

research illnesses

shelter the homeless

empower the poor

save a species

defend equal rights

save a life

iCan

care for the elderly

enrich countless lives

educate the children

cure a disease

protect the environment

comfort the suffering

feed the hungry

preserve freedom

respond to disaster



KEYWORKER
G U I D E



LETTER FROM THE DIRECTOR

Congratulations and welcome to the Combined Federal Campaign (CFC)! You have been selected to fill a very important position at your federal agency/military unit. Your selection as keyworker speaks to the confidence your managers have in you, and also their support for the CFC.

As the keyworker, you have one of the greatest influences on the CFC's successful ability to raise funds to support an ongoing network of local, national and international charitable agencies working to provide essential services to all people. Our mission is to close the gap between the identified needs of these agencies, and the resources currently available. Our success depends on you, to ensure that every federal employee is informed of the benefits and value of contributing through the CFC. The mission is challenging and achievable.

To complete this mission, you are encouraged to *enthusiastically* embrace the keyworker position with *unwavering* commitment. Once you see the impact the campaign has, you no doubt will go beyond the "job" of completing the tasks, and assume the *role* of leader by engaging people with community needs, their conscience, and ultimately their legacy. *The most successful keyworkers get personally involved in the campaign. They talk to people, motivate them, inspire them, invite them to participate in the campaign and are passionate about it!* _With your passionate execution, the campaign's record breaking momentum will continue to make a huge difference for those in need.

I thank you in advance for your leadership and commitment to the Combined Federal Campaign. Together, we will make the Combined Federal Campaign an outstanding experience!

Barbara Barfield (Fitz)
CFC Director
Pikes Peak Region

CONTENTS

Campaign Committees/Contacts	1	Eagle Club	9
The Combined Federal Campaign	2	Pledging	10
CFC Federations & Organizations	3	The Pledge Form	11
Donor Designations	3	Reporting (Keyworker Report Envelope)	12
Key Campaign Information	4	Keyworker Turn In Procedures	13
The Keyworker	5	Answers to Frequently Asked Questions	14
Regional Campaign Strategic Plan	6	Overcoming Objections	16
Keyworker Campaign Plan	7	How Much is An appropriate Gift?	17
Presentation Outline	8	Top Ten Reasons CFC Works	17
Presentation Strategies	8	What your Contribution Can Do	17
Awards and Recognition	9		

Regional Executive Committee

General Victor Renuart Jr. Commander, NORAD and U.S. NORTHCOM
General C. Robert Kehler, Commander, Air Force Space Command
Lieutenant General Michael C. Gould, Superintendent, U.S. Air Force Academy
Major General David G. Perkins., Commanding General, Division West First Army and Fort Carson, **Chairman**
Brigadier General Cary Chun, Commander, 50th Space Wing, Schriever AFB
Colonel Stephan Whiting, Commander 21st Space Wing , Peterson AFB
Colonel Rick J. LoCastro, Commander, 10th Air Base Wing, USAFA
Mr. Greg Pensen, Colorado Springs Postmaster, U.S. Postal Service

Fort Carson

Chairman: COL Robert McLaughlin 526-5600 Robert.McLaughlin @us.army.mil

Deputy Chairman: Mr. Steve McCoy 526-9865 Steven.McCoy2@us.army.mil

Federal Agencies

Ms. Pamela Hamilton 589-0974x206 pamela.hamilton@ssa.gov

Peterson Air Force Base

Air Force Space Command Headquarters

Mr. Ronald Lester 554-9812 ronald.lester@peterson.af.mil

Northern Command/NORAD

Mr. Kirk Brown 554-3284 kirk.brown@northcom.mil

21st Space Wing & Tenant Organizations

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Capt Tom Kettles 556-6106 thomas.kettles@peterson.af.mil

Schriever Air Force Base

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U.S. Air Force Academy

Mr. Steve Sandridge 333.8812 steven.sandridge@usafa.edu

U.S. Postal Service

Mr. Chuck Bader 232-3373 unionchuck@hotmail.com

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Federal Bureau of Prisons

Leann Levereva 784-5008 flm/execassistant~@bop.gov

Fort Carson

MSG Lisa Belsher 526-0423 lisa.belsher@us.army.mil

Peterson Air Force Base

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Northern Command/NORAD

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21st Space Wing & Tenant Organizations

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Capt Tom Beers 474-2112 thomas.beers@cheyennemountain.af.mil

Schriever Air Force Base

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MSgt Billie Hampton 567-5156 billie.hampton-02@schriever.af.mil

US Air Force Academy

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Mr. Keith Oda 333-4811 keith.oda@usafa.af.mil

US Postal Service

Mr. Chuck Bader 232-3373 unionchuck@hotmail.com

Ms. Peggy Johnson 244-5815 ppegjohn@msn.com

Ms. Sharon White 390-6204 white6204@msn.com

Mr. Jeff Glicken 570-5556 Breaktimeplayer@gmail.com

THE COMBINED FEDERAL CAMPAIGN

- ★ **MISSION** The Combined Federal Campaign (CFC) supports and promotes philanthropy through a program that is employee focused, cost-efficient and effective in providing all Federal employees the opportunity to improve the quality of life for all.
- ★ **SCOPE** Except for service relief drives, it is the only on-the-job fund raising campaign authorized for Federal civilian employees, Postal Service employees, and members of uniformed services. It is authorized and endorsed by Congress and the President of the United States.
- ★ **PRIMARY GOAL** To achieve increased participation of Federal employees in the CFC by soliciting 100% of the Federal work force.
- ★ **STRUCTURE** The Military Commanders and Federal Agency Directors serve as the campaign's Executive Committee. The Executive Committee members annually appointed representatives who serve as the planning and overseeing regional campaign committee and campaign project officers who are responsible for running the installation campaign. The campaign is managed by a not-for-profit organization or federation (PCFO). It is responsible for conducting the campaign and distributing the funds within the established regulations. It is accountable to the Local Federal Coordinating Committee.

