



Coordinator/Keyworker
Reference Guide



2016
King County/North Puget Sound
Combined Federal Campaign



Give Online: kcnp-cfc.org

COORDINATOR PLANNING

<u>Activity</u>	<u>Date</u>
Attend Coordinator Training	_____
Confirm agency head support	_____
Meet with Loaned Executive	_____
Recruit & train Keyworkers	_____
Publicize employee campaign goal	_____
Plan publicity and fun events	_____
Attend Kickoff event	_____
Schedule and conduct employee meetings	_____
Collect Pledge Cards, maintain confidentiality	_____
Report progress: LE and employees	_____
Announce final results to employees	_____
Report final results to Loaned Executive Dec.2	_____
Thank employees, keyworkers, and volunteers	_____
Attend CFC awards ceremony	_____



CFC MISSION

The Combined Federal Campaign (CFC) supports and promotes philanthropy through a program that is employee-focused, cost efficient, and effective in providing all Federal employees the opportunity to improve the quality of life for all.

CFC VISION

As the largest workplace fundraising program in the world and the model from which other workplace campaigns are structured, the CFC allows federal employees to invest in making lives better through their voluntary participation. Employees are empowered to help their communities to address human health and welfare needs. Campaigns are most successful where there is ownership and partnership with the federal community and where employees embrace involvement.

CFC VALUES

Federal employees care about the needs of the world and of their local communities.
Federal employees make a significant difference in the lives of people every day.
Public service is a way of serving others and is an honorable profession.
Giving through the CFC is a way of serving others and is the right thing to do.
Every donation counts.
Giving through the CFC is voluntary.
The CFC program belongs to all federal employees, not agencies.



King County – North Puget Sound Combined Federal Campaign 2016 Fact Sheet

CAMPAIGN DATES	General: September 1 – December 15, 2016
CAMPAIGN CHAIR	Michele James – Director, Field Operations, Customs and Border Protection
STRUCTURE	King County/North Puget Sound Combined Federal Campaign is planned, implemented and celebrated by federal employees with the management assistance of Community Health Charities staff under the direction of the Local Federal Coordinating Committee of the Seattle Federal Executive Board.
CAMPAIGN KICKOFF	Campaign Kickoff at the Jackson Federal Building – October 5 & 6 (2 day event) 11:30 AM - 1:30 PM Separate Federal Agency Kickoffs are held throughout the campaign.
THE CAMPAIGN	The fundraising effort is directed toward all federal agencies represented by 27,100 federal employees. The campaign offers donors a choice of more than 3,200 local, national and international charities or federations as well as Universal Giving Options giving donors a choice of more than 24,000 charities.
2015 TOTALS	\$1,966,181.00 (King and North Puget Sound) 13.7% of federal employees participated (3,617 donors) Undesignated funds were allocated to the participating charities in the same proportion they received designated gifts.
AVERAGE CONTRIBUTION	The average gift per donor in 2015 was \$543.59 .
2016 CAMPAIGN GOALS	\$2,000,000 Increase participation to 30%; 5,000 donors overall. Maintain use of payroll deduction 95%. 100% of employees asked to participate. Promote online giving via CFC Nexus, myPay, Employee Express and Universal Giving Option. Increase leadership giving (those contributing \$1,000 or more).

2016 STRATEGIES

Ask each federal employee to participate utilizing payroll deduction plan online utilizing CFC Nexus, Employee Express and myPay. Succeed in our goal of 100% contact and personal ask of every employee by recruiting 1,000+ volunteers.

Make the campaign an agency team event. Supported by top leadership and encouraged by all employees. Increase participation from 2015 by at least 10%, total campaign participation back to 25%.

CFC HISTORY

CFC began by Executive Order by President Kennedy in 1961, to consolidate the multiple appeals being made to federal employees year-round at the work place.

Initially, the campaign was composed of three federations and their member agencies: Local United Ways, National Voluntary Health Agencies, and International Services Agencies

Since the early 1980's, the eligibility criteria has been challenged and expanded so that now a wide array of charities are eligible.

METHODS OF DONATING

Payroll deduction, both online and paper form and cash or checks. Last year, 95% of givers used payroll deduction. CFC Nexus is available to all employees or Employee Express and myPay for those authorized agencies who utilize it for their payroll.

Payroll deduction makes larger gifts possible, produces predictable, systematic revenues for recipient charities and lowers fundraising costs.

