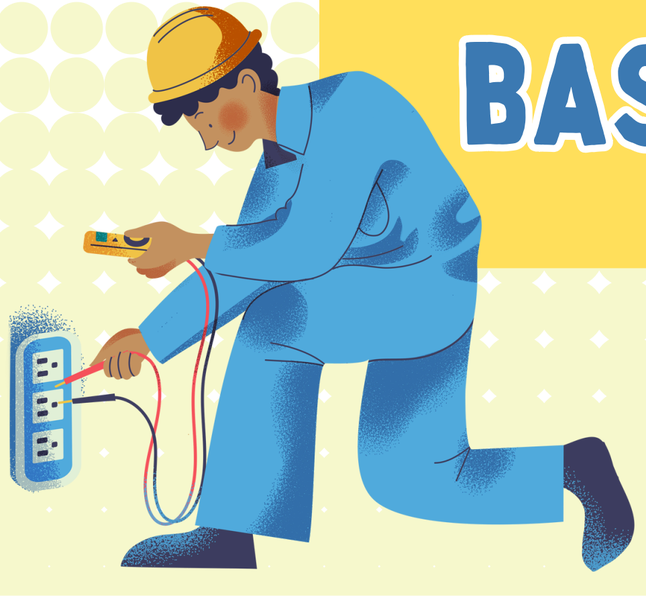
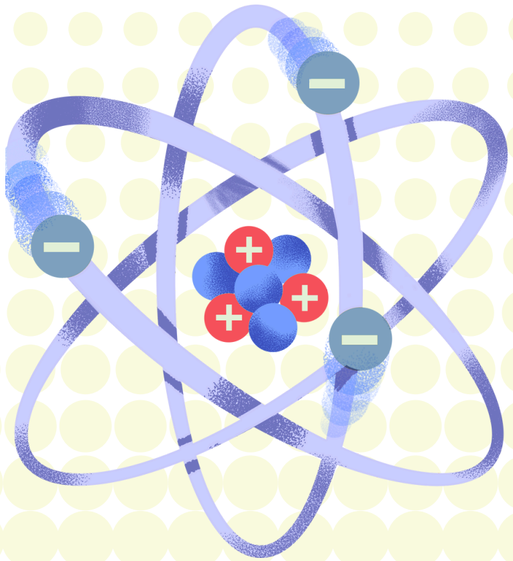
LOCAL COORDINATOR TRAINING

BASICS AND VOLUNTEER ROLES



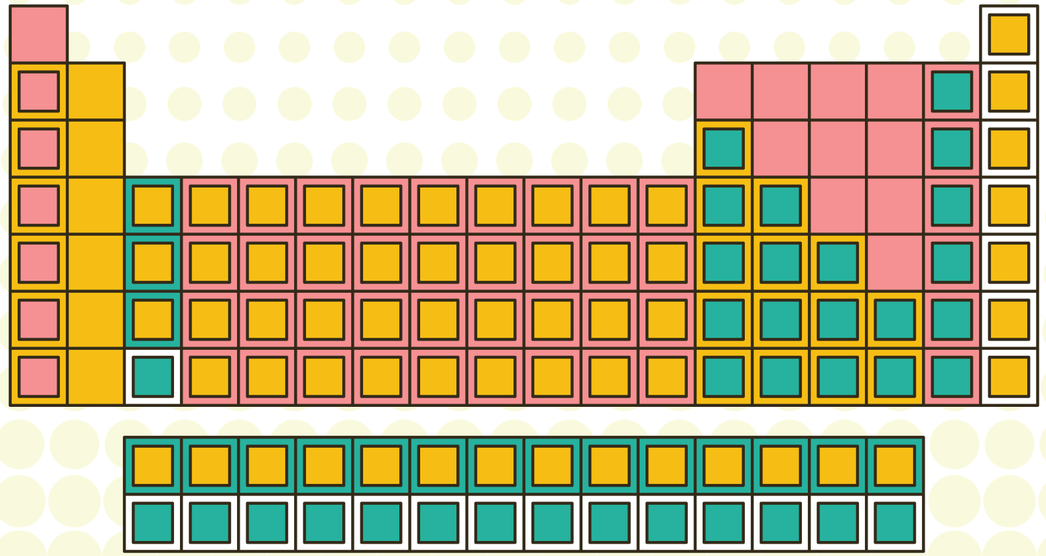
INTRODUCTIONS

- Name and Pronouns
- Years of CFD volunteer service
- Agency



AGENDA

- Charity Speaker
- Mission and History
- Program Breakdown
- Benefits of our Program
- Financial Breakdown
- Roles and Responsibilities



