



# **2012 DoD CAMPAIGN MANAGER'S GUIDE**



# *2012 COMBINED FEDERAL CAMPAIGN*



## **DOD CAMPAIGN MANAGER'S GUIDE**



# REGULATIONS



**5 CFR Part 950**

**DoDI 5035.01**

**Standards of Conduct Office (SOCO) Advisory # 6-1**



# **INTRODUCTION**

- 1. Key Changes**
- 2. Campaign Staff**



## **Calendar of Events**

**September 5, 2012**

**Leadership Conference**

**0800 - 1200**

**JW Marriott**

**1331 Pennsylvania Avenue NW**

**Washington, DC 20004**

- **All CMs and Campaign Staff Invited**
- **All LEs present**

**September 13, 2012**



**DoD Kickoff  
1100-1130  
Pentagon Auditorium (BH650)**

- **All Campaign Leadership and CMs invited**
- **LEs will be unavailable the afternoon of September 12**
- **Invitations will be emailed**



**September 26- 27, 2012**

**DoD Charity Fair**

**1000-1300**

**Mark Center (Main Street)**

- **All employees invited**
- **LEs present as follows:**
  - **Air Force & DoD Team (September 26<sup>th</sup>)**
  - **Army & Navy Team (September 27<sup>th</sup>)**





**October 2- 4, 2012**

**DoD Charity Fair**

**1000-1300**

**Pentagon Apex (9/10)**

- **All employees invited**
- **LEs present as follows:**
  - **Navy/Army Team (October 3<sup>rd</sup>)**
  - **Air Force/DoD Team (October 2<sup>nd</sup> & 4<sup>th</sup>)**



# Department of Defense LE Team Assignments

## Army

Amy Muench (Team Lead)  
Kathi Muhammad  
Sheila Pitts

## Air Force

Karen Willis

## Navy Team

Priscilla Nelms (Team Lead)  
Tim Butler  
Pam Fitzgerald

## DoD Team

Brenda Jordan (Team Lead)  
Nathan Bein  
Travis Carver  
Kyra Rathbun

**November 8, 2012**



**Best Practices Forum Report Luncheon**

**TBD**

**Grand Hyatt**

**1000 H Street NW,**

**Washington, DC 20001**

**Designated CMs and Staff invited**

- **All LEs present**

**December 5, 2012**



**DoD Communications & Marketing Contest**

**1400 -1700**

**Mark Center**

**4800 Mark Center Drive  
Alexandria, VA 22350-3200**

- **Selected Charity Judges**
- **All LEs present all day**
- **Set-Up December 4, 2012**

## Other Events



- **Weekly LE meetings (Tuesdays at 9am)**
- **DoD CFC Awards Ceremony – TBD**
- **Campaign Finale – (TBD)**



## **Chapter 2 – Running a Successful Campaign**

### **Timeline**

- **What to do when**
- **Where you should be in your Campaign Planning**



## **Chapter 3 – Campaign Manager's Timeline**

- **Prepare a strategy**
- **Get leadership involved**



## **Chapter 7 – Soliciting Employee Donations**

**Per OPM regulations, CFCNCA cannot:**

- **Require 100% participation**
- **Allow managers to solicit subordinates**
- **Pressure colleagues to give a specific amount**
- **Develop a list of non-contributors or contributors**
- **Coerce fellow employees**



# **Appendices G & I**



## **G. Campaign Tool Box**

### **I. Glossary**



**Questions ??????**

## Contact Information:



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**[michael.kelly@whs.mil](mailto:michael.kelly@whs.mil)**

**703-601-0223**



**THANK YOU!!!!**



# Combined Federal Campaign History and Resource Overview

## DoD Operations Meeting

August 23, 2012

**2012 Combined Federal Campaign of the National Capital Area**





# Agenda

CFCNCA at a Glance	3
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# CFCNCA at a Glance



# History

- Combined Federal Campaign established by President Kennedy in 1961
- 2012 marks the 51<sup>st</sup> anniversary
- Largest workplace giving campaign in the world
- Over \$7 billion has been raised for local, national and international charities



# CFCNCA Organizational Chart

OPM Regulatory Oversight

Combined Federal Campaign of the National Capital Area (CFCNCA)

Local Federal Coordinating Committee (LFCC)

