CAMPAIGN LEADER TRAINING

BASICS AND VOLUNTEER ROLES

CFD
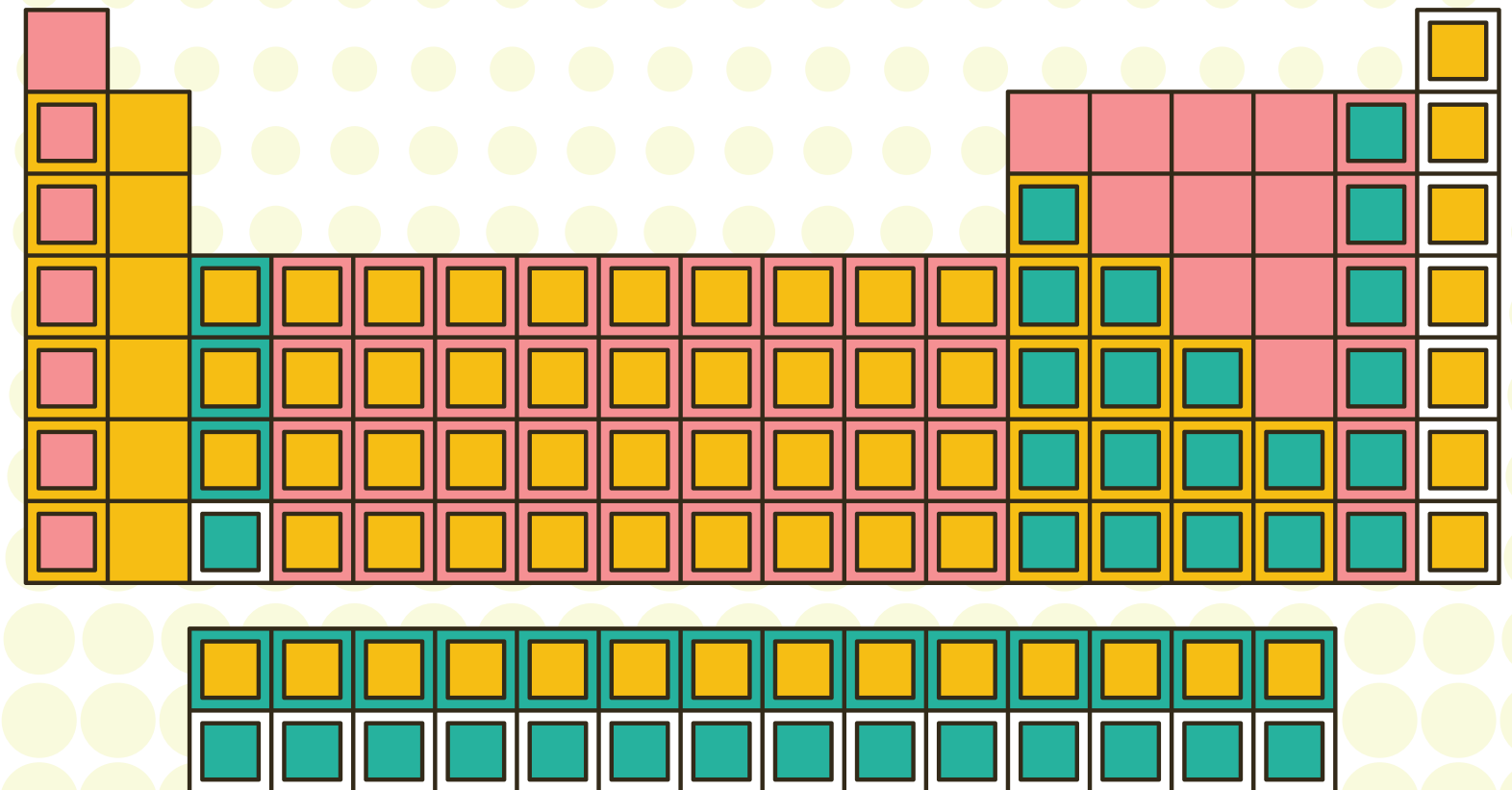EST. 1984