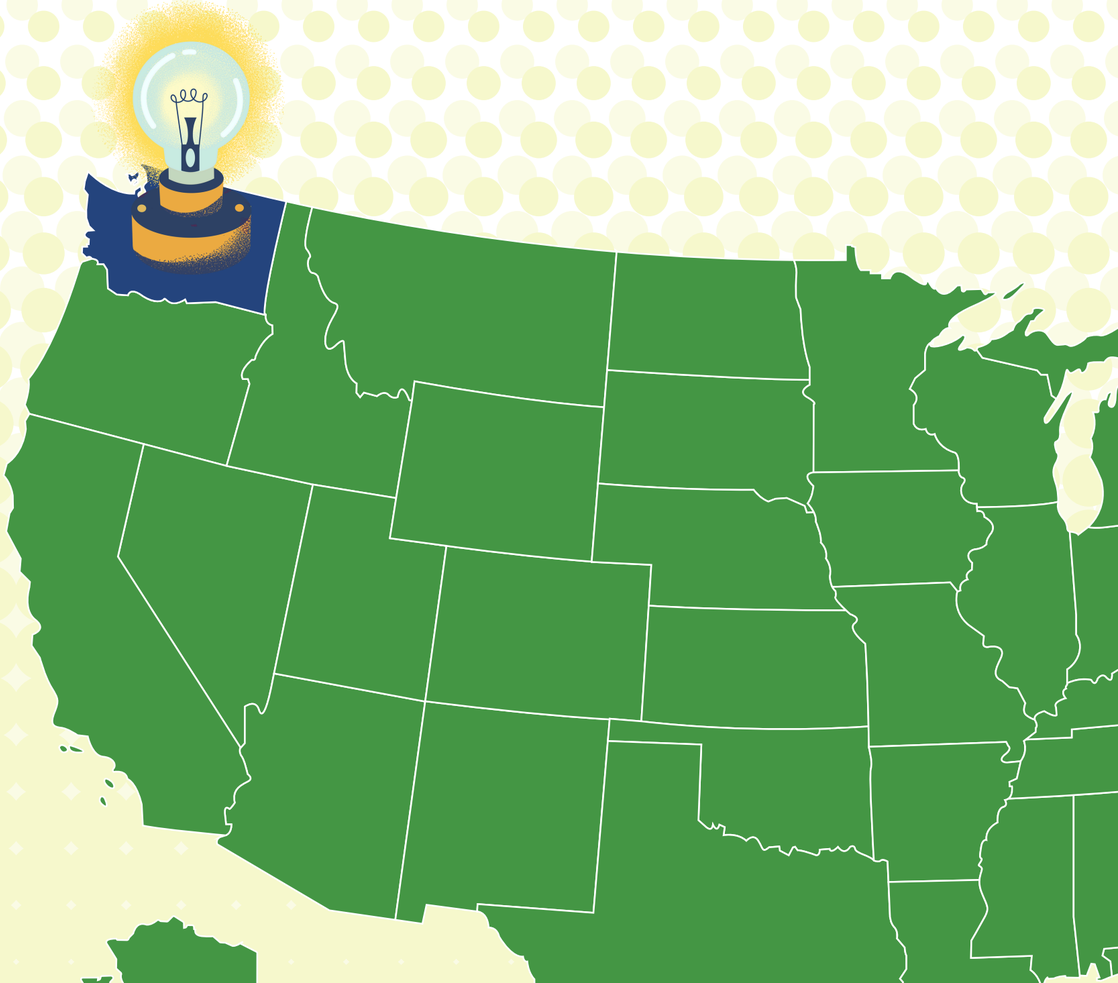
CHARITY SPEAKER

Friends of CASA
KING COUNTY

Charity Code #1482132

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

1984

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

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.