Principal Combined Fund Organization (PCFO) – Global Impact

Department of Defense

Department of Health and Human Services

Department of Commerce

Department of Homeland Security

34 Other Federal Agencies



## The Role as PCFO

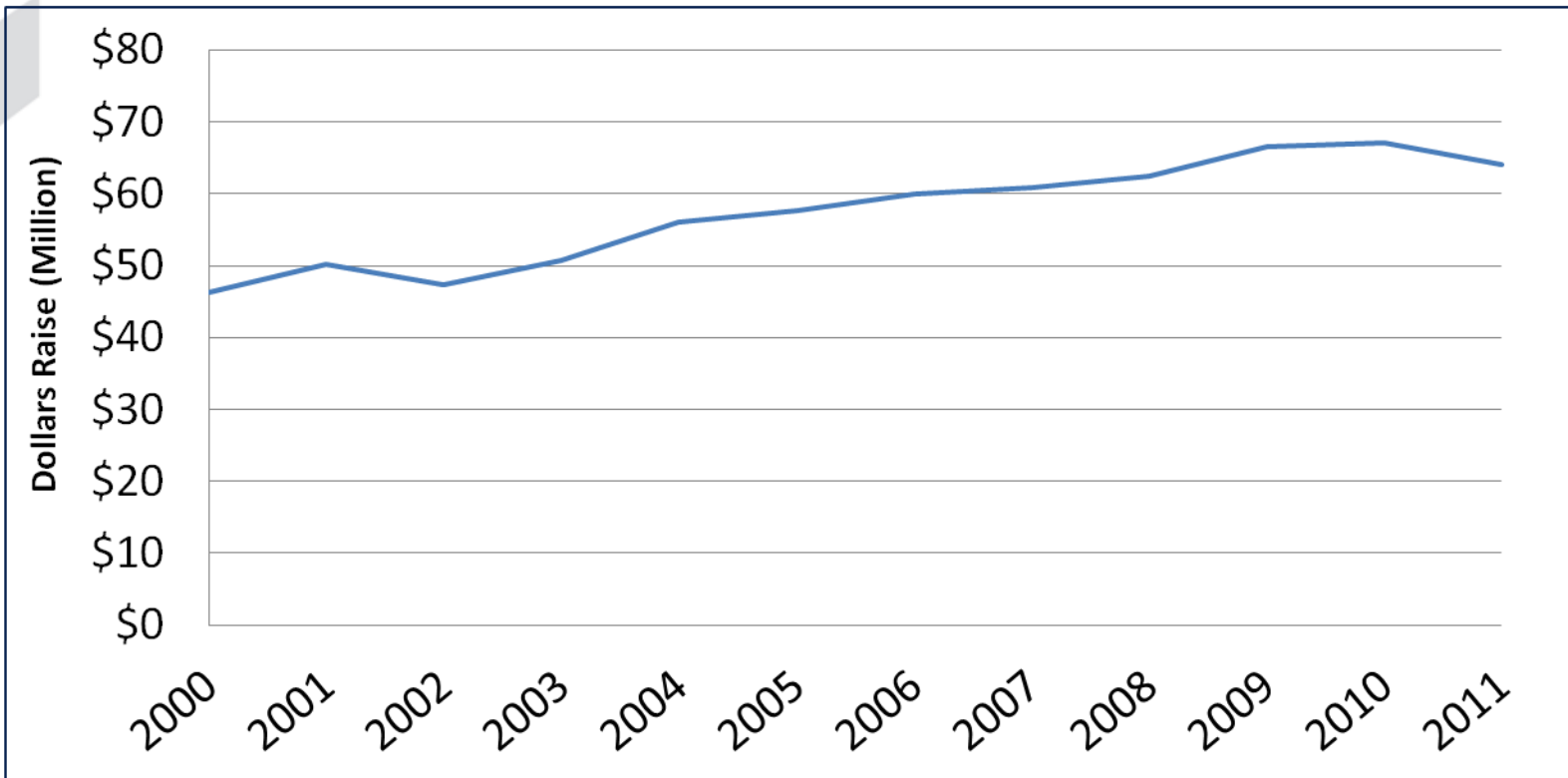
- Conducts an effective and efficient campaign in a fair and even-handed manner
- Supports the LFCC to ensure compliance of OPM regulatory requirements
- Raises funds from over 120,000 donors
- Develops all marketing and communications materials
- Reviews local charity applications and organizes charity participation
- Recruits and trains Campaign Workers
- Provides campaign technology
- Collects and distributes funds to charities