THE CAMPAIGN IN THE PIKES PEAK REGION

The Combined Federal Campaign of the Pikes Peak Region includes over 40,000 military and federal employees from Fort Carson, Peterson Air Force Base, Schriever Air Force base, US Northern Command and NORAD, the United States Air Force Academy, The United States Postal Service, Federal Bureau of Prisons, and a host of Federal agencies of varying size in Southern Colorado.

CAMPAIGN ACHIEVEMENTS

Through the CFC, every person can impact the lives of the people in this community, across this country, and around the world. Last year, the campaign results were phenomenal. Nationally, the 2007 campaign collected a record \$272 million dollars. Locally, the Pikes Peak Region campaign raised \$2,190,924 exceeding the **2 million dollar** contribution threshold for the fourth consecutive year.

These results speak to the keyworker leadership and the caliber of their volunteer commitment our region has. This success simply would not be possible without the personal investment of every keyworker. These are results we can be proud of, but they reflect only the numbers from the campaign. The real successes can be seen on the faces of the people that were helped through CFC giving.

CFC FEDERATIONS AND ORGANIZATIONS

The CFC is divided into federations (an umbrella of organizations) and independent organizations. A federation is a group of charitable human health and welfare organizations established for the purpose of supplying common fundraising, administrative, and management services to its members.

Additionally, there are national federations and organizations, international federations and organizations, and local federations and organizations.

National organizations have programs in a minimum of fifteen states and apply directly to the Office of Personnel Management in Washington D.C. They are listed in the directory in the “National/International Agencies” section.

International organizations are present in several countries or in several parts of a foreign country. These organizations also apply directly to the Office of Personnel Management. They are listed in the “International Agencies” section.

Local organizations help people in this area or adjacent counties. Local organizations apply to the Local Federal Coordinating Committee, the “board of directors” of our campaign. They too must meet OPM requirements for local eligibility. They are listed under the heading “Local Agencies”.

All of the federations, their member organizations, and the independent organizations in the campaign directory were found eligible to participate in this year’s campaign. Although the federations and organizations receive funds from the CFC, they do not run the CFC. The CFC is an independent fund drive for federal employees and is not affiliated in any way with any of the organizations or federations except as a conduit for federal employee donations.

The description of a federation precedes the listing of its member organizations in the Campaign Brochure.

Donors may give their money to a federation, to an organization under a federation, or to an independent organization. This is explained more fully on the next page.

DONOR DESIGNATIONS

Donors are encouraged to designate their gifts to specific organizations (up to 5) OR to federations that are listed in the campaign directory. Designating gifts allows donors to channel contributions to those organizations that best represent their interests or concerns. If one chooses to designate a gift to a federation, the contribution is used to support the work of the federation or is shared with its affiliated agencies in accordance with the federation’s policy. Designations may only be made to organizations that have been included in the campaign directory. Write-ins are prohibited.

UNDESIGNATED FUNDS

Although donors are encouraged to designate their gifts to particular organizations or federations, and most do, it is not required. If one chooses to make a contribution but does not want to specify where that contribution is to go, the contribution will still be accepted. These undesignated funds are then shared among all of the organizations listed in the campaign directory in the same proportion that the organizations received designations.

Note: If an organization listed in the directory receives no designations by any donor, that agency will not receive any of the undesignated money either. Those who designate, in effect, are voting for distribution of undesignated monies.

KEY CFC CAMPAIGN INFORMATION

Monday, September 21 Tuesday, September 22	Schriever AFB Rally & Charity Fair U.S. Air Force Academy Rally & Charity Fair – (1000 - 1300) Arnold Hall, United States Air Force Academy
Wednesday, September 23 Thursday, September 24	21 st Space Wing Rally & Agency Fair – (1000 – 1300) US Army, Postal Service, and Federal Agencies Rally & Charity Fair – (1000 - 1300) Fort Carson Special Event Center, Fort Carson
Friday, September 25,	Fremont & Pueblo County Campaign Rally & Charity Fair Training Center, Bureau of Prisons
Monday, October 5	HQ AFSPC Rally & Charity Fair (0900 – 1100) HQ NORAD & US NORTHCOM (1400 – 1600)
Friday, October 9	USPS Rally & Charity Fair (1200 – 2300) General Mail Facility
Thursday, January 14, '10	Awards Event (1000 - 1130) The Club, Peterson AFB

CAMPAIGN THEME

The “iCan” Philosophy of Giving

The “iCan” theme is based on the philosophy that each and every federal employee *can choose* to say “iCan” make a difference by giving through the CFC. By committing to this philosophy, you are saying “iCan”...change the lives of others... “iCan”...impact my environment... “iCan” provide aid to third world countries...”iCan” help find the cure of a deadly disease... “iCan” provide housing for the homeless...”iCan” feed the hungry...”iCan”...help impact illiteracy.

CAMPAIGN MATERIALS

VIDEO – “iCan” A short Campaign video that explains the CFC and how giving through the program enhances lives.

AGENCY SPEAKERS – Speakers are available to attend your group meeting. They tell personal testimonials, helping prospective donors better understand the importance of their gifts and how lives are impacted.

POSTERS – Posters have a campaign message reminding donors to give and a thermometer to gauge success.

CFC AGENCY LISTING DIRECTORY – The directory is a complete list of charities eligible to participate in the CFC. All personnel are provided the directory and may keep it as a service reference guide. Return surplus directories to your Unit Project Officer. This list is also on the CFC web page. (www.peakcfc.com)

PLEDGE FORMS - Pledge Forms are distributed to all employees with the Campaign Directory during group presentations or one-on-one solicitations. The forms must be properly completed and turned in to the keyworker.

REPORT ENVELOPES - Keyworker report envelopes are completed and turned in to your point of contact.

AWARDS – Special awards are given to donors at various levels of giving

- Contributor’s level – makes a gift of any size
- Silver award level – makes a gift of one hours pay per month.
- Gold award level – makes a gift of two hours pay per month
- Eagle Club level – makes an annual gift of \$750 - \$999
- Golden Eagle Club level- makes an annual gift of \$1000 or more

THE KEYWORKER

OBJECTIVES

100% Awareness – Ensure that each person is informed of the benefits and value of contributing through the CFC.

100% Opportunity – Ensure that each person is contacted and given the opportunity to participate in the CFC.

