

The Pacific Northwest 2009 Combined Federal Campaign #0728



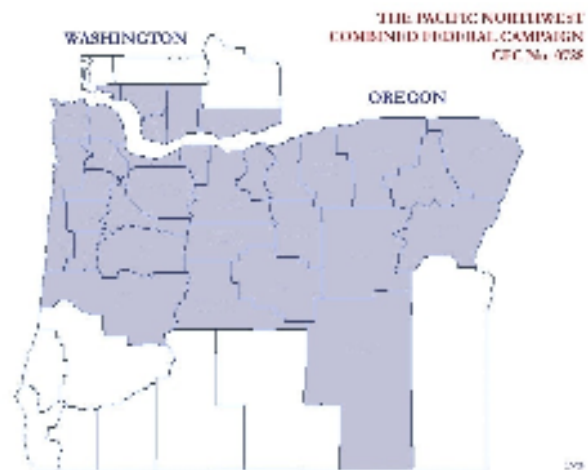
CFC Fast Facts

National History and Structure

- The Combined Federal Campaign was created by an Executive Order during the Kennedy Administration in 1961 to streamline workplace giving campaigns at federal agencies.
- The CFC allows federal employees to choose from an extensive list of charities that have applied to the campaign and been screened by groups of federal volunteers. Our campaign supports non-profits involved in a variety of charitable missions.
- The CFC is the only authorized solicitation of employees in the federal workplace on behalf of charitable organizations. It continues to be the largest and most successful workplace fundraising model in the world. In 2007 the CFC nationally raised \$273.1 million for charity.

Local History and Structure

- In 2008 the Pacific Northwest CFC raised over \$1.78 million for local, national, and international charities by soliciting 25,163 federal employees in over 600 federal offices for a total of 6,631 donors.
- Our region encompasses 33 Oregon/SW Washington counties:
 - Oregon: Baker, Benton, Clackamas, Clatsop, Columbia, Crook, Deschutes, Gilliam, Grant, Harney, Hood River, Jefferson, Lane, Lincoln, Linn, Marion, Morrow, Multnomah, Polk, Sherman, Tillamook, Umatilla, Union, Wallowa, Wasco, Washington, Wheeler, and Yamhill.
 - Washington: Clark, Cowlitz, Klickitat, Skamania, and Wahkiakum.



The 2008 overhead rate is projected to be about 6.5%, which is well below the national average for administering the CFC. Over 93 cents of every dollar contributed goes directly to member charities.

The Pacific Northwest CFC website is www.yourcfc.org. The website offers campaign history, FAQs, an Online Searchable Directory, pledge Form, Campaign Coordinator resources, news, information for charities, and information on how to contribute.

The 2009 local campaign period is September 28th to November 6th. Federal agencies are encouraged to conduct a 2-3 week campaign within this period and to inform all employees about the CFC.

Our local campaign goal is 100% Consideration, which means that every employee in our region is given campaign information and materials and asked to consider giving.