2003

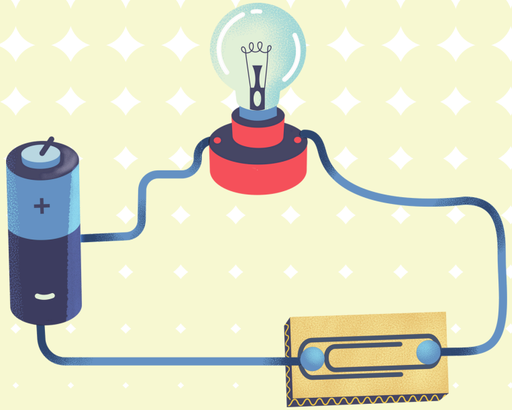
The CFD becomes official state law through the passage of RCW 41.04.033

2004

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

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+ active member charities

IN 2024...

$4.5 million Donated

14,487 Donors

10,093 Volunteer hours recorded

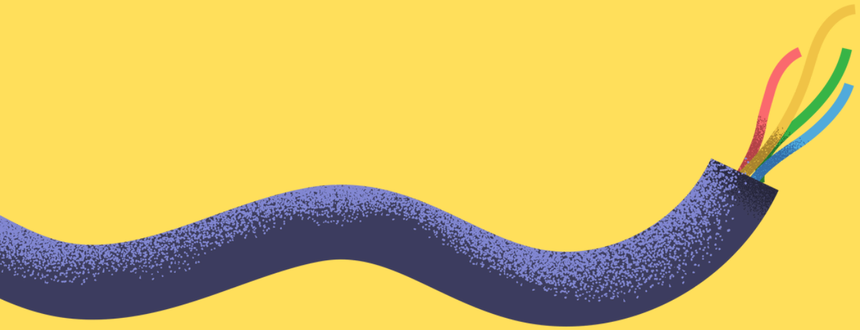
WAYS TO GIVE

Monetarily

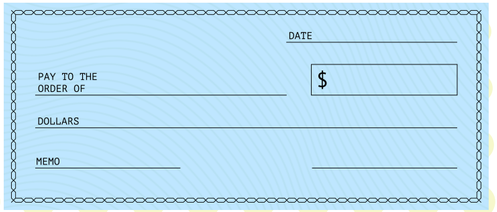
Volunteerism

Goods

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

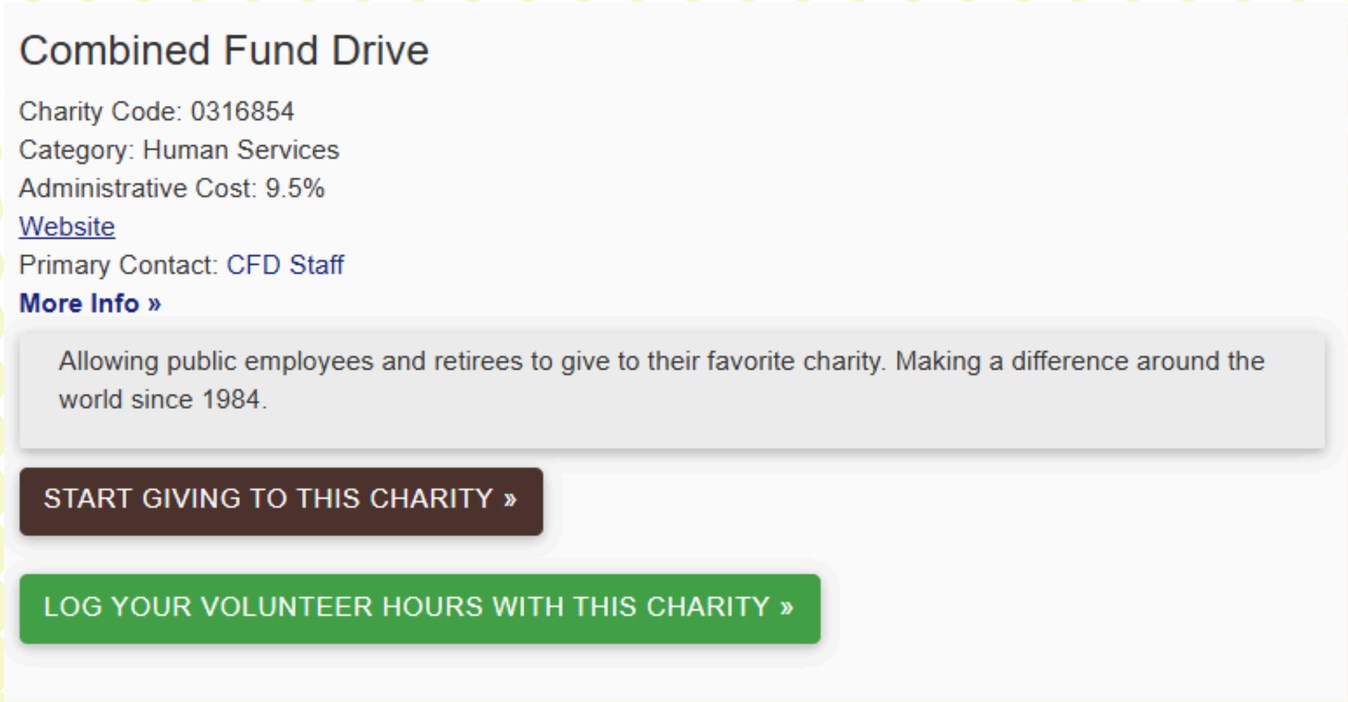
Employee selects a charity, start date and amount. Donation is deducted until specified end date