FOLLOW THE PIKES PEAK REGION CFC RULES:

- ★Must have fun
- ★Must have chocolate
- ★Keep it simple!

ATTEND ALL CAMPAIGN ACTIVITIES

Keyworkers/ Employee Coordinators attend all trainings—the briefing, the kickoff, the agency fair, group meetings and the awards events.

PLAN YOUR CAMPAIGN

- ★Use the campaign plan provided

PROMOTE YOUR CAMPAIGN – BE CREATIVE

- ★Kick offs • Events • Posters • Newsletter Articles • E-mail Reminders
- ★Seek endorsement and support of your agency leaders. Ask them to:
 - Send a letter or memo endorsing the CFC
 - Take part in the rally; give opening remarks.
 - Make his/her pledge.

HOLD A RALLY

- ★The "Rally" provides an opportunity to leave distractions behind and focus attention on the CFC. (This may be part of a regular staff meeting or Commander's call.)
- ★Ask the Commander or Director to give opening remarks.
- ★Arouse the emotions of your audience.
- ★Use the film and invite a speaker.
- ★Give reasons for supporting the CFC.
- ★**Group solicitation** occurs at the conclusion of the rally. It is an effective and efficient use of solicitation time. Ask your audience to join you in supporting the CFC. Give each person a directory and pledge card. Encourage those in attendance to turn their cards in before they leave. (Individual solicitation is necessary for those unable to attend the group solicitation.)

COLLECT PLEDGE FORMS

- ★Collect and review all pledge cards to ensure it is legible on all copies, mathematical calculations are correct, thank you gift information is complete, and the release of name section is completed.

PREPARE KEYWORKER ENVELOPES

- ★Prepare Keyworker Envelope completely. Verify all cash, check, and payroll deduction pledges; and the totals of each (keep cash and check contributions with their corresponding pledge forms for verification). Turn in keyworker envelopes weekly as scheduled by your installation project officer.

DISTRIBUTE GIFTS & SAY THANK YOU

- ★Distribute all contributor gift to donors. Use CFC gift distribution as an opportunity to say thank you. Give general donor gifts immediately upon receipt of the pledge form.

EAGLE CLUB CONTRIBUTOR'S INFORMATION

- ★Track the fulfillment of these gifts using the data sheet provided.

REGIONAL CAMPAIGN STRATEGIC PLAN

The vision for the CFC of the Pikes Peak Region is:

To create a positive charitable giving climate which enables federal employees to significantly impact their local, national and international communities through an efficient campaign that employs choice, confidence, and convenience for donors while enhancing their own personal significance.

“Contributing to tomorrow’s future and leaving a legacy.”

The mission (purpose and values) of the CFC of the Pikes Peak Region are:

- To connect people to people
- To connect people to their values
- To connect people to their beliefs
- To make a difference
- To produce passion
- To feel good about accomplishments
- To recognize and reward campaign team
- To infuse campaign ownership in the minds and hearts of Federal employees
- To provide a vehicle for personal significance

The Goals of the CFC of the Pikes Peak Region are:

- To educate donors on the impact and benefit of their contribution
- To integrate workplace core values into campaign (service before self, honor, valor)
- To integrate personal core beliefs into campaign (life’s purpose, leaving a legacy)
- To increase participation
- To attract/cultivate new donors
- To increase donations
- To enhance the giving experience
- To emphasize choice/directed giving
- To link donors and human health & welfare program recipients
- To run a quick and effective campaign
- To link professional organizations (NCO etc.)

The objectives (support the goals) of the CFC of the Pikes Peak Region are:

- Identify and share an employee CFC story
- Utilize national campaign video
- Provide employee giving survey with pledge card
- Provide incentive for returning survey
- Provide “what your contribution does” statistics from charitable agencies
- Provide charitable agency feedback on campaign impact
- Develop a set of “Donor Commandments” to be adhered to by campaign team
- Implement Stephen Covey’s 8th Habit From Effectiveness to Greatness

The action steps meet the requirements of the objectives

6 Week Campaign

3 Week Solicitation:

Week One – Rally Week;
Week Two – Solicitation Week;
Week Three – Solicitation Follow Up

3 Week Follow Up:

Week Four – Assess Participation;
Week Five – Mid Campaign Blitz
Week Six – Final Push; Award Distribution

KEYWORKER CAMPAIGN PLAN

- As you determine campaign strategies, keep these points in mind:
 - Ensure strategies are consistent with overall installation campaign plan and goals.
 - Ensure strategies are consistent with unit campaign plan
 - Establish a campaign timetable, which will set the pace for your activities. This timetable should include details about important fund raising events and deadlines.

Unit: _____

Prepared by: (KEYWORKER) _____

Approved by:(YOUR UNIT PROJECT OFFICER) _____

GOAL:

- Our goal is to raise \$_____.
- We will endeavor to achieve a _____% participation rate.
- We will endeavor to achieve a _____% of payroll deduction contributions.

CONDUCT OF THE CAMPAIGN (Three week consolidated campaign):

- We plan to conduct our campaign from _____ to _____.
- We plan to commence pre-campaign publicity _____.
 - Campaign posters will be displayed on _____ date.
 - We plan to utilize _____ competitions.
 - We plan to utilize _____ promotions
- We plan to have a Group Presentation event on _____ at _____ (location).
- Each donor who wishes to contribute will turn in a pledge card to the key worker
 - at the conclusion of the presentation; keyworker will pick up pledge cards by _____ date after the presentation.
 - Planned attendance will consist of _____.
 - We plan to have speakers at the event:
 - An agency Speaker An active member giving a testimonial Installation Commander
 - Speaker's Name: _____ Agency; _____ Date Confirmed _____

RECOGNITION:

- Golden Eagle & Eagle Club donors; How, when, and who will present these items?

REPORTS:

- Our first turn in will be _____ (date).
- Our turn -in day is _____ at _____ (time).
- Our Final turn-in will be _____ (date).