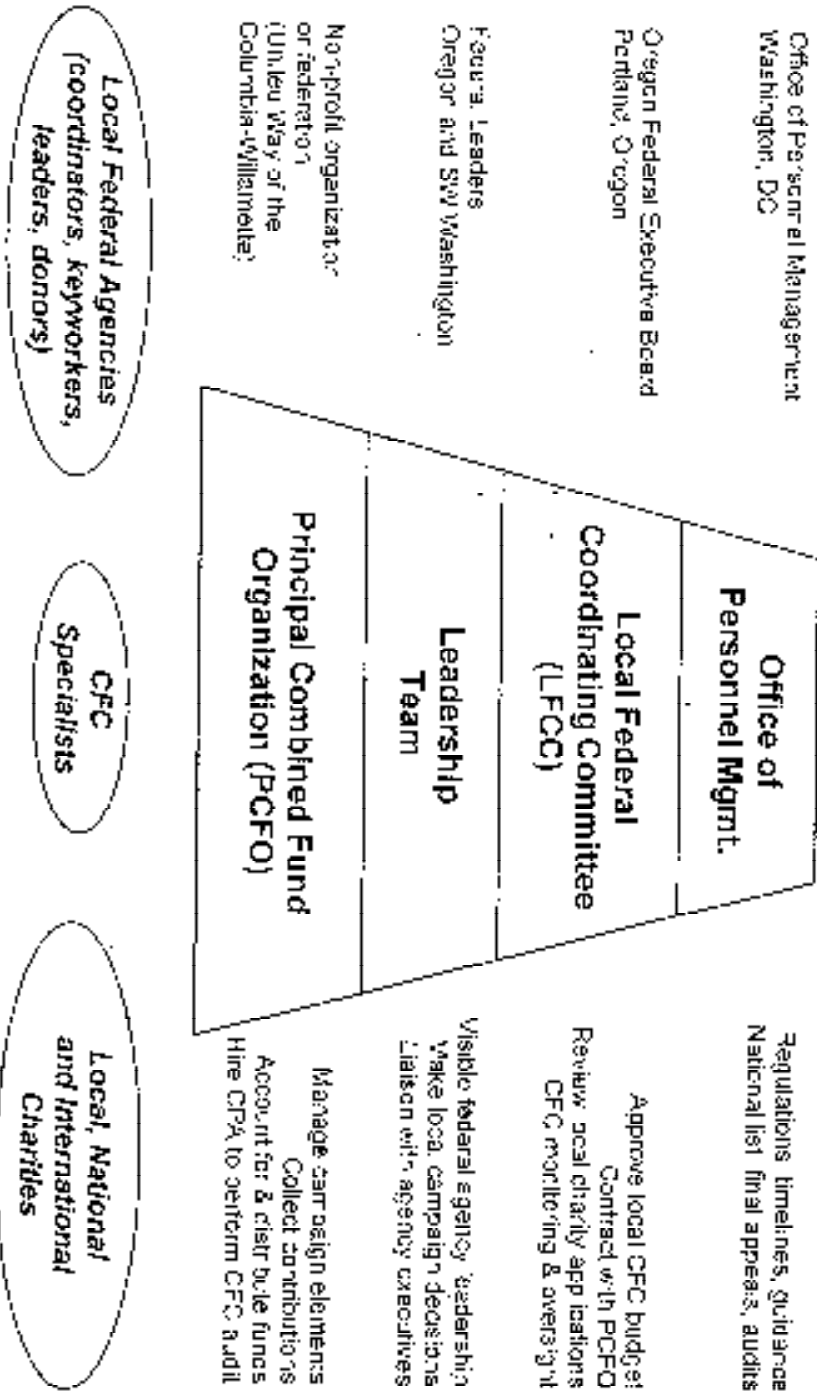


*The Pacific Northwest
2009 Combined Federal Campaign #0728*

*The Pacific Northwest
2008 Combined Federal Campaign #0728*



Organization Chart



*The Pacific Northwest
2009 Combined Federal Campaign #0728*



CFC Who's Who

Person	Role	See them for...
Keyworker	The person responsible for a portion of a single agency's CFC and who gets direction from an Agency Coordinator.	Assistance in campaign planning and outreach at your agency; achieving "100% consideration" at your agency.
Specialist	The federal employee who is assigned to work outside of his/her own organization and assist you with your agency campaign.	Campaign supplies, campaign planning, pledge pick-up, CFC questions, and event coordination.
CFC Administrative Manager	The person at the Principal Combined Fund Organization (the non-profit contracted to administer the CFC) who manages the CFC.	Campaign supplies, CFC questions, in-kind donation tax receipts, charity questions, designation questions, submission of campaign photos, and anything else that comes up.
LFCC Chair (Ron Johnson, Oregon Federal Executive Board)	The person who chairs the Local Federal Coordinating Committee (LFCC), which oversees the local CFC.	Charity application questions, large-scale issues with the campaign.