2016 CHARITABLE ORGANIZATIONS

Tens of thousands of organizations have been approved to participate in the 2016 Combined Federal Campaign.

The Office of Personnel Management reviews national and international agencies. A local Federal Employee Review Committee approves local agencies using eligibility criteria such as:

- Nonprofit health, social services, arts, or environmental agency.
- Local charities with a physical presence of services.
- Review of Federations annual financial audits.

Federal regulations (5 CFR 950) say...

These are the main points made in regulations:

- CFC is official government business.
- Charitable agencies listed in the contributor's brochure are admitted through the federally regulated eligibility process. The Office of Personnel Management and volunteer committees of federal employees in each CFC make these decisions.
- The CFC will provide a "100% ask", meaning every employee will have the opportunity to participate.
- Coercion is strictly forbidden. Asking people to participate is not coercion.
- Setting a "100% participation" goal is considered coercion and is prohibited.
- Supervisors may not solicit employees.
- Contributors and non-contributors will not be posted. Contributors' decisions are private.
- Proceeds from special events will be processed as a single pledge. Employee groups can decide whether to designate or leave this pledge undesignated.
- Donors are encouraged to designate their gifts to the agencies of their choice.
- Charitable agencies agree not to sell or lease donor names (only the information of those donors who wish to be acknowledged are forwarded to the agencies).
- All undesignated funds are to be disbursed in the same proportion that charities received designations in the campaign.

For a complete copy of these regulations, go to [opm.gov/cfc](https://www.opm.gov/cfc).

2016 Coordinator Job Description

OBJECTIVE:

Plan, organize and implement an effective CFC employee campaign within the organization.

CRITERIA:

CFC Donor.

Volunteer.

Enthusiastic and positive about the CFC.

Strong interpersonal and organizational skills.

Well-respected by co-workers and management.

RESPONSIBILITIES:

- Work closely with Loaned Executive to establish campaign goals and time frames.
- Work with your employee team and Loaned Executive to coordinate and plan informative employee meetings and special events.
- Promote participation of your agency in events, activities and Kickoff(s) and at the Kickoff at the Jackson Federal Building!
- Handle the responsibility of collecting and organizing pledge forms and campaign funds dependably and keeping donor information confidential at all times.
- Implement an effective system for reporting campaign results and maintaining accurate records.
- Oversee entire campaign at your agency -- thoroughly and efficiently follow-up on all aspects of campaign, thank all employees who contributed and thank members of the campaign team.
- Finalize campaign and submit reports by Dec. 2, 2016.
- Evaluate the campaign in written summary and make recommendations for next year.
- Say "THANK YOU" many times.

2016 Keyworker Job Description

As the Keyworker you have the most important role in the campaign. Your work will significantly impact the success of the Combined Federal Campaign in your agency. Your job is to:

- Explain the reasons for the Combined Federal Campaign, the needs of participating charities, and the many advantages offered by the campaign to federal employees—both military and civilian.
 - Personally contact and discuss the importance of the Campaign with each employee you serve as a Keyworker, planning follow up visits to employees on vacation, TAD or sick leave.
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Before setting out on your mission, learn all you can about the CFC by reviewing:

Visiting online at kcnp-cfc.org and Facebook look for King County/North Puget Sound CFC

Catalog of Caring

The Coordinator & Keyworker Handbook

You will find information on how to fill out the pledge card and answers to the questions people most frequently ask about the campaign. The handbook also has a Campaign Talking Points section.

When you know your facts, you'll be more confident, more comfortable, and much more effective in asking for contributions.

We encourage you to:

- Make your own payroll deduction pledge first. You'll also learn how to pledge online or fill out the pledge form.
- Meet with each person assigned to you. Give everyone a chance to contribute and share in this community project.
- Promote payroll deduction as the method of giving.
- Make a polite and respectful ask and remind them that every donor's contribution is important to our community.
- Encourage giving that is truly voluntary. Respond to objections with information included in this Reference Guide. Do not coerce people to give. The only way CFC can maintain and grow is for us to create a base of well-informed, positive, and voluntary contributors.
- Promote CFC through the display of posters and other creative means of publicity you can develop.
- Say "thank you" many times.

Direct any questions you may have to:

Your CFC Coordinator _____ at _____, or

Your Loaned Executive _____ at _____, or

The CFC Office at (425) 251-9467.