# CFCNCA Accomplishments

- The CFCNCA has grown from \$47 million in 2002 to \$64.5 million in 2011 with Global Impact serving as the PCFO
- Innovation
  - Technology (tripled eGiving)
  - OPM Innovator Awards (2003-2010)
- Effective administration and low administrative rates

# CFCNCA by the Numbers



Source: OPM, Fall 2011 unaudited projection



# 2011 in Review



# 2011 CFCNCA Accomplishments

- \$64.5 million raised
  - Federal Buyout in National Capital Area affected 30,000 employees
- 32% participation rate; 121,117 donors
  - Well above national participation rate of 23.6%
- \$533 average gift
- 8.2% administrative rate

# 2011 CFC National Results Comparison

- The CFCNCA remains the top campaign in funds raised. Collectively the CFCs raised \$272,679,280 in 2011, down 3.1% from the 2010 pledge amount of \$281,518,167.

	CFCNCA	National CFC Average
Participation Rate	32%	24%
Average Pledge Amount	\$533	\$284
Administration Rate	8.2%	10.7%



# Final 2011 DoD Results

- **\$15.9 million** raised representing 24.6% of NCA total
- **38%** participation rate; **31,271 donors**
- **\$510** average gift





# CFCNCA Campaign Environment



# CFCNCA Campaign Environment

- C.F.R.950 – OPM Regulations
- OPM Directive March 28, 2012
- Federal Agency Ethics Officers



# Challenges in 2012 and Beyond

- Election year will be a distraction
- Buyouts continue to keep Federal workers unsure about their future
- Pay freezes and benefit reductions affect Federal workers
- Shorter campaign period with December 15 cutoff



# 2012 Fundraising Goals



## 2012 Fundraising Goals

- \$62 Million
- 34 Percent Participation Rate



Thank you.



# Marketing Overview: 2012

August 23, 2012

2012 Combined Federal Campaign of the National Capital Area





## 2012 Goals

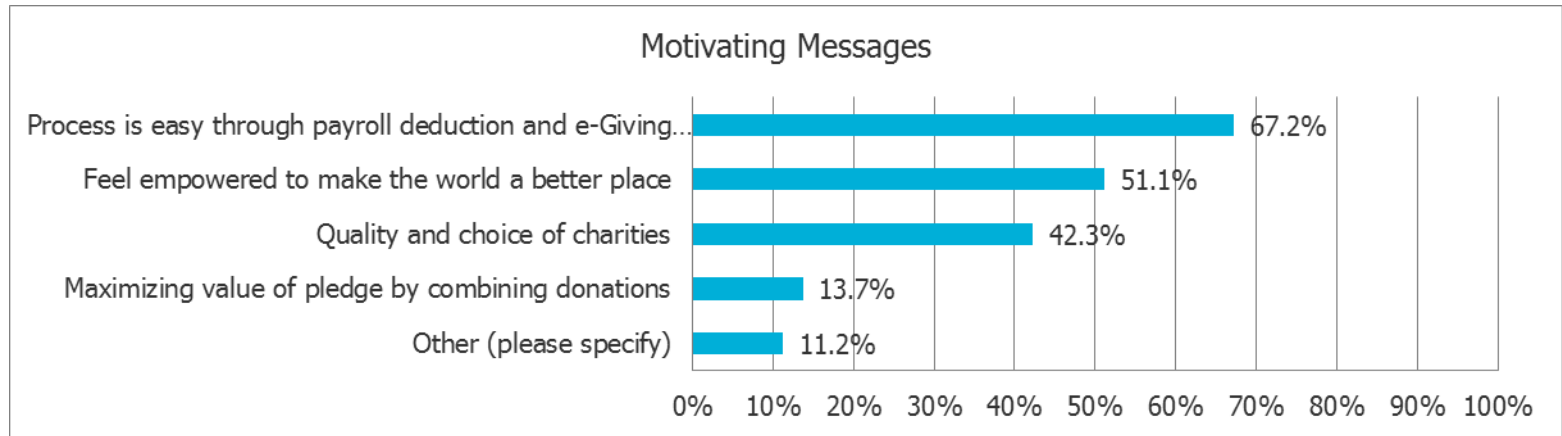
- Increase participation from 32 percent to 34 percent
- Total funds raised \$62 million
- Increase the percentage of donors using electronic pledging