VOLUNTEERISM

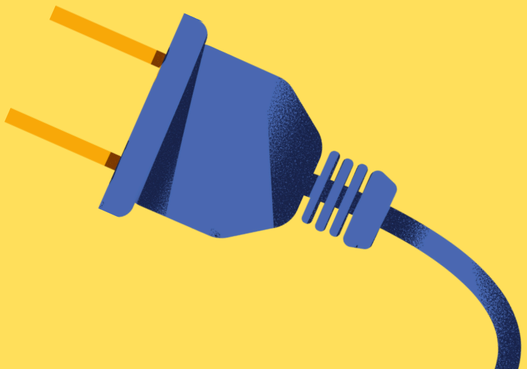
VOLUNTEER TRACKER

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.

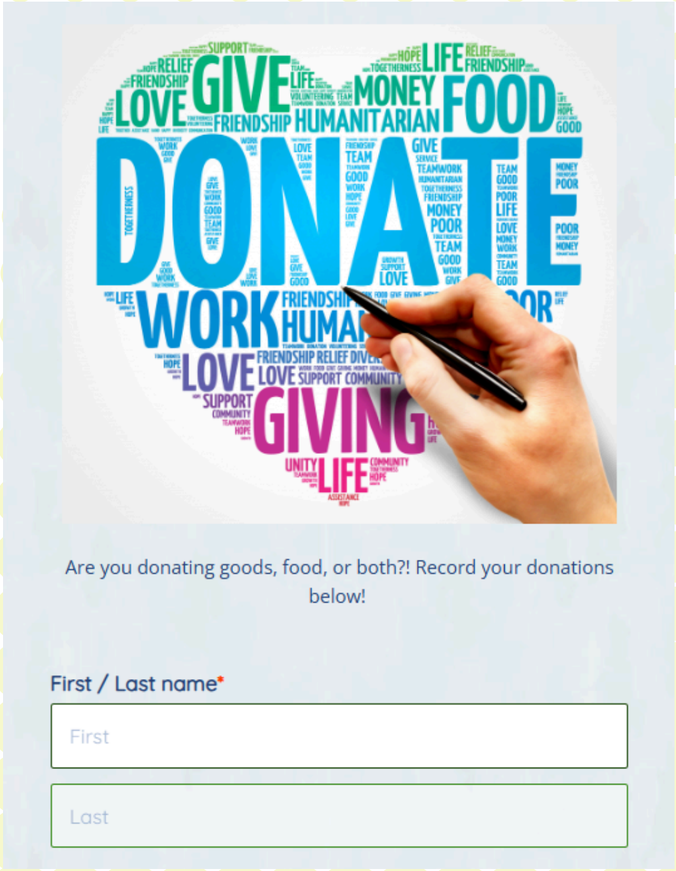
Then click 'Log your volunteer hours with this charity'