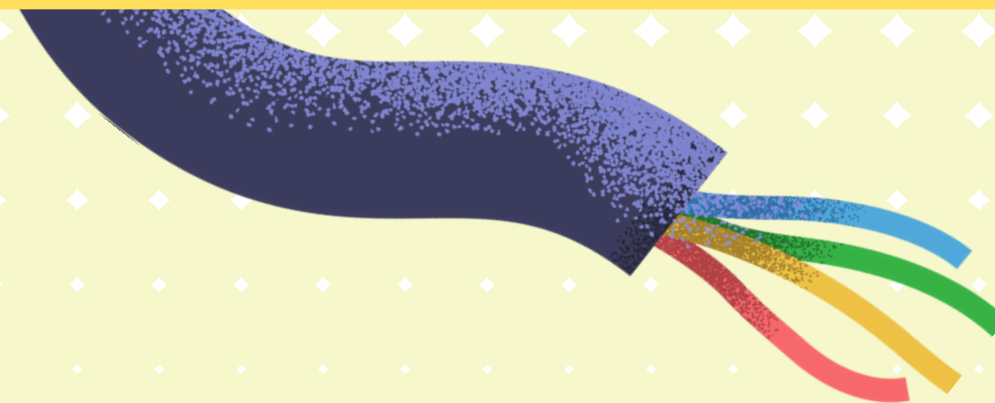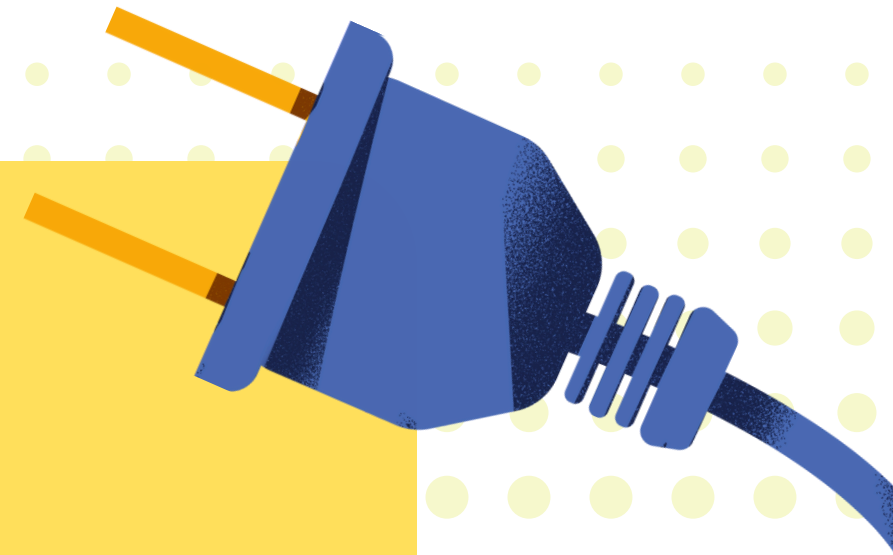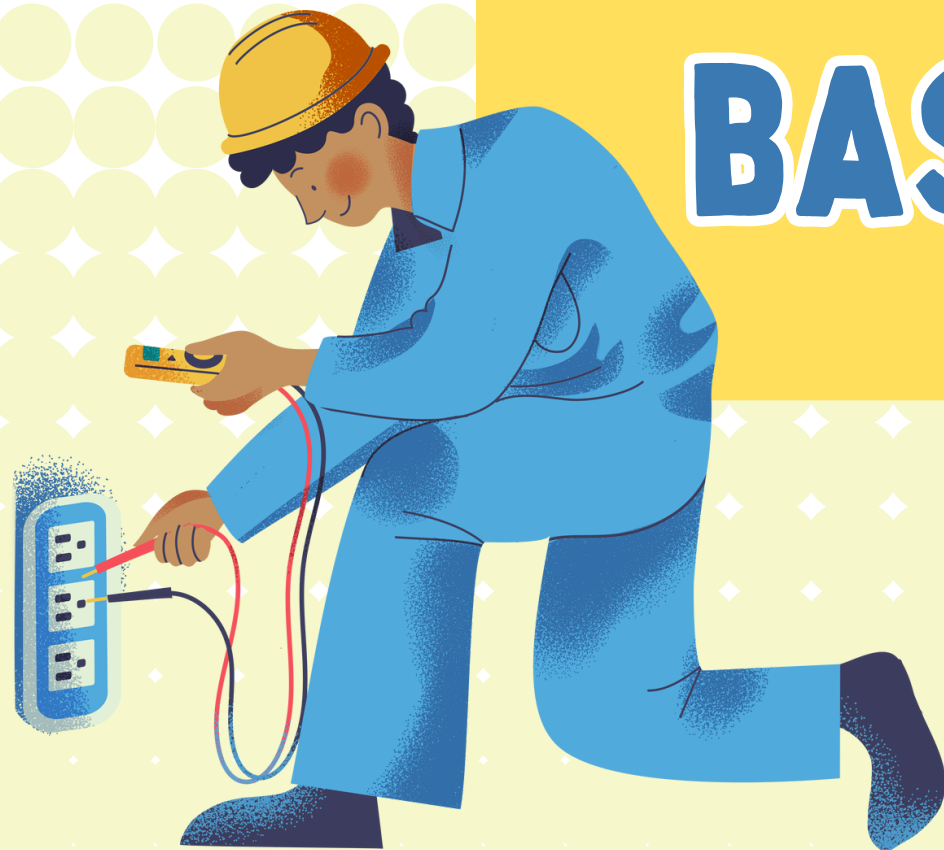
AGENDA