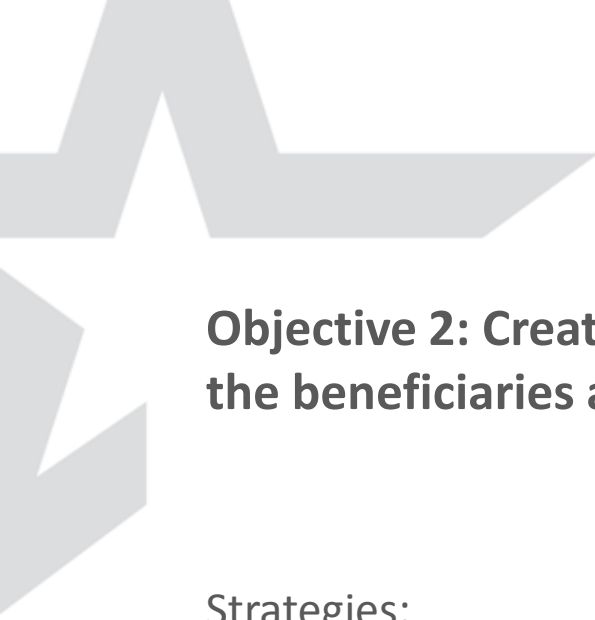
# Marketing Strategies

## Objective 1: Leverage knowledge gained in 2011 to improve campaign marketing, messaging and outreach



### Strategies:

- Consistently highlight the core benefits of the CFCNCA in all campaign materials
- Ease of giving, impact, ROI, breath of charities (location and cause)



## Objective 2: Create an emotional connection with a special emphasis on the beneficiaries and campaign workers of the CFCNCA

### Strategies:

- Use of **personal stories**; those of campaign workers, donors, beneficiaries and charity representatives
- Highlight the power of the gift to charities and the people they serve
- Highlight the power of their commitment and the results that Federal workers create



## Objective 3: Engage campaign workers, new donors and existing donors through the social media platform

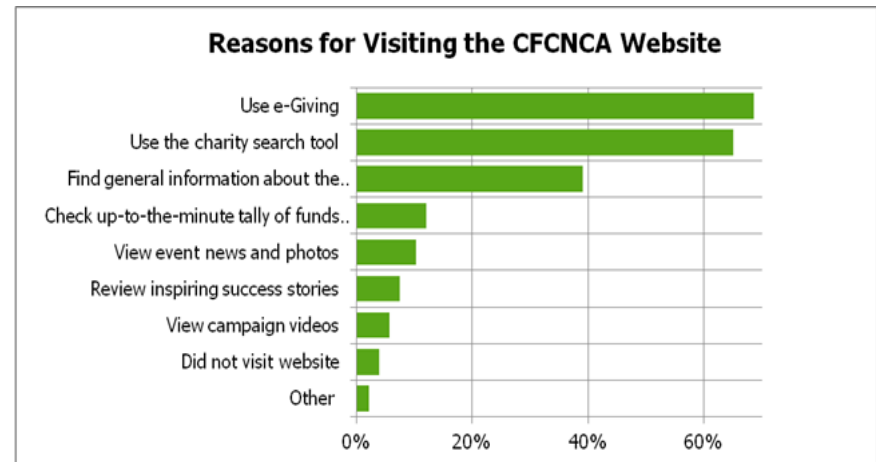
### Strategies:

- Integrated social media into the campaign website and events, allowing donors and campaign workers to contribute to the campaign in a meaningful way:
  - Share function
  - Campaign videos
  - Consistent and relevant charity, donor and volunteer news

## Objective 4: Enhance the online user experience on CFCNCA.org

### Strategies:

- The CFCNCA website is refreshed with a streamlined interface, a stronger web platform and an improved outward-facing look and feel.
- Clearer navigation driven by stakeholder group's feedback
- User-friendly content and interface
- Easy access to CFC Accelerator e-Giving and CharitySearch functions
- Highlighted news, rotating banner and news story box