PRESENTATION OUTLINE

GROUP PRESENTATION

- *The most efficient and effective way to ask.*
- *Puts donors at ease, no one is singled out.*
- *Easiest way to reach most people.*
- *Video tells the story, makes “the ask”.*
- *Personal story of speaker engages the audience*

THE PLANNING

- Schedule an adequate sized meeting room.
- Prepare an attendance roster and schedule your people for specific meeting times.
- Confirm attendance of Commander or Director.
- Schedule and queue the CFC video.
- Arrange for and confirm a guest speaker.
- Pre-distribute CFC Brochure and pledge card.
- Arrange to have a sample of awards or even a supply to give out at the rally.

PRESENTATION AGENDA (Approximately 25 minutes)

- Campaign Video Icebreaker (play as people are arriving) 3 min.
- Welcome & Remarks – Keyworker/Campaign Coordinator 1 min.
- Campaign Video 6 min.
- Remarks - supporting CFC by Commander or Director 3 min
- Introduce guest speaker 1 min.
- Remarks - CFC Speaker or testimonial from an employee 5 min.
- Remarks – Keyworker/ Campaign Coordinator 5 min.
 - Advantages of giving through CFC
 - Ease of payroll deduction
 - Explain brochure and pledge form
 - Donor recognition program
 - Ask your audience to join you in supporting CFC
 - Ask employees to complete and turn in their pledge forms before they leave. Suggested comment, “I hope you will review the listing of agencies, make your decision concerning your gift, complete your pledge card and give it to me now. For those of you who would like more time, I’ll contact you within the next few days to collect your pledge card.”
- Conclusion - Thank everyone. 1 min.

CAMPAIGN STRATEGIES THAT WORK FOR YOU

The key strategy for a successful campaign is to connect with your personnel and engage them in the campaign. Below are suggestions on the best way to achieve this objective.

Do This...	Do Not Do This...
Get your senior executive to promote the CFC. Contact every individual. Keep the campaign period short. Create pre-campaign publicity. Hold a kick-off. Use group presentations. Encourage payroll deductions. Be available to assist and answer questions. Say “Thank You.”	Ask for 100% participation Start by saying “Well, it’s CFC time again.” Set personal dollar goals. Have supervisors directly solicit subordinates. Contact individuals by mail or through their “in-basket.” Promote a specific agency. Do not develop a list of non-contributors. “Arm twist.” Participation is completely voluntary. Forget to follow-up with those persons missed.

AWARDS AND RECOGNITION

CFC AWARDS – OUR SMALL WAY OF SAYING THANKS

Every person, regardless of income or position, has the opportunity to be a leader in giving through the CFC. With a giving program based upon a percentage of income and a payroll deduction plan that spreads a gift over 12 months, giving is easy.

The charts below are designed to help determine 1 hours (Silver Award) & 2 hours (Gold Award) pay per month. (One hours pay is about 2 minutes per day, the typical workplace gift.) Your salary may vary from the pay grade listed depending on years in service and many other variables associated with your job. If you would like to calculate 1 hours pay for yourself, multiply your gross annual salary by .006 (this is your annual gift), then divide this amount by 12 to determine your monthly deduction or by 26 to determine your bi-weekly deduction.

PAY GRADE CHART

Pay Grade	Annual Salary	Silver Award		Gold Award	
		Annual	Monthly	Annual	Monthly
E-1	\$ 16,794	\$ 102	\$ 8.50	\$ 204	\$ 17.00
E-2	\$ 18,824	\$ 114	\$ 9.50	\$ 228	\$ 19.00
E-3	\$ 21,042	\$ 126	\$ 10.50	\$ 252	\$ 21.00
E-4	\$ 24,300	\$ 150	\$ 12.50	\$ 300	\$ 25.00
E-5	\$ 28,019	\$ 168	\$ 14.00	\$ 336	\$ 28.00
E-6	\$ 35,410	\$ 216	\$ 18.00	\$ 432	\$ 36.00
E-7	\$ 42,930	\$ 264	\$ 22.00	\$ 528	\$ 44.00
E-8	\$ 52,286	\$ 312	\$ 26.00	\$ 624	\$ 52.00
E-9	\$ 64,656	\$ 396	\$ 33.00	\$ 792	\$ 66.00
O-1	\$ 31,864	\$ 192	\$ 16.00	\$ 384	\$ 32.00
O-2	\$ 49,777	\$ 300	\$ 25.00	\$ 600	\$ 50.00
O-3	\$ 62,366	\$ 384	\$ 32.00	\$ 768	\$ 64.00
O-4	\$ 75,906	\$ 456	\$ 38.00	\$ 912	\$ 76.00
O-5	\$ 89,921	\$ 540	\$ 45.00	\$ 1,080	\$ 90.00
O-6	\$ 108,335	\$ 660	\$ 55.00	\$ 1,320	\$ 110.00
O-7	\$ 132,088	\$ 792	\$ 66.00	\$ 1,584	\$ 132.00
O-8	\$ 149,670	\$ 900	\$ 75.00	\$ 1,800	\$ 150.00

Annual Salary	Silver Award		Gold Award	
	Annual	Bi-Weekly	Annual	Bi-Weekly
\$ 15,000	\$ 91	\$ 3.50	\$ 182	\$ 7.00
\$ 20,000	\$ 124	\$ 4.75	\$ 247	\$ 9.50
\$ 25,000	\$ 156	\$ 6.00	\$ 312	\$ 12.00
\$ 30,000	\$ 182	\$ 7.00	\$ 364	\$ 14.00
\$ 35,000	\$ 215	\$ 8.25	\$ 429	\$ 16.50
\$ 40,000	\$ 241	\$ 9.25	\$ 481	\$ 18.50
\$ 45,000	\$ 273	\$ 10.50	\$ 546	\$ 21.00
\$ 50,000	\$ 299	\$ 11.50	\$ 598	\$ 23.00
\$ 55,000	\$ 332	\$ 12.75	\$ 663	\$ 25.50
\$ 60,000	\$ 364	\$ 14.00	\$ 728	\$ 28.00
\$ 65,000	\$ 390	\$ 15.00	\$ 780	\$ 30.00
\$ 70,000	\$ 423	\$ 16.25	\$ 845	\$ 32.50
\$ 75,000	\$ 455	\$ 17.50	\$ 910	\$ 35.00
\$ 80,000	\$ 481	\$ 18.50	\$ 962	\$ 37.00
\$ 90,000	\$ 546	\$ 21.00	\$ 1,092	\$ 42.00
\$ 95,000	\$ 572	\$ 22.00	\$ 1,144	\$ 44.00
\$ 100,000	\$ 598	\$ 23.00	\$ 1,196	\$ 46.00
\$ 105,000	\$ 637	\$ 24.50	\$ 1,274	\$ 49.00
\$ 110,000	\$ 663	\$ 25.50	\$ 1,326	\$ 51.00
\$ 115,000	\$ 696	\$ 26.75	\$ 1,391	\$ 53.50
\$ 120,000	\$ 722	\$ 27.75	\$ 1,443	\$ 55.50
\$ 125,000	\$ 754	\$ 29.00	\$ 1,508	\$ 58.00