FOOD AND GOODS



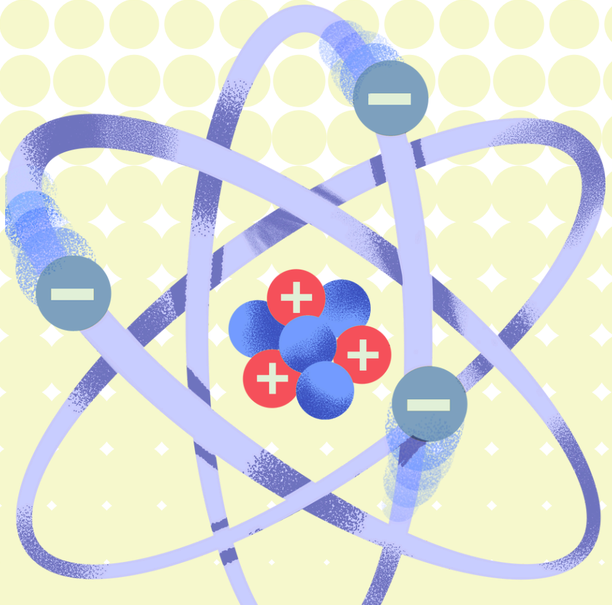
Fill out our food and goods tracker:



SCAN ME

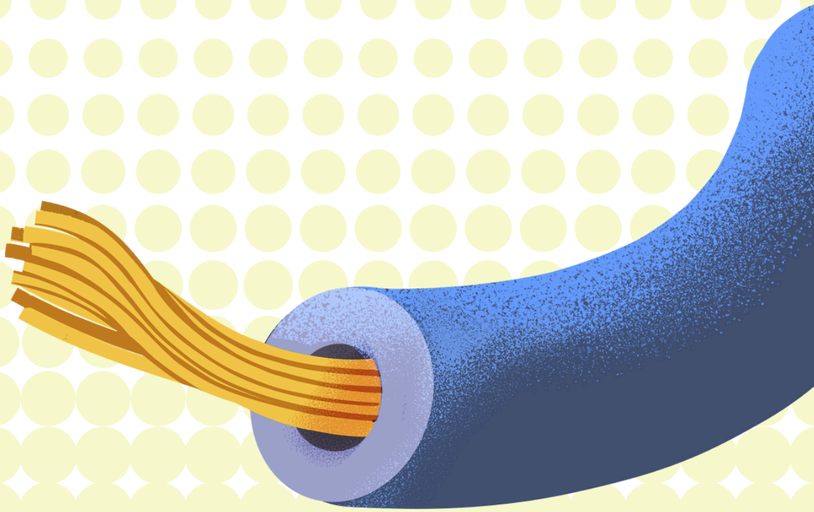
BENEFITS - FOR DONORS

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



BENEFITS - FOR CHARITIES

1. Reliable and Sustainable Funding
2. Unrestricted Funds
3. Cost-Effective Fundraising
4. Supports Diverse Causes
5. Amplifies Collective Impact



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

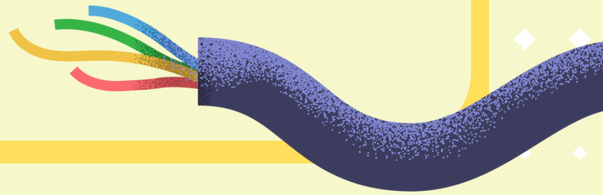
- Sending emails of support
- Assisting in volunteer recruiting efforts
- Acting as a liaison with management
- Communicating with front-line supervisors

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 LOCAL COORDINATOR

- PLAN EVENTS AND/OR GIVING PROMOTIONS
- PROMOTE THE CAMPAIGN
- COMMUNICATE WITH YOUR TEAM
- MAKE THE ASK
- RECRUIT LOCAL TEAM

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?

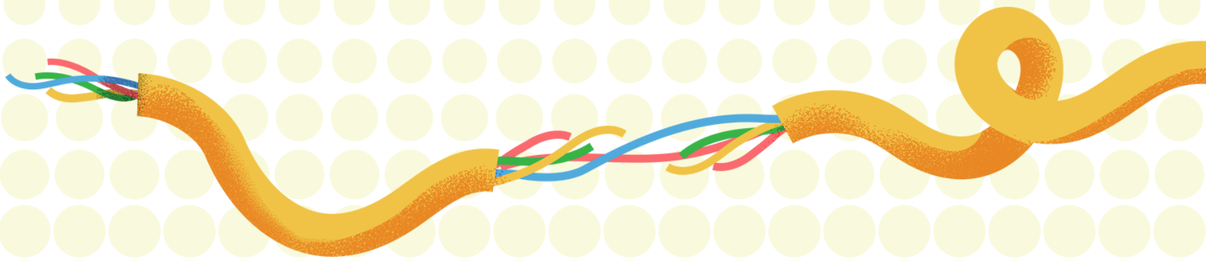
- Team size varies depending on this factor
- Utilize size to determine campaign capacity