# Design & Applications



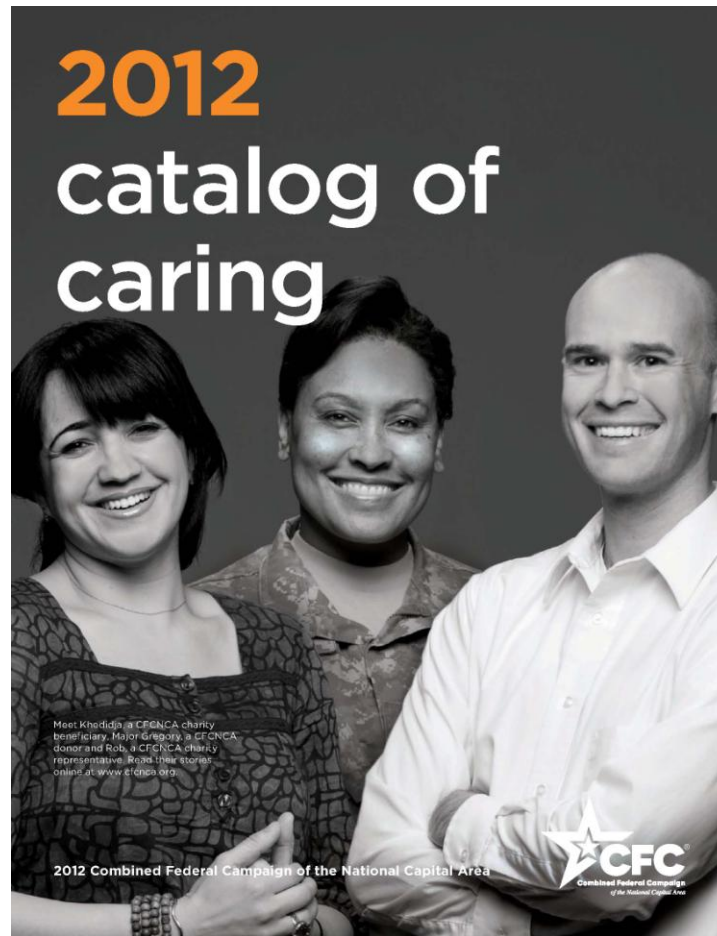
# Visual Style & Design

## It's all about real people...

- Use of black and white photos, documentary-style imagery
  - Adds impact and authenticity to photographs
- Action-oriented copy that demonstrates the action and reaction associated with donating through the campaign
  - Allows imagery to speak for itself and deliver emotional impact

# Catalog of Caring

- Available in printed version, as a PDF or as a searchable database at [www.cfcnca.org](http://www.cfcnca.org)





# Posters

**choose hope.**  
**give shelter.**



Meet LaJuana, a CFCNCA charity beneficiary. Read her story online at [www.cfcnca.org](http://www.cfcnca.org).

Donate online today through the 2012 CFCNCA.  
[www.cfcnca.org](http://www.cfcnca.org)

Campaign ends December 15, 2012



**choose hope.**  
**give health.**




Meet Justin, a CFCNCA charity representative. Read his story online at [www.cfcnca.org](http://www.cfcnca.org).

Donate online today through the 2012 CFCNCA.  
[www.cfcnca.org](http://www.cfcnca.org)

Campaign ends December 15, 2012




**choose hope.**  
**give confidence.**



Meet Major Gregory, a CFCNCA donor. Read her story online at [www.cfcnca.org](http://www.cfcnca.org).

Donate online today through the 2012 CFCNCA.  
[www.cfcnca.org](http://www.cfcnca.org)

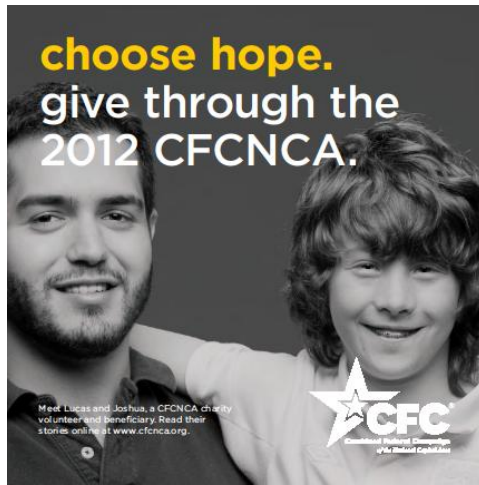
Campaign ends December 15, 2012



# Donor Stickers and Buttons



# Campaign Card



## here's how you can give hope:



### 1. Explore

Watch the videos and read the inspiring success stories of people who found hope through the CFCNCA. Learn how your donations make a real and lasting difference at [www.cfcnca.org](http://www.cfcnca.org).



