this achievement possible.

My sincere thanks to you for showing that you care about your friends, neighbors, and co-workers.

Sincerely,

CAMPAIGN AND PRESENTATION TIPS

SAMPLE E-MAIL BLASTS

DID YOU KNOW... ?

- CFC for the Greater New Orleans Area raised \$1,451,325 in 2008.
- With your help, the CFC for the Greater New Orleans Area can raise more than \$1,554,000 in 2009.
- Your CFC contributions can help keep an at-risk youth from joining a gang through intervention and one-on-one counseling.
- CFC is “owned and operated” by the Federal government and regulated by OPM.
- You can designate your gift to any agency(ies) or federation(s) in the CFC Charity Listing.
- A gift of \$4 per pay period for one year will immunize 50 children against measles.
- Your payroll deduction gift will begin in January of 2010 and will end on December 31, 2010.
- Thousands of your Federal co-workers are served by CFC-supported agencies right here in the Greater New Orleans area.
- All charities in the CFC Charity Listing must apply each year and meet certain criteria to participate in CFC.
- CFC was begun by President Kennedy in 1961 to consolidate all workplace solicitation into one comprehensive campaign.
- Local not-for-profit agencies apply in March to participate in the Combined Federal Campaign for the Greater New Orleans Area.
- A gift of \$11 per pay period for a year can provide three days of housing, counseling and services for victims of family violence.
- CFC for the Greater New Orleans Area includes approximately 20,000 Federal, Military and Postal Service employees.

Interesting statistics about who in the US gives to charities...*

- 48% of charitable dollars come from households with an income under \$30,000.
- 90% of charitable dollars come from individuals.
- 75% of Americans report they give money to charities.
- 38% of Americans say they wish they had given more to charity.
- 14% of Americans would have donated if asked.
- Most people give between 1% and 2% of their income to charity.
- Most people who give to charity also volunteer.
- The most effective fundraisers are those who have made their own donations first.

*Source: survey from “The Independent Sector”

FREQUENTLY ASKED QUESTIONS



Responding to Questions and Concerns

Some of your co-workers may have questions regarding the CFC. Usually they only need a better understanding of the CFC designation process and how their contribution will help.

Always be positive and confident, never pressure or coerce. The best way to get a gift from an employee is to educate them about the CFC and offer them the opportunity to participate in solving community and global challenges.

LISTEN CAREFULLY! Often times a phrase or comment might be a question. You may have to ask them for more information to clarify what they need to know. Above all, encourage them to ask questions and make comments. Remember, every question or comment, even if it is negative, is an opportunity to communicate and share the positive aspects of our CFC, its agencies and the people who benefit from it – **WE DO!**. Campaigns like the CFC work towards strengthening our community and world. State the facts when communicating with an employee. If you know the answer, tell him/her then. Remember though, it is OK to say “I’ll get back to you” if you don’t know the answer. It is better to find the answer then give a false one. False answers hurt the credibility of the CFC.

Above all – **DON’T ARGUE WITH THE EMPLOYEE!** Remember that giving is a personal and sensitive matter. Gifts made to the CFC are a voluntary and very personal decision. Employees might be even more sensitive when asking about the CFC and how their money will be used.

Think back to when you were a new donor. What made it easy for you to give? Share that with them and maybe it will make it easy for them too!

The following are some frequently asked Questions with Answers. Review them and use them in your solicitation . . .

Answers to frequently asked questions . . .

Q. Why were there new 5-digit charity codes in 2007?

A. The Office of Personnel Management (OPM), which oversees the CFC nationally, decided that beginning in campaign year 2007 a new 5-digit code would be issued to each charity in the CFC. OPM had various reasons for enacting this change. As more and more charities entered the CFC, the number of available 4-digit codes declined. Also, the codes were not permanently assigned to one organization, which meant that an organization's code could change from one year to the next. In addition, the same codes could be used in different campaigns, which had the potential to cause confusion. The new 5-digit codes are permanent, and each code is assigned to only one charity.