OBTAINING RECOGNITION ITEMS

The goal is to deliver the recognition awards as soon as possible. Recognition breeds participation in others. It is also your way of say thank you and recognizing an individual’s generosity. You will be required to track the delivery of these items to your donors using the worksheet provided

Contributor Pens – Everyone that makes a contribution will receive a custom CFC “iCan” pen as a thank you when he/she fills out the pledge card. Carry a supply with you so you can give them out when the pledge is made.

Silver Level Recognition – Silver level donors (one hours pay per month) will receive the custom CFC “iCan” media bag/MP3 player holder. Obtain this item from your Project Officer/Campaign Coordinator.

Gold Level Recognition – Gold level donors (two hours pay per month) will receive a custom CFC hacky sack. Obtain this item from your Project Officer/Campaign Coordinator.

EAGLE CLUBS AWARDS

For those donors who are motivated and able to give at higher levels, special recognition is well deserved. Such donors make gifts of great sacrifice to help others and everyone who benefits from their generosity joins in thanking them. The Eagle, a symbol of our country’s pride, is the CFC’s way of bestowing honor on those who exemplify that pride by helping others.

Eagle Club

Requirements: Annual gift of \$750 to \$999

Recognition Awards:

2009 Presidential \$1 Coin Proof Set

OR

Eagle Trophy

Golden Eagle Club

Requirements: Annual gift of \$1,000 or more

Recognition Awards:

US. Mint Collector’s Coin Set

OR

Golden Eagle Trophy

PLEDGING

PLEDGE FORM

Ensure every person receives a pledge form! It is a 3-part, multi-colored form used to record donor information, contribution method, amount, designation data and payroll deduction authorization. A donor may give by cash, personal check or payroll deduction.

PAYROLL DEDUCTION

Encourage potential donors to give the easy way. . . . contribute through payroll deduction.

With payroll deduction, contributors can give a little more over a longer period of time. By doing so, they can make a significant contribution toward solving the many problems which impact so many lives.

- *Convenient*
- *Effective January through December*
- *Renewable annually*
- *Cost efficient*

Payroll deduction must continue for at least 3 months. A donor with an employment expiration before 3/31/06 can make a gift by cash or check. A donor who has an expiration of service between 4/1/06 and 12/31/06, and desires to use payroll deduction, should divide their desired total gift amount by the number of months/pay periods they will be contributing to determine their withholding amount. Enter this amount in the "AMOUNT" column then multiply it times the appropriate interval (12 or 26). This will calculate to a total annual gift higher than the donor's desired total gift amount, but because the contribution will terminate with service, their amount withheld will equal their desired total gift amount.

NOTE

The minimum **military** payroll deduction is **\$5.00** per monthly pay period;

The minimum **civilian** deduction is **\$2.50** for each bi-weekly pay period.

CONFIDENTIAL GIFTS

A donor may keep his or her contribution confidential. Have the donor keep the donor copy and place the rest of the pledge form in a sealed envelope marked "**CONFIDENTIAL CFC GIFT.**" Confidential gift envelopes are to be forwarded *unopened* to the CFC Office for further processing. Place the confidential gift in the **KEYWORKER REPORT ENVELOPE** and note the gift on the report form.

PLEDGE COLLECTION

Collect the pledge forms. Keep the 3 part, multi colored forms intact as you review them. Please check the pledges for legibly, completeness, and accuracy. The forms must be properly completed before they are turned in to your point of contact. Instructions for verifying completeness of the pledge form are on the next page. Once the pledge is verified, give the yellow copy back to the donor for their records and turn the remaining pink copy (payroll copy) and white copy, (Central Receipt and Accounting copy) to your point of contact in the reporting envelope.

DONOR RECEIPTS

Ensure every donor receives the yellow copy of the pledge form. This receipt may be retained by the donor for IRS allowed charitable gift deductions.

THE PLEDGE FORM

Ensure every person receives a pledge form! It is a 3 part form used to record donor information, contribution method, amount, designation data and payroll deduction authorization. A donor may give by cash, personal check or payroll deduction.

Ensure the pledge form is mathematically correct and no changes have been made to the form that have not been initialed by the donor. Should a change or correction be required, it must be done by the donor and OPM recommends the donor fill out a new form. The erroneous pledge form must be destroyed when replaced by the corrected form. If a donor wishes to give to more than 5 charities two forms must be used; additional charities cannot be written onto the first form.

Please check each pledge card for completeness and accuracy. The Following guide can be used to instruct donors in completing the form; and be used by the Keyworker as a checklist.

<p>Step 1 - Date, then Print name, work address, telephone number, and your Federal Agency.</p>	<p>Step 2 - Fill in the appropriate boxes for either military or civilian, the monthly / periodical deduction, and the total. Fill out the "Other" section if making a cash or check contribution.</p>	<p>Step 3 - If applicable, check the appropriate awards level donation boxes.</p>	<p>Step 4 - Fill in the 5 DIGIT CFC agency code number (as listed in the Agency Brochure or on the website www.peakcfc.com) and the annual amount of the designation to each (up to 5 are accepted).</p>
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FALL 2009 - Combined Federal Campaign of the Pikes Peak Region
6660 Delmonico Drive, Suite 503D, Colorado Springs, CO 80919

DATE OF CONTRIBUTION: _____

CFC Campaign No.0140
ATTENTION PAYROLL OFFICES:
Only use this number to identify the local campaign.