### 2. Connect

The CFCNCA is your link to thousands of pre-screened and approved charities — local, national and international. Browse through, take your time and choose the charities that mean the most to you.



### 3. Give

Donating through the CFCNCA is simple; eGiving makes it easy and fast. With multiple ways to give, delivering hope is only a few clicks away.

## hope is universal.



Every person, representing every culture, in every country needs it. The CFCNCA is your key to giving hope, offering a breadth of charity options, close to home and around the world.

**Give hope today.**  
Give through the CFCNCA.

## hope is the greatest gift of all.

Donate online today through the CFCNCA.  
[www.cfcnca.org](http://www.cfcnca.org)

*Campaign ends December 15, 2012*

750 17<sup>th</sup> Street NW, Suite 200, Washington, DC 20006 | P 202.465.7200

# Website Refresh – Homepage

The screenshot displays the homepage of the Combined Federal Campaign of the National Capital Area. At the top left is the CFCO logo, a star with 'CFCO' and 'Combined Federal Campaign of the National Capital Area' below it. To the right is a search bar and navigation links for 'Contact Us', 'Feedback', and 'MANAGE'. Below these are social media icons for Facebook, Twitter, YouTube, and RSS. A dark blue navigation bar contains links for 'About', 'Donors', 'Volunteers', 'Charities', and 'DONATE'. A light blue banner below the navigation reads 'THE 2012 CAMPAIGN KICKS OFF ON SEPTEMBER 1ST'. The main content area features a large photo of people celebrating with confetti. Below the photo is a slide with the text 'This is Some Title Text For this Slide' and a 'More | All Inspiring Stories' link. The page is divided into three columns: 'CFCNCA Charity Search' with a search box and 'ADVANCED SEARCH >' and 'CHARITY LISTINGS >' links; 'Latest News & Events' with four news items and a 'READ ALL NEWS & EVENTS >' link; and 'Care & Connect' with social media icons and a 'FACEBOOK LIKE | SHARE | FRIEND US' link. The footer contains copyright information, a second CFCO logo, and contact details: 'Home | Site Map | Privacy Policy | Contact Us', '750 17th Street NW, Suite 200', 'Washington, DC 20005', 'Tel: 202-455-7200 | Fax: 202-455-7545'.

# DoD Resource CD

## Includes

- Document Banner
- Buttons
- Campaign Card
- Catalog of Caring
- Training Guides (Keyworker and Campaign Manager)
- Logos & Star Graphic
- Table Tents
- Thank You Card

## Campaign Videos

- 1 video and 3 PSAs
  - Video Release: 9/5/2012 @ Leadership Conference
- Multiple personal stories



Thank you!

Stay Engaged at [www.cfcnca.org](http://www.cfcnca.org)



# Introducing JK Moving Services

2012 Combined Federal Campaign  
of the National Capital Area  
[www.cfcnca.org](http://www.cfcnca.org)



# Needed Information

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- The more information the better
  - Several Contacts for Delivery
  - Security Contact
- Special Requirements
  - Loading Dock Restrictions (Height)
  - Logistical Issues (Stair Carry)



# I Placed an Order Through Manage

## *What happens next?*

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1. CFC Headquarters approves the request.
2. JK creates a pick ticket and pulls the order.
3. JK contacts the Campaign Manager / Designated Person.
4. The delivery date is set.

**\*\*The entire process is documented in Manage\*\***

# Day of Delivery

1. A representative must receive the material.
2. Count the boxes or skids of material
3. Look for the mixed load containers
4. Sign the delivery ticket, noting any discrepancies.