- ☀ Charity Speaker
- ☀ Mission and History
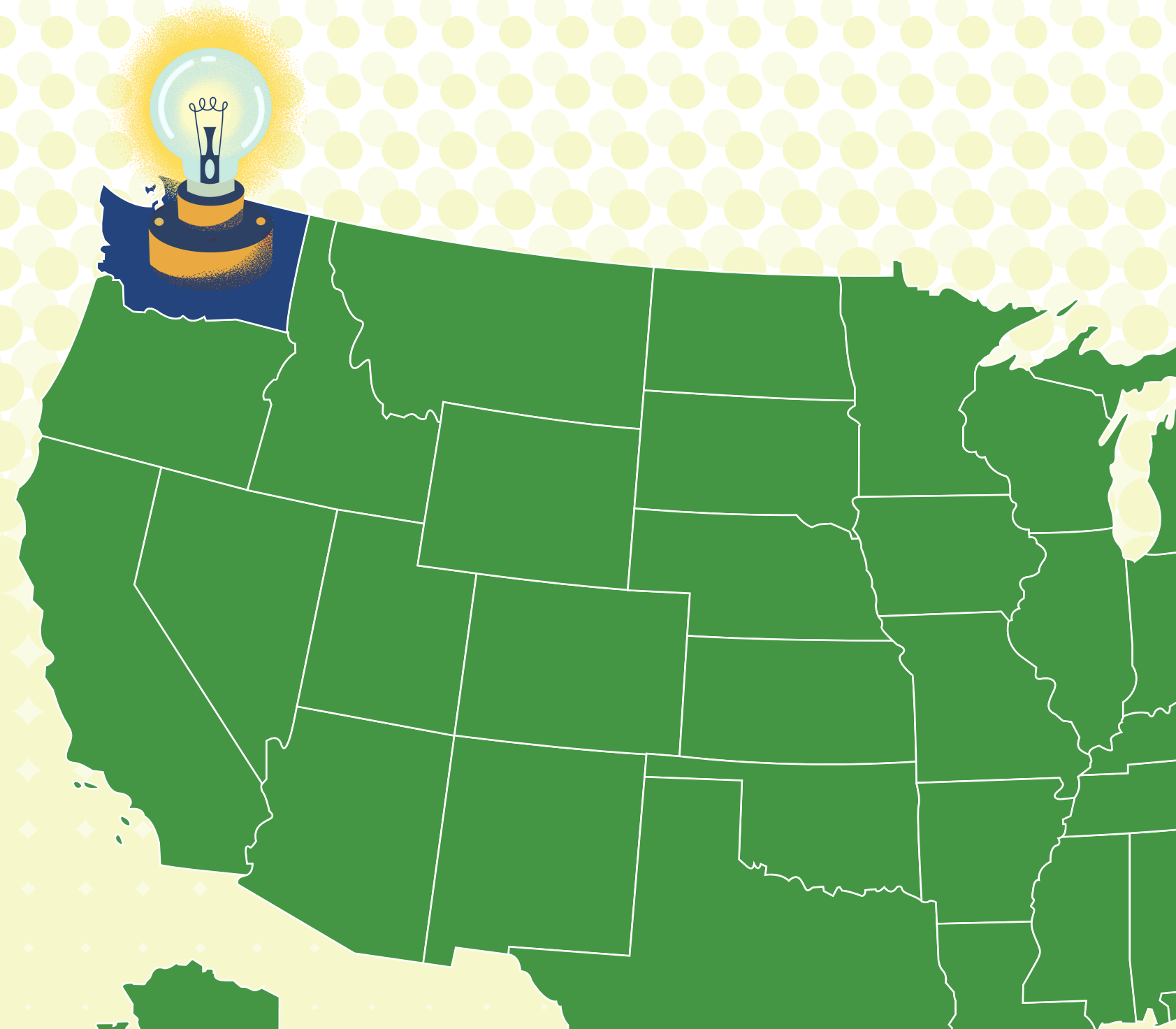- ☀ Benefits of our Program
- ☀ Financial Breakdown
- ☀ Campaign Leader Roles and Responsibilities
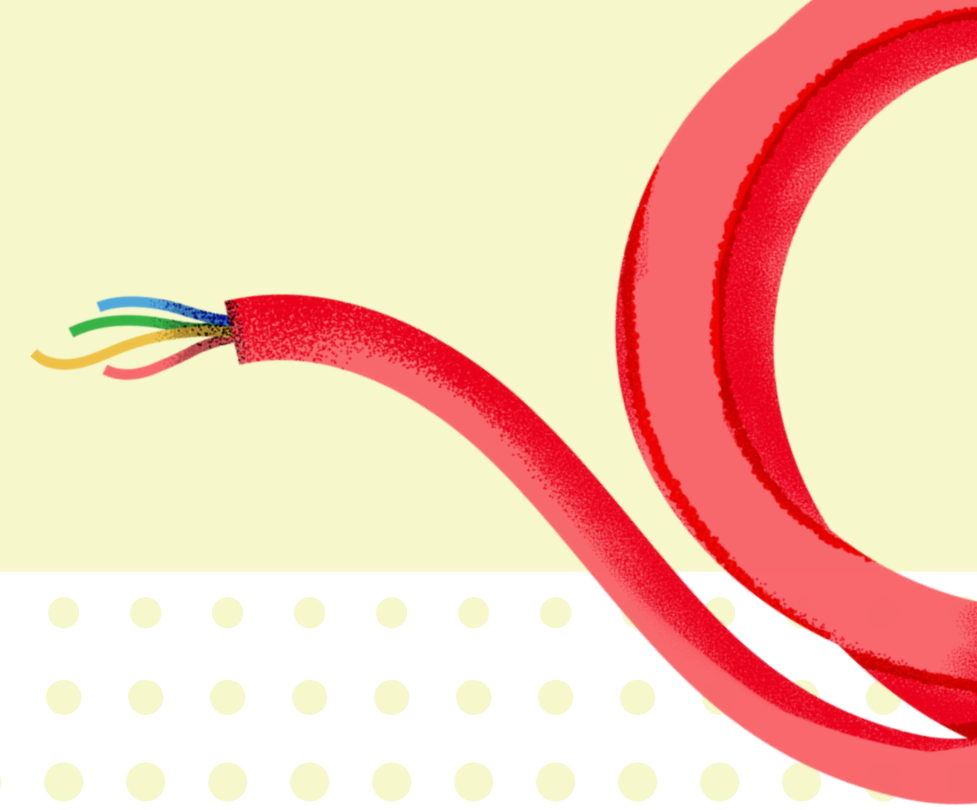- ☀ Special Guest – Gambling Commission

