



## **King County/North Puget Sound Combined Federal Campaign**

CAMPAIGN DATES	<b>General: September 1 – December 15, 2016</b> Each agency/location is to campaign no more than six weeks within this window. One to two weeks is the norm and most effective.
CAMPAIGN CHAIR	<b>Michele James – Director</b> <b>Field Operations, Customs and Border Protection</b>
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	King County/North Puget Sound Campaign Kickoff Charity Fairs Jackson Federal Building – October 5th and 6 <sup>th</sup> , 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, postal workers and military personnel in King, Snohomish, Skagit, Whatcom and San Juan counties. The campaign offers donors a choice of any charity that is in the CFC registry and appears on the Universal Giving List.
2016 CAMPAIGN GOALS	<b>\$2,000,000</b> 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. Increase leadership giving (those contributing \$1,000 or more).
2015 TOTALS	<b>\$1,966,181.00</b> (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 <b>\$543.59</b> .

2016 STRATEGIES	<p>Ask each potential donor to give through payroll deduction. Ask new donors to give what they feel they can, or a minimum of \$10 per pay day. Ask repeat donors to increase their pledge by \$10 per pay day.</p> <p>Succeed in 100% of employees personally asked to participate. Promote “online” giving through CFC Nexus, EEX, MyPay, or Universal Giving Option.</p> <p>Make the campaign an agency team event, supported by top leadership and encouraged by all employees. Increase participation from 2015 by 10%, increasing total campaign participation to 25%.</p>
CFC HISTORY	<p>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</p> <p>Since the early 1980's, the eligibility criteria has been challenged and expanded so that now a wide array of charities are eligible.</p>
METHODS OF DONATING	<p>Payroll deduction both online and paper form, and cash or checks. Last year, 95% of donors used payroll deduction. CFC Nexus online is available to all federal employees at <a href="http://kcnp-cfc.org">kcnp-cfc.org</a>. Employee Express (EEX) and myPay can be used in agencies where authorized.</p> <p>Payroll deduction makes larger gifts possible, produces predictable, regular revenues for recipient charities and lowers fundraising costs.</p>
2016 CHARITABLE ORGANIZATIONS	<p>Tens of thousands of organizations have been approved to participate in the 2016 Combined Federal Campaign.</p> <p>The Office of Personnel Management reviews national and international agencies. A local Federal Employee Review Committee approves local agencies using eligibility criteria such as:</p> <ul style="list-style-type: none"> <li>• Nonprofit health, social services, arts, or environmental agency.</li> <li>• Local charities with a physical presence of services.</li> <li>• Review of annual financial audits and IRS Form 990.</li> </ul>
FUNDRAISING COST	<p>84 cents of every donated dollar goes directly to designated charities. Campaign expenses include campaign and printed materials, marketing, administrative services, financial audit, etc.</p>
CAMPAIGN STAFF	<p>King County:  Fil Baloca, Senior Campaign Manager  425.251.9466</p> <p>North Puget Sound:  Steve Lye, Area Campaign Manager  425.374.5531</p> <p>Principal Combined Fund Organization:  Karen White, National Director, Managed Campaigns  206.295.5506</p>