# Helpful Hints

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- Combine Delivery Requests
- Meet Driver Outside Building  
(for smaller deliveries)
- Identify Placement Area of Product
- Ensure Mixed Load Containers are Easily Accessible

*Hope is the Greatest Gift of All*

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**Jon Theiss**

*General Manager, Archives Division*

**Laura Wrye**

*Operations Manager, Archives Division*

*We're On!*



**Schedule**  
GS29F0018T-71 IIK-JK



**JK MOVING**  
SERVICES



# CFC Awards

2012 Combined Federal Campaign of the National Capital Area





# Types of Awards

- Reporting Unit Awards
  - Ordered at the end of the campaign through MANAGE
  - Available for reporting unit level only
  - CFC will pay for one plaque for reporting units
  - Four different awards
- Department/Agency Awards
  - Ordered by the Voluntary Campaign Management Office
  - Three different awards

# Reporting Unit Awards



# Department/Agency Awards







# Certificates

## Reporting Unit Certificates

- Certificates for all reporting unit awards at the VCMO

## Individual Certificates

- Given out to recognize volunteers responsible for the campaign's success – VCMO has certificates



# Reporting Unit Certificates

- President's
- Chairman's
- Honor
- Merit
- Million Dollar Circle
- 100% of Goal
- Outstanding Payroll Deduction Giving



# Individual Certificates

## Most Valuable Fundraiser Certificate

- For Vice Chairs, Campaign Managers, and Coordinators

## Special Service Certificate

- For outstanding service to the campaign

## Certificate of Appreciation

- For Keyworkers

## 2012 CFC CAMPAIGN AWARDS

COMPONENT LEVEL UNIT AWARDS	
2012 CFC CAMPAIGN AWARDS	<b>LARGE</b> (Navy/USMC, Army, Air Force, DIA, NGA, OSD, JTF CAPMED)
	<b>MEDIUM</b> (DLA, JCS, DTRA, WHS, DODIG, USUHS,, DARPA)
	<b>SMALL</b> (PFPA, DCAA, DSCA, DoDEA, MDA, DFAS, DSS, MDA)
Summit Award Plaque	<b>3%</b> Increase in Dollars > 2010
President Plaque	<b>\$275</b> Per Capita Gift <i>or</i> <b>75%</b> Participation
Chairman Plaque	<b>\$225</b> Per Capita Gift <i>or</i> <b>67%</b> Participation
Honor Plaque	<b>\$175</b> Per Capita Gift <i>or</i> <b>60%</b> Participation
Merit Plaque	<b>\$125</b> Per Capita Gift <i>or</i> <b>50%</b> Participation
Million Dollar Circle	Service/Agencies that raise > <b>\$1M</b>
DoD Communication and Marketing Contest	Recognizes agency creative efforts that communicate the CFC spirit, theme and goals
Participation Achievement Award	2% increase in participation over 2011 <b>Audited</b> results
INDIVIDUAL AWARDS	
<b>Gifts:</b>	
Single Eagle Pin and Certificate	<b>1%</b> of Salary
Double Eagle Pin and Certificate	<b>2%</b> of Salary
<b>Certificates:</b>	
Most Valuable Fundraiser	For CFC Vice Chairs, Campaign Managers, Coordinators & others
Special Service Award	For volunteers providing outstanding service to CFC
Outstanding Payroll Deduction Giving Certificate	75% contributors making payroll deduction gifts
100% Goal Certificate	Exceeding Campaign Goal
Certificate of Appreciation	For each Keyworker
<b>Plaques: DoD Level</b>	
Most Outstanding Campaign and Most Outstanding Campaign Manager (McCarter and Richardson Award for Outstanding DoD CM for CFC Excellence)	<b>LARGE</b> (Navy/USMC, Army, Air Force, DIA, NGA, OSD, JTF CAPMED)
	<b>MEDIUM</b> (DLA, JCS, DTRA, WHS, DODIG, USUHS,, DARPA)
	<b>SMALL</b> (PFPA, DCAA, DSCA, DoDEA, MDA, DFAS, DSS, MDA)
Campaign Manger (CM) Award	Each CM Over Goal

A large, light blue abstract graphic on the left side of the slide, consisting of several overlapping, angular shapes that resemble a stylized mountain range or a series of peaks and valleys.

# Questions?