OUR MISSION

To empower Washington public employees and retirees to strengthen their communities through the funding and support of charities

OUR HISTORY

Prior to 1984...
There's a need to consolidate numerous charitable fundraising campaigns being conducted on state work-sites

2000
Executive Ethics Board deems the CFD a part of state business, allowing its volunteers to use state time and resources to run their campaigns.

2004
The CFD creates one of the first online giving platform for public employees in the country.

1984
CFD was created through Executive Order from Governor John Spellman with the help of Thurston County Auditor Sam Reed.

2003
The CFD becomes official state law through the passage of RCW 41.04.033

CONDUCTING CFD ACTIVITIES ON STATE TIME

- CFD is a legal part of state business: Advisory Opinion 00-09
- CFD volunteers can conduct CFD activities using state resources like employee time, equipment and supplies
- The amount of state resources devoted to CFD is left to the discretion of your agency
- Contact the CFD if you're having issues conducting your campaign
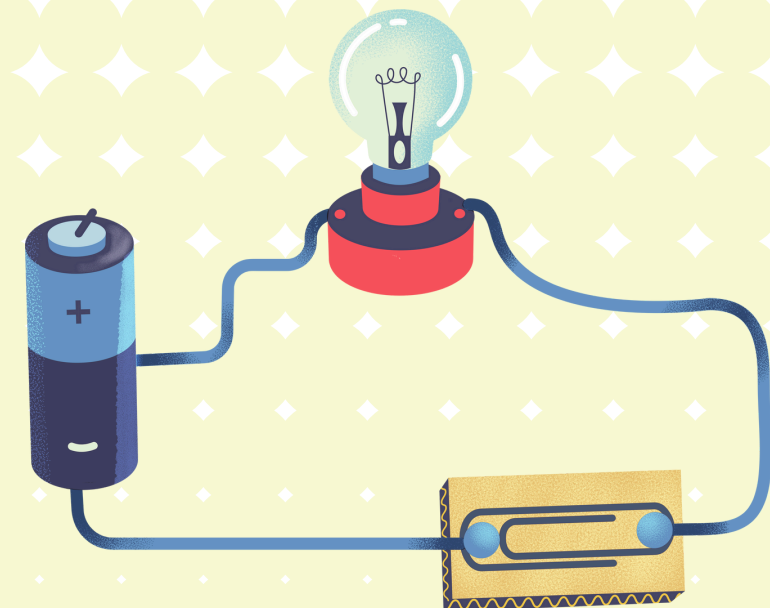
FACTS AND FIGURES

The CFD has raised $172 million since 1984

One of the TOP FIVE giving programs in the nation

Over 3,500+ member charities

IN 2024...

$4.5 million Donated

14,487 Donors

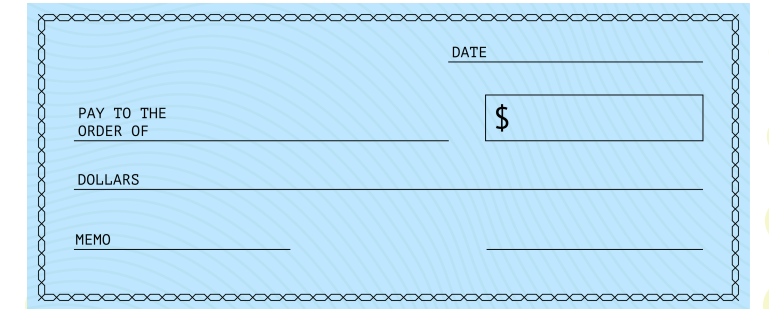10,093 Volunteer hours recorded

WAYS TO GIVE

Monetarily

Volunteerism

Goods

FOOD
DRIVE

MONETARILY

CASH

CHECKS

CREDIT CARD

PAYROLL

PAYROLL CONTRIBUTIONS

Counts toward agency participation

MONTHLY

Employee selects a charity, start date and amount. Donation runs until employee cancels.