FIVE-DIGIT CFC CHARITY CODE FACTS

1. Every charity will have only one five-digit, numeric CFC code.
2. The five-digit code is assigned to the charity for the life of that charity. Another code will not be assigned to the charity nor will that code be assigned to a different charity.
3. A five-digit code assignment does not mean that the charity is eligible to participate in the campaign. Charities must be reviewed annually by their campaigns for eligibility.

UNIVERSAL GIVING

Beginning in the 2014 Combined Federal Campaign (CFC) season, OPM launched the Universal Giving program, which allows Federal employees to donate to over 24,000 charities nationwide. Previously, employees could give only to national charities or to charities in their CFC region.

For example, Federal employees in the Washington, D.C. area who previously had access to approximately 4,000 charities will now be able to choose among 24,000 charities nationwide.

GIVE ONLINE!

It's Fast, Easy, & Green!

Pledge Online Starting September 1

- Go to: kcnps-cfc.org
- Click Pledge Online (through CFC Nexus)
- Register an account with your Federal Agency
- Find your charities and make your pledge!

You can make a practice pledge anytime at cfcnexus.org

Employee Express or myPay

If available in your agency, you can also give through **Employee Express or myPay**.

Nexus Online Pledge Printing Coordinators

- Coordinators or other designated person will need to print out Nexus Pledge forms for their employees who donate online using Nexus.
- Coordinators need to create a Nexus login or use the login they've already used when donating.
- Coordinators will let Loaned Executives know that they have a Nexus login, so that the CFC office can give them access to their donors' online pledge forms for printing.
- Coordinators will regularly print and submit the Nexus pledge forms to payroll exactly as they would paper pledge forms.



PLEDGE PROCESSING

1. How to Make CFC Nexus Pledges, myPay Pledges or Employee Express Pledges (EEX):

Donor goes to kcnp-cfc.org.

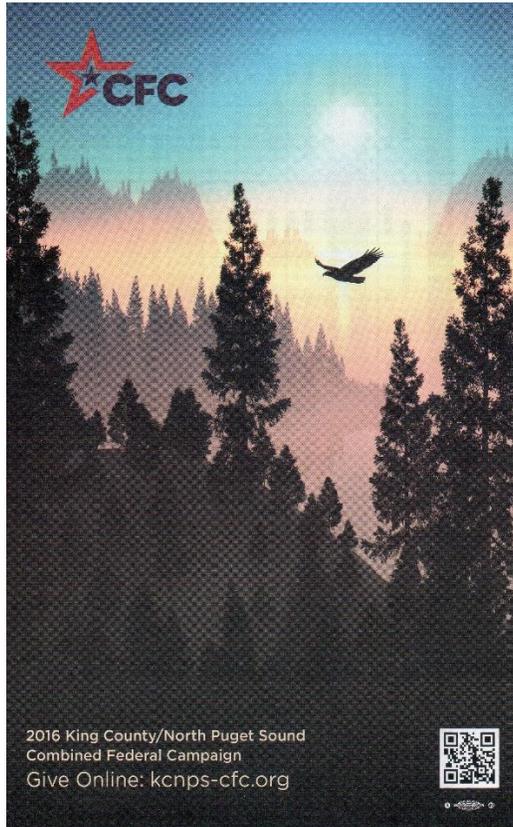
- a. All federal employees and military personnel may use Nexus. Click on Nexus and sign in or register if you are new to Nexus. Follow the prompts.
- b. Federal employees who utilize Employee Express for payroll may also pledge using Employee Express.
- c. Federal employees who utilize myPay for payroll may also pledge using myPay.
- d. All federal employees may also pledge using the paper pledge form.

2. How to Process Pledges to Payroll Processors:

- a. Employee Express and myPay pledges automatically process through to respective payroll offices.
- b. Nexus will require the Coordinator or other designee/payroll specialist to log into Nexus and print out all Nexus pledges. The Coordinator then sends this form into their respective payroll processing offices.
- c. Paper pledges require each Coordinator to send the **white payroll** deduction copy into their respective payroll processing office. Donor retains the pink copy.
- d. All **yellow copies** must be turned into the Loaned Executive as needed.

Post Offices only: Each Post Office Coordinator must give the **white payroll** deduction copy to the Loaned Executive to mail in for processing.