Q. I prefer to contribute directly to a charity. Why should I give my charitable contribution through the CFC?

A. There are several great reasons for giving through the CFC:

- Charities prefer to process a single check from CFC rather than numerous checks from individual contributors.
- Charities know early in the year what their revenue from pledges will be, and plan their programs accordingly. Systematic planning is not possible with sporadic individual contributions.
- Charities appreciate that CFC's low overhead costs increase revenue for their programs. Donations given through CFC are a bargain.
- Payroll deduction, only available through the CFC, is a painless way to give—you won't miss money you never see. Most of us can give a substantial annual gift on a bi-weekly or monthly basis.
- Your gift through CFC has a greater impact because it is combined with contributions from other Federal employees.
- You are part of a generous Federal community as a CFC donor.
- You will receive personal recognition from the CFC.
- Charities that receive donations through CFC, also receive a portion of undesignated donations.

Q. What will happen to MY money? How can I be sure that certain agencies won't get my money?

A. When you designate your gift, your contribution, less CFC Administrative costs, will go to the agency or agencies you designated. When you submit your pledge card, be sure to fill out the "Release of Name" section. Your name and **HOME ADDRESS** will then be forwarded to the charities you have designated. All agencies are advised to send individual thank you's to all donors.

REMEMBER – you can only give to an agency that is listed in the CFC Campaign Charity Listing.

Q. What if I don't designate my gift?

A. Your contribution will go into the Undesignated Funds pool to be distributed proportionately among all agencies that receive a designation in the CFC of Greater New Orleans Area.

Q. Is my donation tax-deductible, and if so, what do I use as a receipt?

A. Yes, it is tax-deductible, and in most cases you can either use a copy of your pledge form as a receipt, a cancelled check, or if you gave by payroll deduction, your payroll stub from the end of the calendar year. Please be advised the IRS recently changed its recordkeeping requirements for certain types of donations, and that it is a donor's responsibility to request a receipt to substantiate their CFC contribution.

On January 8, 2008 the IRS issued Notice 2008-16 which established requirements for substantiating the tax deductibility of lump sum contributions (defined by the IRS as all non-payroll deduction contributions) made through the CFC in taxable years beginning after August 17, 2006. In the case of the CFC, a "lump sum contribution" will generally mean a cash or check contribution. These requirements apply to donations of \$250 or more.

You can go to the IRS website (www.irs.gov) to get the most recent version of these regulations and more information about your tax deduction. The CFC encourages all donors to consult their tax professionals with any questions about their charitable donations.

Q. What is the CFC's administrative cost and where does it come from?

A. The CFC is committed to running an efficient campaign with a low overhead rate. We are happy to report that our 2008 overhead rate was between 12-13%. The Local Federal Coordinating Committee reviews and approves the proposed budget for the campaign each year. Administrative costs are proportionately deducted from each agency that received a designation. Administrative costs cover items such as office space, campaign materials, printing costs, personnel costs, CPA audit and other campaign expenses.

Think of administrative costs this way – as a Federal employee, how much professional work (program) could you get done if you had to provide your own lights, desks, building space, telephones, tools, vehicles, payroll, and personnel services (administrative)? Overhead costs are a fact of life in any organization. CFC holds them to a minimum and maximizes the impact of everyone's gift.

Q. Should I choose charities just based upon those with the lowest overhead rates?

A. Not necessarily. The overhead rate of a charitable organization should not be considered the primary indicator of an organization's efficiency or performance. It should only encourage a potential donor to contact the organization and/or investigate further if it appears to be unusually high. The overhead rate is calculated based upon the expenses reported on an organization's IRS form 990 for management (line 14) and fundraising (line 15), divided by total revenue (line 12). The result can be influenced by a number of factors, such as:

Size of the organization - Small charities can have a higher overhead with even the smallest of staff and operating expenses. A charity raising \$150,000 a year might have one full-time employee at a \$30,000 annual salary, plus expenses for office space, equipment and supplies, and already be at 25% overhead. Other small organizations may be all-volunteer run, and thus reflect little to no overhead.