PRINT NAME (LAST) FIRST MIDDLE INITIAL CIVILIAN MILITARY PAY GRADE FEDERAL AGENCY AND OFFICE SSN / EMPLOYEE ID

WORK ADDRESS & ZIP CODE WORK PHONE

CONTRIBUTION: Fill in the blank showing the amount of your payroll allotment, cash or check contribution. Write in the total of your annual contribution in the space provided.

ALLOTMENT SOURCE	AMOUNT	INTERVAL	TOTAL GIFT
MILITARY PAYROLL <small>Branch of Service?</small>	\$ _____	X 12 Months =	\$ _____
CIVILIAN PAYROLL	\$ _____	X 26 Pay Periods =	\$ _____
OTHER \$ _____	<input type="checkbox"/> CASH <input type="checkbox"/> CHECK (payable to CFC), Check Number _____		

CFC Organizations do not provide goods or services in whole or partial consideration for any contributions made to the organizations via this pledge card.

DESIGNATED GIFTS: To designate to one or more charities or federated groups that appear on the list provided, fill in the charity code(s) and dollar amounts above. A complete list of CFC agencies can be downloaded from the CFC website: www.peakcfc.com

Please Check if Applicable (note: if preferred, you can choose an item from a lower category or if you choose to decline your gift check here)

<input type="checkbox"/> Silver Award <small>One hour pay per month - see chart inside cover</small>	<input type="checkbox"/> Gold Award <small>Two hours pay per month - see chart inside cover</small>	<input type="checkbox"/> Eagle Club <small>\$750 to \$999</small>	<input type="checkbox"/> Gold Eagle Club <small>\$1,000 or more</small>
<input type="checkbox"/> CFC Media Bag / MP3 Case	<input type="checkbox"/> CFC Hacky Sack	<input type="checkbox"/> 2009 Mint Proof 4 Coin Presidential Dollar Set	<input type="checkbox"/> 2009 Mint Proof Coin Set (including annual quarters & Presidential dollars)

Upon request, Eagle trophies can be made available as an alternate gift at the Eagle and Gold Eagle Club Levels.

RECOGNITION OPTIONS *Only Checked options will be processed*

My check-mark(s) and completed information below authorize the CFC to release my name and corresponding information to my designated charities

Pledge Amount: _____

Home Address: _____

Home E-M: _____

PAYROLL DEDUCTION AUTHORIZATION

I hereby authorize any agency of the United States Government by which I may be employed during 2010 to deduct the amount(s) shown above from my pay each pay period during the calendar year 2010 starting with the first pay period that begins in January and ending with the last pay period that begins in December, and I pay the amounts so deducted to the Combined Federal Campaign shown above. I understand that this authorization may be revoked by me in writing at any time before it expires.

SIGNATURE _____ DATE _____

See reverse side for information on volunteer opportunities in your community

*****PLEASE INITIAL IF YOU MAKE ANY CHANGES*****

OPM Form 1654 Rev. March 2009

Copy #1 - Payroll Office

Copy #2 - Central Receipt & Accounting

Copy #3 - Contributor's Copy

Step 5 - If you would like your name, HOME address, E-mail address and/or the amount of your pledge released to the agencies you designated funds to, fill out this section. If you do not fill out this section your information will not be released. This information will only be released to the agencies you have chosen - NO OTHERS.

Step 6 - Make sure the pledge form is signed and dated and that your social security number is provided if using payroll deduction.

Step 7 - Contributors keep copy #3 for their records. Keep copies #1 and #2 together, report the totals on the Keyworker Envelope and turn them into your CFC point of contact.

TOP 5 COMMON ERRORS

1. Illegible. If it is unreadable, the pledge may not be processed correctly.
 2. Monthly gift is listed as the annual gift - when specifying your gift to each agency fill in the ANNUAL AMOUNT.
 3. Designation to an invalid agency code. Pledges can only be made to agencies listed in this region's brochure.
 4. Form isn't signed - payroll deduction can not be authorized if the form isn't signed.
 5. Social Security Number is not provided - payroll deduction can not be authorized without the SSN.
- USPS Employees may use their USPS Employee ID #.

REPORTING

The keyworker report envelope is used to record all contributions received by the Keyworker. Fill out the form completely as illustrated below:

Step 1

Make sure this ENTIRE top section is completed accurately.

Step 2

Provide a specific breakdown of pledges contained in this envelope.

Indicate the number of KNOWN cash, check, and payroll deduction contributions, and the total of each.

Add the total number of contributions and insert in the "Totals" column; do the same for the KNOWN monetary totals (some contributions may be in sealed "confidential" envelopes).

Step 3

Sign the Keyworker space. At the time the envelope is turned in, have the person receiving the envelope verify accuracy and sign.

Step 4

If applicable, indicate the number of each award level givers that are included in this envelope. These will be validated when you turn in this envelope and awards will be distributed accordingly.

CFC of the Pikes Peak Region (0140)

KEYWORKER REPORT FORM

THIS REPORT IS: FIRST _____ ADDITIONAL _____ FINAL _____

AGENCY OR INSTALLATION: _____

UNIT NAME: _____

UNIT CODE: _____

KEYWORKER: _____

TELEPHONE: _____

E-MAIL: _____

Total Number of Employees in Your Unit: _____

Total Number of Employees Contacted to Date: _____

Keyworker Instructions

- Fill in the summary information requested below for those contributions contained in this envelope. DO NOT include any information previously submitted.
- Place all completed pledge cards, cash, and checks in this envelope and deliver to your CFC Point of Contact.
- With your Project Officer, Coordinator or Chairperson, validate the contents of this envelope, and sign at the bottom.
- Make a Xerox copy of the face of this envelope for your records.

METHOD OF PAYMENT	NUMBER OF DONORS	AMOUNT (\$)
U.S. CURRENCY	donors	\$
CHECKS	donors	\$
PAYROLL DEDUCTION	donors	\$
ENVELOPE TOTALS	Total donors	Total \$

# of CONFIDENTIAL DONATIONS Enclosed (not reported above)	Total donors
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DO NOT WRITE IN THIS SPACE

FOR USE BY CFC ACCOUNTING AGENT

Number _____

Amount _____

Processed _____

Verified _____

Payroll Deduction _____

Cash Contributions _____

Total _____

We have validated the contents of this envelope and confirm that it contains the cash, checks and payroll deduction amounts reported above.