ONE TIME

Employee selects a charity, start date and amount. Donation is taken out on a specified date.

LIMITED TIME

Employee selects a charity, start date and amount. Donation is deducted until specified end date

VOLUNTEERISM

VOLUNTEER TRACKER

Find a charity through the CFD search engine. You can look by their organization's name, a keyword, their CFD Charity Number, or through other variables.

Then click 'Log your volunteer hours with this charity'

Combined Fund Drive

Charity Code: 0316854
Category: Human Services
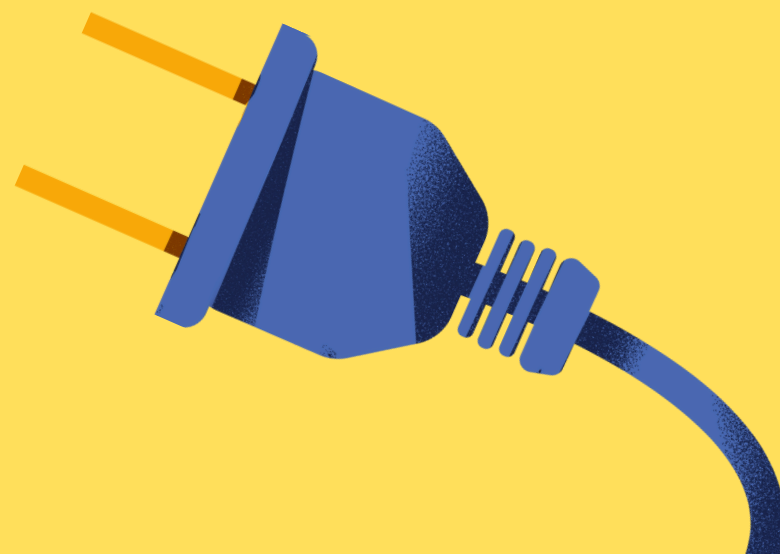Administrative Cost: 9.5%
Website
Primary Contact: CFD Staff
More Info »

Allowing public employees and retirees to give to their favorite charity. Making a difference around the world since 1984.

START GIVING TO THIS CHARITY »

LOG YOUR VOLUNTEER HOURS WITH THIS CHARITY »

Fill out our food and goods tracker:

FOOD AND GOODS

Are you donating goods, food, or both?! Record your donations below!
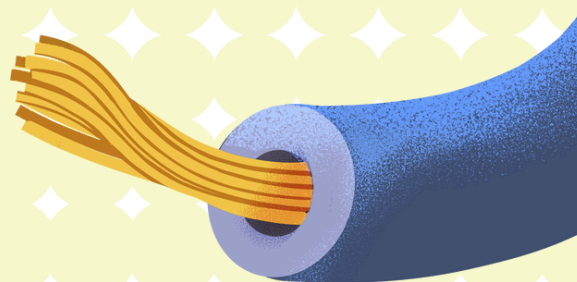
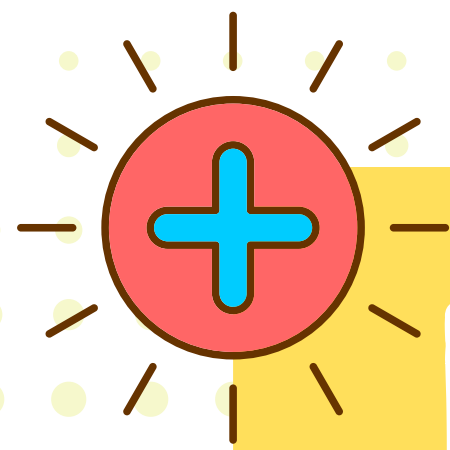**First / Last name***