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

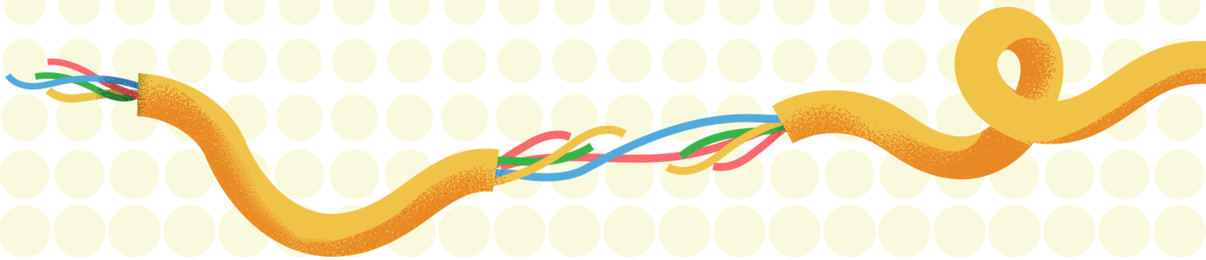


PLAN A FUNDRAISER/PROMOTION

CONSIDER PLANNING A CAMPAIGN KICKOFF EVENT

Examples of successful fundraisers:

- Bite of CFD
- Bake sale
- Divisional competitions
- Cupcake wars
- Silent auctions
- Pet photo contest
- $2 Tuesday



PROMOTING THE CAMPAIGN

USE OR CREATE YOUR OWN MARKETING MATERIALS

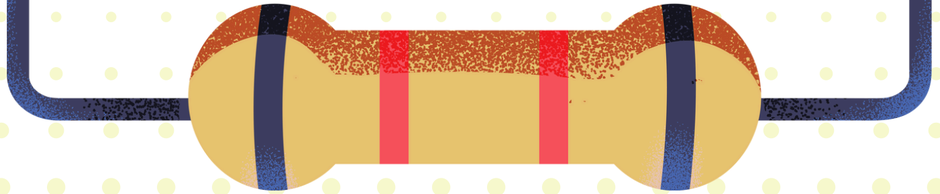
Feel free to use all resources provided to you on our volunteer page.
For example:

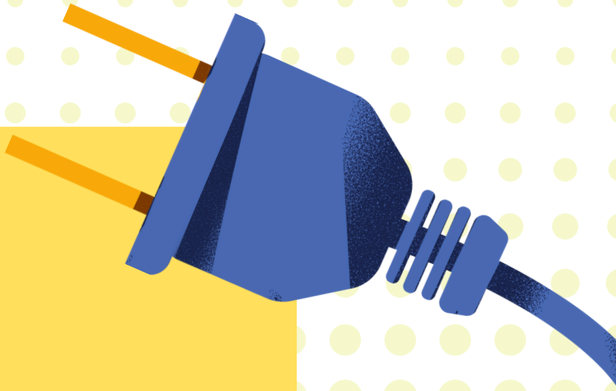
- PDF posters
- Email and social media templates
- Virtual contribution forms
- Virtual charity guide and annual report
- Optional -- CFD swag sent to offices

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





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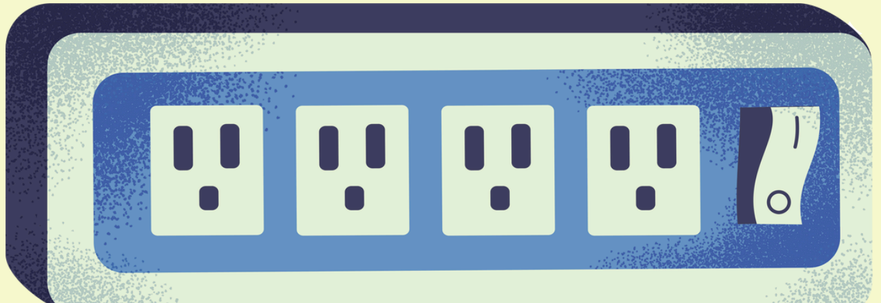
VISIT GIVE.WA.GOV FOR MORE INFO