Keyworker _____

Project Officer _____

Chairperson _____

PCFO _____

Date _____

# of donors in this envelope	# of gifts requested in this envelope	# of gifts delivered	
1	1	1	Silver Award
2	2	2	Gold Award
3	3	3	Eagle Club
4	4	4	Golden Eagle Club

BATCH [1] [2] [3] [4] [5] [6] [7] [8] [9] [10] [11] [12] [13] [14]

KEYWORKER TURN IN PROCEDURES

Pledges received from donors are to be turned in **on a weekly basis** to the designated project officer for their unit for immediate processing. This enhances donor confidence in the CFC process. Keyworkers are responsible for:

- 1) Verifying that pledge cards are legible and filled out completely and accurately.
- 2) Ensuring that cash and check contributions match the amounts indicated on the pledge forms.
- 3) Verifying the total pledge matches the amount designated to the charities.
- 4) Verifying the use of five digit charity codes; none start with zero.
- 5) Preparing pledge forms for keyworker envelope and turn-in:
 - a) White Copies are separated into cash, check, and payroll deduction.
 - b) Cash should be secured to the white copy of each pledge form with a paper clip or tucked between the top and second copy of the form. **DO NOT STAPLE CASH TO THE PLEDGE FORMS.**
 - c) Payroll Deductions must be signed, and include a Social Security Number. The white copies go in the white keyworker envelope.
 - d) The Yellow copies are for the donor for tax records – return to them if turned in.
- 6) The Keyworker Envelope should be completely filled out with the keyworker's contact information at the top.
- 7) The total amount and number of donors for each Cash, Check, Payroll Deduction donation is then recorded on a keyworker report envelope, along with the grand totals.
- 8) If a confidential contribution is received, it **SHOULD NOT** be recorded with any of the reported totals. Confidential envelopes should remain sealed until processed by the PCFO (CFC Staff). Simply indicate the number of confidential donations (if any) in the "Number of Confidential Envelopes Enclosed" box as indicated.
- 9) Verify requests for all awards, and report the totals of each in the bottom right corner of the white keyworker envelope. Keep a record of the award recipients and the award they should receive for distribution verification.
- 10) Sign the report for where indicated. Make a copy of the face of the envelope (turn-in report) and keep for records. Turn in the keyworker report envelope to the assigned project officer for content verification. **DO NOT DROP OFF THE ENVELOPE AND LEAVE IT UNATTENDED.** The assigned project officer must verify content of the envelope and sign it in the presence of the keyworker to relieve the keyworker of responsibility for the report envelope and its contents. Pick up thank you gifts and awards as provided by the project officer as well as a new report envelope for the following week's turn-in.

TYPICAL PLEDGE AND REPORTING QUESTIONS

Q: Can a donor give to more than 5 agencies?

A: If a donor wants to give to more than 5 agencies, have them fill out 2 (3 if more than 10 agencies) additional pledge forms indicating the CFC agencies that they want to contribute to, along with the annual amount for each. Combine all form and turn them in to the PCFO. The first form should include the total amount of payroll deduction for all charities selected.

Q: Will confidential donations be counted towards Unit Awards.

A: YES, the PCFO will update records to include confidential gifts. Many other anonymous factors also adjust a units total - pledges received or cancelled by mail, NSF or checks that were cancelled, and corrections made to turn ins.

Q: Can a donor give to an agency in another CFC or one that isn't listed.

A: NO, contributions can only be made to the CFC agencies listed for this campaign. Tell donors that ask this question to encourage those agencies to apply next year - applications are available at www.peakcfc.com, updated annually in March for the Fall campaign.

Q: Can a donor give a one-time contribution through payroll deduction?

A: Typically not - while the CFC could receive and distribute these funds, most Federal Payroll offices are not set up to process such a request.

ANSWERS TO FREQUENTLY ASKED CFC QUESTIONS

WHY DO PEOPLE GIVE THROUGH THE CFC?

- They have received help from an agency supported through the CFC.
- They know someone who has been helped.
- They want to help others.
- CFC is a convenient way to make a charitable contribution.
- Their activity supports the CFC.
- They feel good knowing their contribution will make a difference.

WHY DON'T PEOPLE GIVE THROUGH THE CFC?

- They weren't asked to.
- They dislike an agency listed in the Contributor's Brochure.
- They feel pressured.
- They can't afford it.

WHY SHOULD YOU GIVE THROUGH THE CFC?

- Because each agency has been screened by a committee of Federal Employees, ensuring its legitimacy.
- Charities can count on gifts given through the CFC. They are notified early in the year of what their revenue will be from CFC and can plan their programs accordingly.
- Payroll deduction is available only through CFC.
- Your gift through CFC has a greater impact, because it is combined with contributions from other Federal employees.
- You will receive recognition from the CFC.
- CFC protects the Federal Employee from year-round, in-the-workplace solicitation by charitable agencies.

WHY ISN'T MY FAVORITE CHARITY A MEMBER OF THE CFC?

- All charities listed in this year's Donor brochure applied to be part of the CFC, either nationally at the Office of Personnel Management or locally to the Local Federal Coordinating Committee. All applications are reviewed by a committee of federal employees for their compliance with the regulations. In order to be eligible, an agency must meet the following criteria:
 - Demonstrate that it is eligible to receive tax- exempt donations.
 - Provide services that affect human health and welfare.
 - Have an active volunteer board of directors.
 - Have overhead costs of 25% or less, or provide an adequate explanation and a plan for reducing its overhead.
 - Receive an annual audit by an independent CPA if its revenues are over \$100,000 annually.
 - Produce an annual report and IRS 990 report which are available to the public.
 - Demonstrate it has substantial presence in our campaign area or in a campaign area that is contiguous to our region.
- If your favorite agency is not listed, it may not have applied or it was turned down for lack of compliance.