5 Questions for Campaign Success

1. How will I inform everyone at my office?

You know what works best at your office. Create a plan to make sure that each person in your office receives campaign materials and a personal ask. Emails, posters, interoffice mail, fundraisers, and presentations at meetings are all great ways to make sure your colleagues know that it is CFC time.

Never underestimate the value of the personal ask: “I hope you will consider supporting the CFC this year. Please let me know if you have any questions, and remember, pledges are due October 30th.”

2. Who do I get to help me?

First, ask for your agency leader’s support. An agency leader can help you by personally endorsing the campaign through an email or at a meeting, allowing campaign events (fundraisers, meetings), and giving you time to plan.

At larger agencies it is important that you develop a team to assist you in running the campaign. We recommend one keyworker for every 20-25 employees.

3. How do I get people excited about the CFC?

Fundraisers: There are many, many creative ideas to raise money for the CFC through fundraisers! See www.yourcfc.org under “Resources” for lists of examples.

Charity Speakers: Many of the local charities the CFC supports would be happy to come into your agency and make a presentation about the work their charity does.

Testimonials: Another powerful way to share a CFC story is to ask a fellow worker to share a testimonial about their involvement with a particular agency. Most of us have benefited in some way from a CFC agency.

4. How do I process pledges?

Follow the instructions on the report envelope. When you meet with your Specialist to submit your report envelope, be sure to also return unused charity lists and pledge forms.

5. How do I celebrate success?

Agency: Report final results and thank employees through department meetings, company newsletter, posted communications or an e-mail message. If your agency had an outstanding year, nominate them for a CFC award. Send the CFC Administrative Manager pictures and a description of especially successful events to be posted on the website.

Donors: Thank all donors with the CFC thank-you pen.

Keyworkers: Recognize and thank your keyworkers, and invite them to attend the CFC Celebration Luncheon in early 2010.

The Pacific Northwest

2009 Combined Federal Campaign #0728



Agency Awards

The Pacific Northwest CFC would like to honor the outstanding efforts by agency leaders, campaign coordinators, and the federal employees who participate in the CFC.

Nominated Awards

The Chair's and Innovation awards are the Pacific Northwest CFC's highest campaign honors. A Coordinator, Specialist, Agency Director, or Donor can nominate an agency for these awards. Please check the CFC website (www.yourcfc.org) for the nomination form, which must be submitted by mail, email, or online by December 15th.

Chair's Award

Recognizes a "best practices" campaign that incorporates elements of success such as:

- Executive-level endorsement.
- Organization and training of volunteers.
- Employee briefings and 100% ask.
- Publicity, education, fun.
- Thank-you program.

Innovation Award

One award that recognizes the use of a unique campaign strategy or special event in the current campaign or a history of campaign innovation.

Qualified Awards

Merit Award

An award recognizing participation in the CFC, given to agencies that conduct employee campaigns.

Leadership Award

An award recognizing increased participation or 100% participation, or increased funds raised from the previous year.



Resources Available Online

The CFC website, www.yourcfc.org or www.pacificnwfc.org (same site), has additional materials available to you as you plan your campaign. Look for them on the “Resources” page.

CFC Video

Theme and Graphics

Speaker’s Bureau

Fundraisers

Additional Documents

- **100% Consideration:** Ideas on how to reach every person at your agency, including a spreadsheet that keyworkers can use to keep track of the employees they are responsible for.
- **The Art of Asking:** Nervous about “the ask”? Don’t be! This document contains many ideas for approaching coworkers about the CFC.
- **Contact information for other regional CFCs:** Are you in charge of federal offices outside the Pacific Northwest CFC? Use these sheets to find your contacts in other regions.
- **Charity Involvement:** Information about how you can involve charities in your campaign.
- **In Kind Donations:** Procedures for accepting and documenting in-kind donations.
- **Planning Checklist:** A helpful tool as you put together your campaign.
- **Saying Thank You:** Ideas for how you can recognize your agency’s success.
- **Letter templates:** Sample letters you can use for your agency leader letter/email, and other campaign communication.