First

Last

SCAN ME

BENEFITS - FOR CHARITIES

1 Free to join

2 Reduces administrative costs

3 Pledges help charities plan their budgets for the year to come

4 Access to thousands of potential donors

5 We strive for a low admin cost - more money to charities

BENEFITS - FOR DONORS

1. Easy access - all your donations in one place

2. It's secure - accounts are tied to your employee ID

3. The choice is yours!

4. Anonymous

5. Tax-deductible
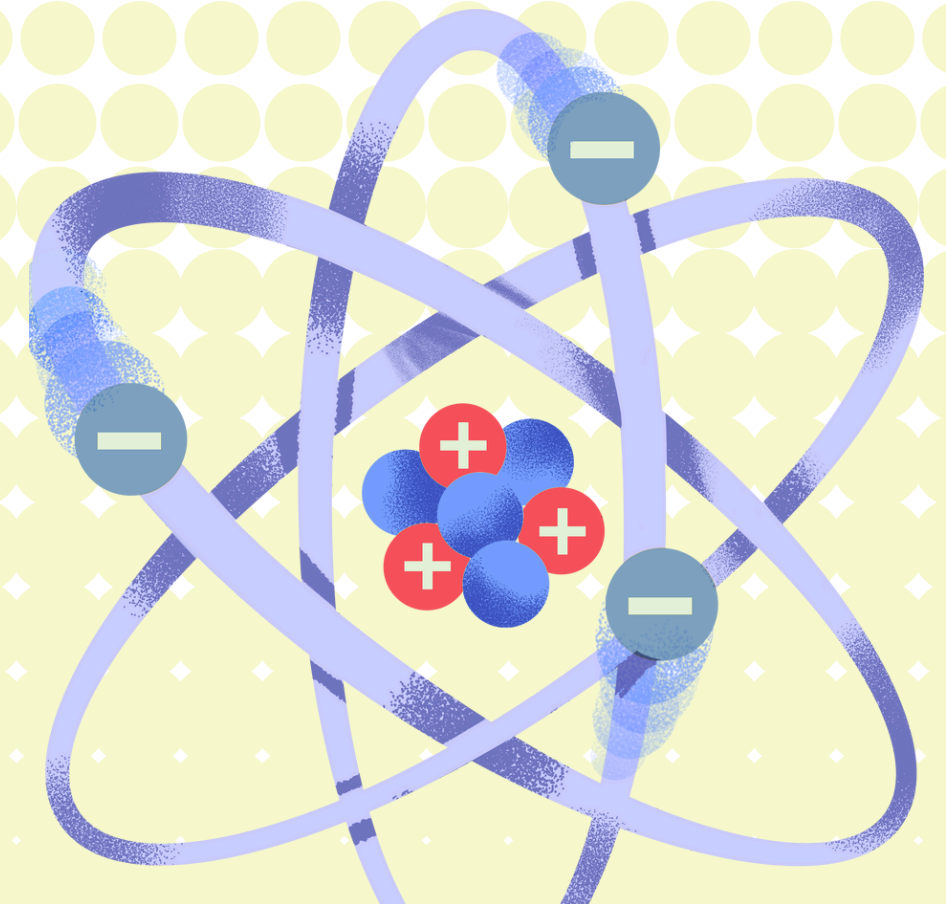
DISBURSEMENT

How it works

DISBURSEMENT QUARTERS

1QTR – January-March

2QTR – April-June

3QTR – July-September

4QTR – October-December

1 A state employee add donation/pledge online or submits a paper contribution form

2 The CFD system receives funds about 3 days after payroll is processed.

3 The CFD team balances the donations monthly

4 Donations are disbursed to charities quarterly.

ADMINISTRATIVE COSTS

CFD NON-SPECIFIED FUND

Payroll Contribution

Agency Fundraiser

Corporate Donations

Interest Earned

CFD OPERATION EXPENSES

CFD Staff

Agency Refunds

Event Contracts

IT Equipment

Whatever costs remain are charged as an administrative fee.

We strive to keep this fee under 10%

This means for every $1.00 donated to a charity, we take <0.10

The more we fundraise and get donated to, the lower our administrative cost is!

TYPES OF VOLUNTEERS

Executive
Sponsor

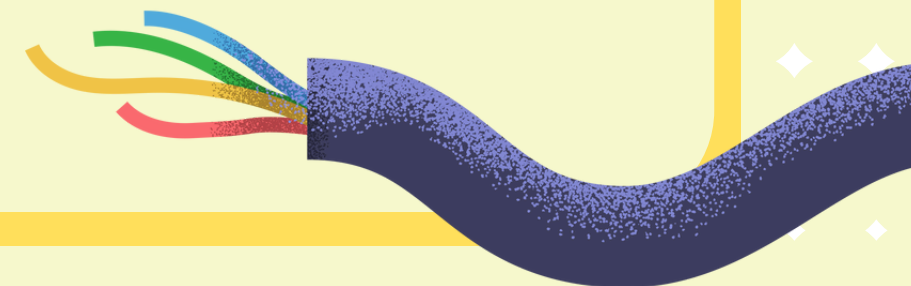Campaign
Leader

Local
Coordinator

EXECUTIVE SPONSORS

- Sending emails of support
- Assisting in volunteer recruiting efforts
- Acting as a liaison with management
- Communicating with front-line supervisors

CAMPAIGN LEADERS

- Recruiting Local Coordinators
- Logging Fundraisers
- Ordering CFD Supplies
- Building a theme (agency-wide or CFD's theme)
- Communicate with Local Coordinators

LOCAL COORDINATORS

- Planning fun events
- Building local teams
- Promoting charitable giving
- Reporting results to the agency's CFD Campaign Leader