Type of service - Some organizations that are research-intensive may invest a great deal of money into generating funds for their research or for the start-up costs, well before any specific program expenses can be applied or results can be seen. These organizations will have a higher overhead in some years due to these types of expenses. Other organizations, such as charitable federations, are dedicated primarily to fundraising for their members and thus have higher fundraising expenses than its member charities.

Gain of a large revenue source - Some organizations are fortunate enough to receive a large endowment gift or grant. They are therefore able to cover most or all of their operating expenses from that source. Thus, they may be allowed to report a very low to 0.0% overhead rate. A charity may also earn a large grant that will significantly increase revenue for the period of the grant and thus drive down the overhead rate.

Loss of a large revenue source - If an organization loses a regular large donor, or a grant comes to an end and is not renewed, revenue for that year can be adversely effected and result in a higher overhead rate. This is not necessarily and indication of long-term problems.

Economic conditions - many charities suffer from decreased contributions during periods of economic slumps, particularly local charities. This is not necessarily a reflection of the poor performance of the organization, but just the reality that donors many not have income to spare. Thus, overhead rates for charities may be higher because they are forced to spend more in fundraising to try to restore their revenue.

Q. Do I need to put my social security number on the pledge form?

A. Social Security numbers are not required by the local CFC to process the pledge forms. The box is there only if the federal agency payroll office requires the social security number to identify the employee. Check with your CFC Coordinator or payroll office, and if they don't require it then it can be left blank. In addition, the #2 and #3 copies of the pledge form that goes to the local processing office ("Central Receipt Point"), has the social security number box blacked out. The copies on which it would appear should only be seen by a CFC Coordinator and the agency payroll office.

Q. Why are certain agencies listed in the CFC Charity Listing and others aren't? And what if my agency of choice is not in the CFC Charity Listing – can I designate it?

A. All charities listed in this year's CFC Charity Listing applied to the campaign, either nationally at the Office of Personnel Management (OPM) or to the CFC for the Greater New Orleans Area Principal Combined Fund Organization (PCFO) managing the CFC. The CFC for the Greater New Orleans Area Local Federal Coordinating Committee organized a team of Federal employees to review the applications.

Decisions about eligibility are based upon compliance with the following criteria:

- 501(c)(3) status as a not-for-profit voluntary agency eligible to receive tax-exempt contributions;
- services affecting human health and welfare;
- an active, volunteer Board of Directors;
- an annual audit available to the public, if revenues are over \$100,000 annually;
- for local listings, an office or facility open at least 15 hours a week, and having a dedicated telephone in the campaign area (the State of Louisiana);

If your favorite agency is not listed in the CFC Charity Listing, it may not have applied or was turned down due to lack of compliance. **Donors cannot designate to an agency not in the CFC Charity Listing.** New applicants are warmly welcomed each spring during the application process. Many local and national CFC agencies participate in the CFC because they were referred by Federal employees who support them.

Q. Can I cancel my donation?

A. Yes, for payroll deduction pledges. Just notify your payroll office in writing, and they will stop the distribution. Unfortunately, we cannot refund cash contributions.

Q. What happens if I retire or leave my federal agency before the end of the year?

A. Your donation will be stopped by your payroll office.

Q. Why should I support a campaign that includes organizations I don't like?

A. CFC includes over 3,000 charitable organizations. Among all of these, there is certain to be at least some that do not agree with your views. It is equally certain that many of these charities represent your values.

CFC is a donor-choice campaign; **YOU** decide where **YOUR** money goes. Even if you do not approve of all the participating charities, the organizations you choose will benefit from your support and the low fundraising costs of the CFC.

CHOICE is the American way – it is the foundation of our campaign and is valued highly by our federal employees.