CFC PLEDGE FORM



FALL 2016 KING COUNTY/NORTH PUGET SOUND COMBINED FEDERAL CAMPAIGN
 19115 68th Ave S Ste H100, Kent, WA 98032
 (425) 251-9467

CFC Campaign No. **0923** City/State Code: **53 1960**

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

LAST NAME, FIRST NAME, AND MI WORK ADDRESS & ZIP CODE	CHECK (IF APPLICABLE) <input type="checkbox"/> CIVILIAN <input type="checkbox"/> MILITARY	FEDERAL AGENCY AND OFFICE	SSN / EMPLOYEE ID WORK PHONE NUMBER ()
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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.

ALLOTMENT SOURCE	AMOUNT	INTERVAL	TOTAL GIFT	CHARITY CODE	ANNUAL AMOUNT
CIVILIAN PAYROLL	\$	X 26 pay periods	\$		\$
MILITARY PAYROLL Branch of Service?	\$	X 12 months	\$		\$
CHECK / CASH <small>(make check payable to the Combined Federal Campaign)</small>					\$
Check Number:		Amount: \$			\$

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

DESIGNATED GIFT: To designate to 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.

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.

PAYROLL DEDUCTION AUTHORIZATION

I hereby authorize any agency of the United States Government by which I may be employed during 2017 to deduct the amount(s) shown above from my pay each pay period during the calendar year 2017 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 _____

PLEASE USE BALL POINT PEN & WRITE FIRMLY

Copy #1 – Payroll Office

OPM 1654
Revised July 2016

2016-0001



King County/North Puget Sound
COMBINED FEDERAL CAMPAIGN

19115 68TH AVE S STE H100, KENT, WA 98032 • PHONE 425-251-9467

kcncps-cfc.org
COORDINATOR: RETAIN PINK COPY
OF THIS REPORT FOR YOUR RECORDS.

CAMPAIGN REPORT SHEET

ACCOUNT NUMBER:		DATE:	
AGENCY/LOCATION:			
CASH & CHECKS FOR THIS REPORT			
	# OF BILLS		
\$1	<input type="text"/> X 1	\$	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
\$5	<input type="text"/> X 5	\$	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
\$10	<input type="text"/> X 10	\$	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
\$20	<input type="text"/> X 20	\$	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
\$50	<input type="text"/> X 50	\$	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
\$100	<input type="text"/> X 100	\$	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
(A) SUBTOTAL BILLS		\$	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
(B) SUBTOTAL COINS		\$	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
(C) NUMBER OF CHECKS	<input type="text"/> <input type="text"/> <input type="text"/>	SUBTOTAL CHECKS	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
TOTAL CONTRIBUTIONS FOR THIS REPORT			
		NO. DONORS	DOLLAR AMOUNT
CASH & CHECKS (TOTAL A + B + C)		<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
PAYROLL DEDUCTIONS	CIVILIAN	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
	MILITARY	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
CONFIDENTIAL GIFTS		<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
		DO NOT ENTER AMOUNT - WILL BE OPENED & RECORDED AT AUDIT	
TOTAL THIS REPORT		<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/>
TOTAL NUMBER OF DONORS TO DATE:		TOTAL AMOUNT OF CONTRIBUTIONS TO DATE:	
<input type="text"/>		\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	
COORDINATOR NAME:	TELEPHONE:		
<input type="text"/>	<input type="text"/>		
LOANED EXECUTIVE NAME:	REPORT PREPARED BY:		
<input type="text"/>	<input type="text"/>		
BATCH NUMBER	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	CFC	K 0 9 2 3

CFC on Facebook!

- Have or create a Facebook page and “like” the King County/North Puget Sound CFC page.
- Become an Editor on the CFC Facebook page and post on behalf of the page: E-mail cfc@kcnps-cfc.org and let us know the E-mail address you use to log in to Facebook.
- As an Editor, you’ll be able to promote your agency CFC events, and post photos and live video from CFC events!
- Be sure and use the hashtags #kcnps16 to show up as a local CFC topic and use #showsomecfc to show up as a national CFC topic.

A hashtag is a type of label or metadata tag used on social network and microblogging services which makes it easier for users to find messages with a specific theme or content.

For example:

Join us for the CFC Kick 2-day event on Oct. 5 & 6 at the JFB from 1130a-130p!