YOUR ROLE AS A CAMPAIGN LEADER

- RECRUIT VOLUNTEERS FOR YOUR AGENCY TEAM

- LOG THE FUNDRAISERS

- SET AN AGENCY-WIDE GOAL

- MAKE THE ASK

- PROMOTE THE CFD

RECRUITING – YOUR TEAM IS WHAT YOU MAKE IT
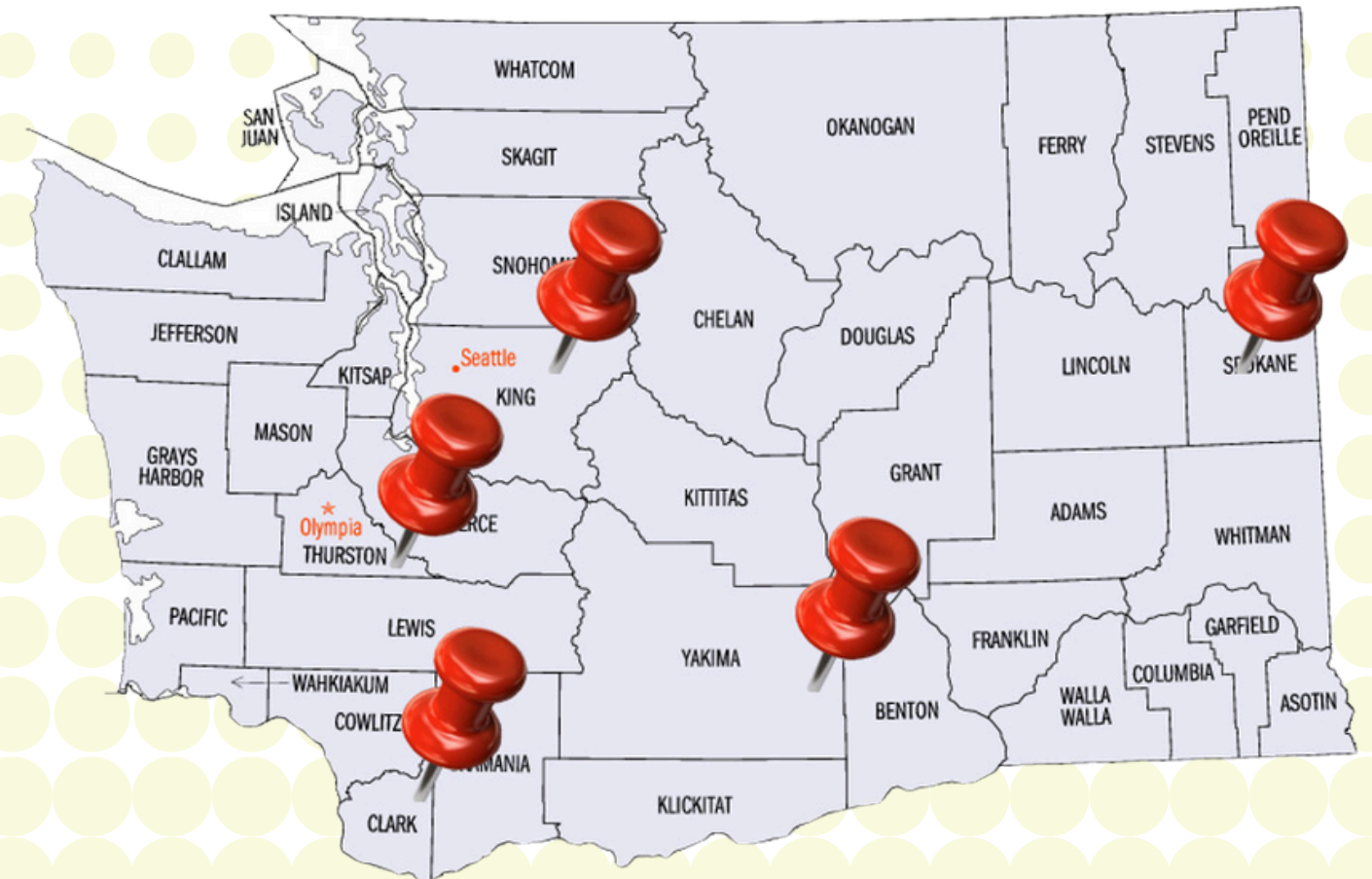
WHO

Success in building your own team:
- Variety is key
- Find a balance
- Seek out different experience levels

WHERE

WHAT SIZE

Does your agency have 17,000 employees or 17?
- Team size varies depending on this factor
- Utilize size to determine campaign capacity

LOG YOUR FUNDRAISERS

KEEP TRACK OF ALL AGENCY FUNDRAISERS

SET AN AGENCY WIDE GOAL

KEEP IT SIMPLE

Determine what a successful campaign looks like for your agency:

- Increase donations
- Increase volunteer hours
- Increase agency participation
- Have one solid fundraiser
- Executive sponsor buy-in
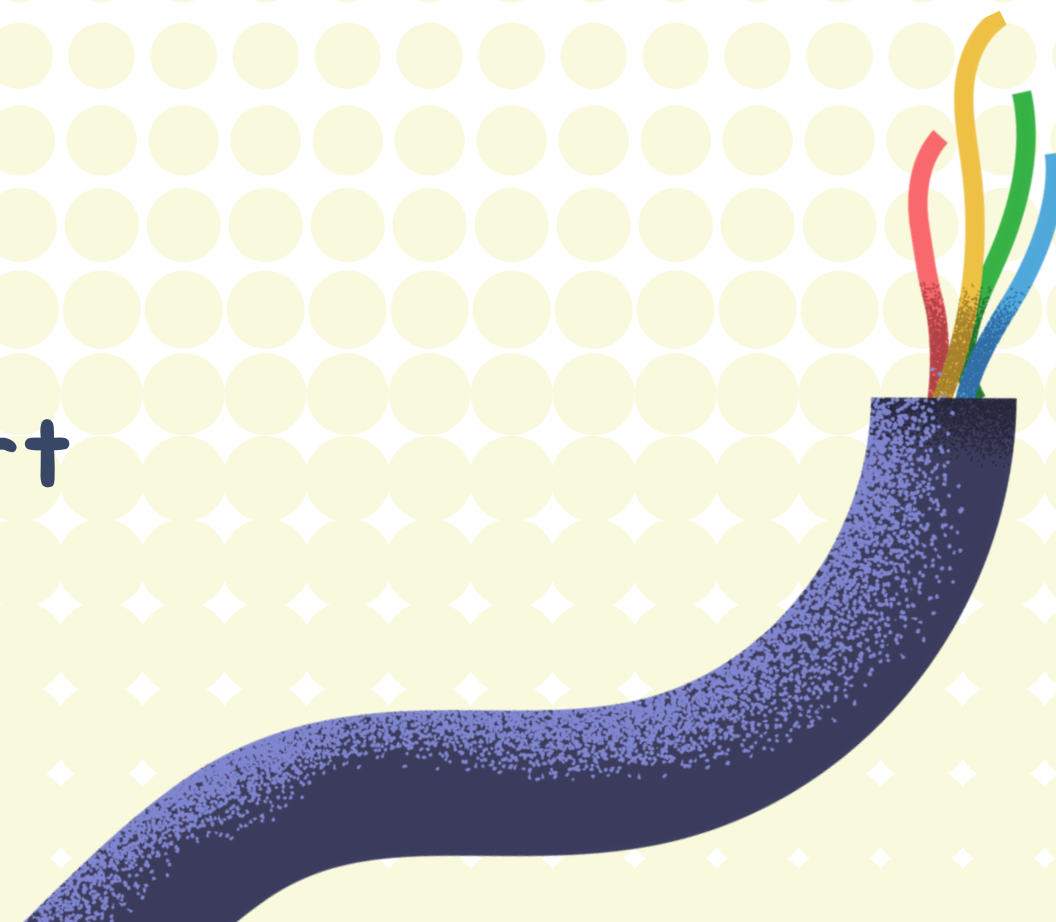- Have 100% of your employees know what the CFD is about
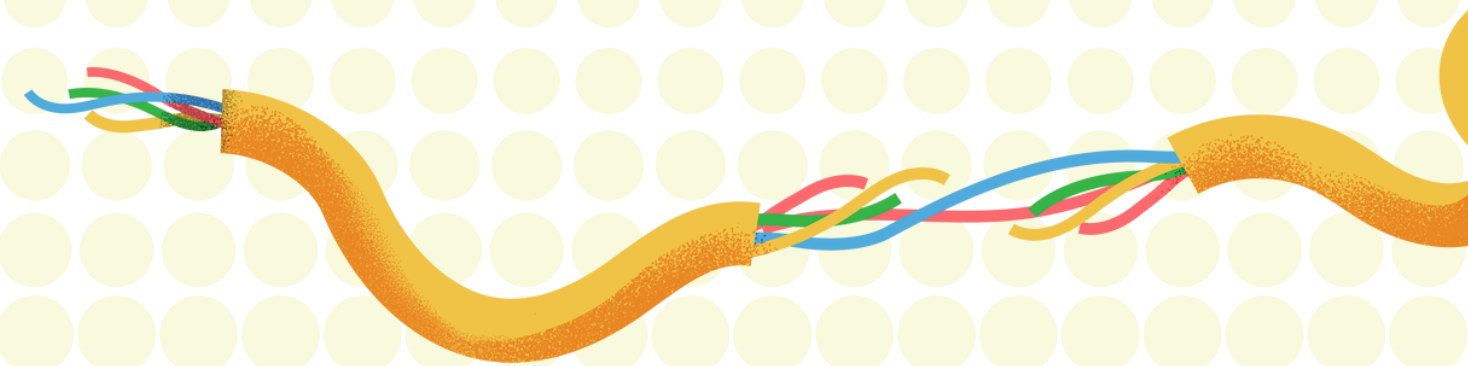
PROMOTING THE CAMPAIGN

USE OR CREATE YOUR OWN MARKETING MATERIALS

Feel free to use all resources provided to you on our volunteer page.
For example:

- PDF posters
- Email and social media templates
- Virtual contribution forms
- Virtual charity guide and annual report
- Optional -- CFD swag sent to offices

PROMOTING THE CAMPAIGN

CONSIDER THE FOLLOWING ENGAGEMENT OPPORTUNITIES

- Invite us to an all-staff meeting
- Highlight employees that are active in the community
- Speak at your agency celebration
- Invite charity speakers at your agency meetings

THE END

VISIT GIVE.WA.GOV FOR MORE INFO