Q. Why should I contribute through the CFC when I don't use the services of any of the recipient charities?

A. You have most likely had contact with at least one CFC agency. From swimming lessons at local YMCA/YWCA facilities to Red Cross CPR, to cheering on the US Olympic Team to shopping at Goodwill retail stores, almost all our lives have been touched by these worthy organizations. Your coworker may have received job training or literacy skills from a CFC charity, or a neighbor may have benefited from a health agency's "stop smoking" class.

Even if we have no direct involvement with a CFC agency, each of us benefits from living in a community that provides so many services for our all. Finally, experience and recent events teach us that we each may be just one step away from needing the help of a CFC agency.

OVERCOMING OBJECTIONS

As a coordinator and/or key worker, you will encounter objections. Keep in mind this is an opportunity to educate a potential donor.

Most people who object to the workplace charitable giving program have either not been adequately informed, or have been misinformed.

Likely, they heard about CFC from someone else who was misinformed.

How to Handle Objections

1. Listen fully. Do not interrupt. Do not argue. It is vital that the person stating the objection feels listened to.

2. Reflect the statement back. You reflect the objection by accepting it, then asking a question about it. This procedure will force the individual to express himself further. This, in turn, will force him to think about what he is saying. Use the following reflective statements:

- "I can appreciate that." "That's a normal reaction."
- "That's interesting." "I'm not surprised to hear you say that."

In each case, the reflect statement should be followed by a question. This reflective question should be reworded as follows: **"Why do you feel (repeat the objection exactly as the individual states it)?"**

3. Deflect the statement. After the objection has been reflected, it must be deflected, or neutralized. This is done by simply restating the objection in the positive sense. This is the deflect part of the system. Simply restate the objection in a positive sense.


Sample Deflection:

"Your point of view is shared by a lot of people. Actually, the giving guide is simply that—a guide, not a set amount being demanded by the CFC. In your case, the guide may be unrealistic. I recommend you choose a gift that is appropriate for your situation. Remember, every contribution, whatever amount, added together, goes a long way toward making a difference for others in need."

It is completely unnecessary for you to argue with anyone, thus causing the group to side with the person objecting. Instead, support the objector. When you support the objector there is never any pressure on you, and you don't put any pressure on him.

CFC FORMS

Campaign Coordinator/Key Worker Planning Guide

ACTIVITIES & DETAILS	TARGET DATE	COMPLETION DATE	
Attend Campaign Coordinator/Key Worker Training	September 1st		
Confirm your Chief Executive's support.			
Complete selection of Key workers/Employee Committee			
Select dates for your agency's campaign			
Send management endorsement letters to all employees; utilize e-mail, if available!			
Organize your agency's kickoff meeting or event. Coordinate with CFC Loaned Executive Choose Theme Identify Location Plan for Food & Giveaways Confirm Agency Speaker or Fair Participants Publicize Your Event Ask Agency Executive, Military Unit or Management Representative to participate Ask for Testimonials Distribute CFC Charity Listings & Pledge Forms			
Start Campaign Publicity			
Develop a Campaign Solicitation Plan Group Meeting Solicitation Face-to-Face Solicitation			
Share e-mail reminders on a regular basis – encourage people to turn in their pledge form			
Make follow-up contacts with absentees.			
Mail or deliver completed Pledge Form copies to your payroll office			
Submit campaign reports and receipts to the CFC Office regularly-don't wait until the close of your campaign.			
Report your agency's campaign results to your co-workers and thank them in a meaningful way.			
Conduct a post-campaign evaluation meeting your team-save notes and advice for next year's campaign coordinator			
Attend our Celebration & Awards Luncheon	February 2010		



**2009 CFC AGENCY SPEAKER REQUEST FORM
CFC STAFF CONTACT INFORMATION**

Coordinator:	Barbara Olynick	Date Request Submitted:
Office Phone:	(504) 827-6890	Staff/LE:
Fax:	(504) 821-4378	Office Phone:
E-mail:	barbarao@unitedwaynola.org	Cell Phone:

ORGANIZATION CONTACT INFORMATION

Organization Name:	Coordinator Contact Name:
Office Phone/ext:	Cell Phone:
Fax:	E-mail:

**** SPEAKING ENGAGEMENT INFORMATION ****

Presentation Date:	Presentation Start Time:
Arrival Time:	Presentation End Time:
Number in Audience:	Speaker Time Frame (minutes):
Type of Audience (clerical, line personnel, management, etc.):	
Audio/Visual Allowed with Speaker? Yes ___ No ___	
Address of Presentation:	Directions to Location:
Agency Requested: 1.	2.
3.	4.
Special Instructions or Directions:	

AGENCY CONFIRMATION

Agency Name:	Agency Speaker:
Office Phone:	Cell Phone:
E-Mail:	Date Request Faxed to Agency:
Confirmed by:	

****ALL INFORMATION MUST BE COMPLETED
BY CFC LOANED EXECUTIVE OR AGENCY COORDINATOR
A 10-day notice is required to guarantee a speaker.
Speakers cannot be booked for tentative meetings.
Please return completed form to Barbara Olynick; Fax (504) 821-4378.**



**2009 CFC AGENCY TOUR REQUEST FORM
CFC STAFF CONTACT INFORMATION**

Coordinator:	Barbara Olynick	Date Request Submitted:
Office Phone:	(504) 827-6890	Staff/LE:
Fax:	(504) 821-4378	Office Phone:
E-mail:	barbarao@unitedwaynola.org	Cell Phone:

ORGANIZATION CONTACT INFORMATION

Organization Name:	Coordinator Contact Name:
Office Phone/ext:	Cell Phone:
Fax:	E-mail:

**** TOUR INFORMATION ****

Tour Date:	Tour Start Time:
Number in Audience:	Tour End Time:
Type of Audience (clerical, line personnel, management, etc.):	
Agency to Tour?: 1.	
2.	3.
Additional Comments:	

AGENCY CONFIRMATION

Agency Name:	Agency Contact Person: :
Office Phone:	Cell Phone:
E-Mail:	Date Request Faxed to Agency:
Confirmed By;	

NOTE: Coordinator should contact touring agency at least 48 hours prior to tour to confirm their attendance and ensure complete understanding of directions to the agency tour location.

A 10-day notice is required to guarantee an Agency Tour.

**Tours cannot be booked tentatively.
Please return completed form to CFC Speaker Coordinator.**



CFC MATERIALS REQUEST FORM
Fax Request to: Barbara Olynick (504) 821-4378

Company:		No. Employees:	
Coordinator Name:		Coordinator Phone #:	
Person Requesting Supplies:		Date of Request:	
		Date Needed:	
Item	Description	Quantity Requested	Quantity Packed
1	Campaign Report Form: 1 per Tally Envelope (<u>for turning in donations</u>)		
2	Coordinator Packet: 1 per Coordinator (<u>who did not attend training</u>)		
3	Charity Listing: 1 per 5 employees		
4	Tally Envelope: 1 for 18 employees or at least 1 per coordinator		
5	Key Worker Guide		
6	Payroll Envelope: 1 for 50 employees; minimum of 1		
7	Pledge Forms: 10% more than number of employees		
8	Poster: Goal – 1 for 50 employees; minimum of 1		
10	CFC Balloons		
11	Stick Pen: 1 for each donor		
12	CFC Star Pin: 1 for each donor		
13	Eagle Share (\$250-\$499) Lunch Cooler or Travel Mug		
14	Golden Eagle Share (\$500-\$749) Clock or Ice Chest:		
15	Golden Eagle Plus (\$750-\$999): Umbrella		
16	Golden Eagle Platinum (\$1,000 +): Backpack		



**Thank You for Starring in the
Biggest Charity Event of the Year**