#kcnps16 #showsomecfc

Marketing resources:

<https://cfctoday.org/resources/2016-show-some-love-marketing-resources>

<https://cfctoday.org/content/how-your-dollars-help>

Combined Federal Campaign Talking Points

What is the Combined Federal Campaign (CFC)?

The CFC is the once a year fundraising drive conducted by federal employees in the workplace.

Donations may be made to thousands of **local, national and international organizations** that have been approved to participate in the Combined Federal Campaign.

The CFC allows you to support causes that are important to you whether it's:

- Feeding hungry children.
- Care for the dying.
- Environmental protection.
- Helping to find a cure to a disease that may have afflicted a family member, friend or co-worker.
- And more!

Why should I donate?

In the military and federal service, our community is where we live and work, where we are from, where we just transferred from, where we plan to move to next, where we plan to retire or where our family and friends live.

You the sailor, chief petty officer, officer or civilian employee can reach out and make a difference in your community in whatever needs or concerns that are important to you.

Your return on your investment cannot be overstated!

How much should I donate?

A great starting point would be to consider 1 hour of pay per month. Every dollar helps, so no matter what your donation, you are making an investment in an organization you believe in.

What are the methods of donating?

CFC contributions may be made through payroll deduction, check or cash.

Employees are encouraged to take advantage of Payroll Deduction.

- Most efficient way to make a donation.
- Makes larger gifts possible.
- Produces predictable, systematic revenues for recipient charities.
- Reduces fundraising costs.
- Actually lowers administrative costs (less checks to process, lower banks fees). It can cost a small organization up to \$25 just to clear one check.

What are the CFC fundraising expenses?

Approximately 16% of the funds raised nationwide are spent on printing materials, training volunteers, and auditing contributions.

This cost is extremely low compared with other fundraising campaigns. Every dollar pledged goes a long way toward helping others.

Where do the funds go if I don't designate a charity?

Undesignated contributions are proportionately distributed to charities that were designated by other employees in your area to receive contributions. Through your designated donation, you can ensure your investment goes to meet those needs that you feel most important.

Why not give directly to a charity?

Economically it's cheaper for a charitable agency to process one check from CFC distributions than process many checks from individual donors.

Consistent monthly income allows charities to plan their annual budgets and helps even out the usual seasonal peaks in charitable revenues. Annual budgets help a charity use its money more efficiently.

Charities' overhead costs (i.e. processing and fundraising time and cost of mailings and administrative staff) are lowered. They utilize CFC's low **16%** administrative costs to increase their charity's revenue.

Painless deduction at each pay period vs. lump sum for a single pay period.

Consolidation of individual Federal employee gifts can leverage dollars for matching grant funds.

By simply completing one pledge form, a donor can support one or *more* charities.

More than 24,000 charitable choices are presented through eligibility processes - widely diverse choices can be designated.

How do I know my chosen charities really receive my money?

Charities are encouraged to write to thank-you letters when the donor authorizes "release of name"; pledge amount or provides their address completed on pledge form.

Internal and external audits oversee distribution. Audit results are available through the CFC office.

Designate your favorite charities - more than **98%** of CFC donors did last year.

Why are these particular charities listed in the campaign list?

Recipient charities must apply annually and pass stringent eligibility tests as defined by federal regulations. Local volunteer committees of federal employees meet annually to review local applications for compliance with those regulations.

Why am I being solicited in my workplace for a campaign that is not official government business?

CFC is an authorized government activity – supervised locally by officials chosen by the Seattle Federal Executive Board and authorized by OPM regulations.

Federal employees, serving as Loaned Executives, who are loaned by their employing agencies for twelve weeks, staff CFC. Agencies value the training and experience their Loaned Executive brings back to their workplaces from their CFC assignment.

In the past, I have sometimes felt pressured to give.

By regulation, every employee is to be offered the opportunity to give. Employees donate to express their support of the charities of their choice.

Federal regulations prohibit coercion and solicitation by supervisors.

CFC emphasizes an approach of "100% asked".

Where can I find additional information about the CFC?

Visit the CFC website kcnp-cfc.org or OPM's website opm.gov/cfc.

Why People Give!

7. Too busy to volunteer
6. Leadership giving (my boss does)
5. Choice (designations)
4. Easy (payroll deduction, give at the office)
3. Most efficient (low overhead)
2. Personal satisfaction
1. **Personally asked!**