WHY SHOULD I SUPPORT A CAMPAIGN THAT INCLUDES ORGANIZATIONS I DON'T LIKE?

- CFC does not make any political judgment as to the worth of an organization. That is up to you. CFC is a donor choice campaign: You decide where your money goes. Choice is the foundation of the CFC.

WHO DETERMINES HOW MY CONTRIBUTION WILL BE USED?

- **THE DONOR DOES!** By designating a gift to an agency(ies) you ensure only that agency will receive the money.

HOW DO I KNOW THAT MY MONEY REALLY GETS TO THE AGENCY I DESIGNATE?

- All designations are honored by regulation and each year the administrative agency (PCFO) undergoes two separate audits - a financial audit is conducted by an independent accounting firm and a compliance audit is conducted by the LFCC. Both audits include a review of designations to be sure they have been honored. Additionally, if you complete the “Release of Name” section on the pledge form, your name will be forwarded to the charities you designate. They will generally write to you acknowledging your pledge.

WHAT IF I DON'T DESIGNATE?

- Undesignated funds are distributed in the same proportion that agencies received designations. Consequently, organizations that did not receive any designations in this campaign area will not receive any undesignated money either, which means they receive nothing from this campaign. Because undesignated funds do mirror designations made by federal employees, it is possible that your contribution, if undesignated would go to support causes with which you disagree. To be sure that your money supports only those agencies that complement your views, we strongly encourage you to designate your contribution.

WHAT IF I CAN'T AFFORD TO GIVE RIGHT NOW?

- You don't have to. Pledge your gift through payroll deduction and spread small payments throughout the year. Deductions don't begin until January, 2008.

IS A CONTRIBUTION TAX DEDUCTIBLE?

- **YES!** 100% of a contribution to any CFC agency is tax deductible when an individual itemizes.

WHAT IF I KNOW I WILL NOT BE IN MY JOB FOR AN ENTIRE YEAR?

- You can give through payroll deduction if you know you will be in your job for at least three months.

WHAT IF I TRANSFER TO ANOTHER AREA?

- If you transfer, the payroll deduction authorization you give here will follow you.

WHY SHOULD I CONTRIBUTE WHEN I DON'T USE THE SERVICES OF ANY OF THE AGENCIES?

- You most likely have had contact with at least one CFC agency. From swimming lessons at the “Y” to Red Cross CPR to cheering on the U.S. Olympic Team to shopping at Goodwill retail stores. Your father may have had heart disease, a brother may have had a child with hearing loss, or your relatives may have been in one of the floods, fires or hurricanes which have struck our country in recent years.
- Even if we have no direct involvement with a CFC agency, each of us benefits from living in a community and a country that cares for those in need. Moreover, experience and recent events teach us that we each may be just one step away from needing the help of a CFC agency.

WHAT DOES THE PERCENTAGE LISTED WITH EACH AGENCY MEAN?

- The number you see represents the fundraising and administrative costs for that agency. It includes the CFC campaign cost, which is often times is much lower than the general fundraising cost of the organization, thus reducing the overall fundraising cost for the agency. CFC regulations require that charities keep these costs below 25 per cent, unless there are extenuating and justifiable circumstances. This assures that the maximum possible funding goes into programs. It is important to remember that, in most cases, a well managed agency must spend some part of its money on overhead.

OVERCOMING OBJECTIONS

As a keyworker, you will encounter objections. Keep in mind this is an opportunity to educate a potential donor. Most people who object to the workplace charitable giving program have either not been adequately informed, or have been misinformed. Likely, they heard about CFC from someone else who was misinformed.

How to Handle Objections

1. Listen fully. Do not interrupt. Do not argue.

It is vital that the person stating the objection feels listened to.

2. Reflect the statement back.

You reflect the objection by accepting it, then asking a question about it. This procedure will force the individual to express himself further. This, in turn, will force him to think about what he is saying. Use the following reflective statements:

- **“I can appreciate that.”**
- **“That’s a normal reaction.”**
- **“I’m not surprised to hear you say that.”**
- **“That’s interesting.”**

In each case, the reflect statement should be followed by a question. This reflective question should be reworded as follows:

“Why do you feel (repeat the objection exactly as the individual states it)?”

3. Deflect the statement.

After the objection has been reflected, it must be deflected, or neutralized. This is done by simply restating the objection in the positive sense. This is the deflect part of the system. Simply restate the objection in a positive sense.

Sample Objection:

“The giving guide of one hour of pay per pay period is too high.”

Sample Reflection:

“I’m not surprised to hear you say that. Why do you feel the suggested guide of one hour of pay per pay period is too high?”

Sample Deflection:

“Your point of view is shared by a lot of people. Actually, the giving guide is simply that—a guide, not a set amount being demanded by the CFC. In your case, the guide may be unrealistic. I recommend you choose a gift that is appropriate for your situation. Remember, every contribution, whatever amount, added together, goes a long way toward making a difference for others in need.”

It is completely unnecessary for you to argue with anyone, thus causing the group to side with the person objecting. Instead, support the objector. When you support the objector there is never any pressure on you, and you don’t put any pressure on him.

HOW MUCH IS AN APPROPRIATE GIFT?

The appropriate gift is a matter of the person's conscience and resources. However, if guidance is requested, here are some suggestions:

- One hour of pay per month – Silver level giver
- Two hour's of pay per month – Gold level giver
- \$62.50 per month – Eagle Club giver
- \$83.33 per month – Golden Eagle Club giver
- *Last Year's Local Average Annual Gift Was \$206.54 (\$17.12 per month)*
- *Last Year's National Average Annual Gift Was \$254.70 (\$21.23 per month)*

TOP TEN REASONS CFC WORKS FOR YOU

1. It's your campaign.
2. The CFC is like a department store for charities (2500 to choose from.)
3. It's guaranteed. Your representatives screen each charity for accountability.
4. It can be customized to reflect your own beliefs, values, and humanitarian concerns.
5. It's a cost effective way to donate.
6. A small monthly contribution adds up to a big annual gift.
7. Through CFC you can fund many needs.
8. You determine where your money goes by designating your gift.
9. It offers easy, convenient one-stop shopping.
10. You can say "I gave at the office" with pride.

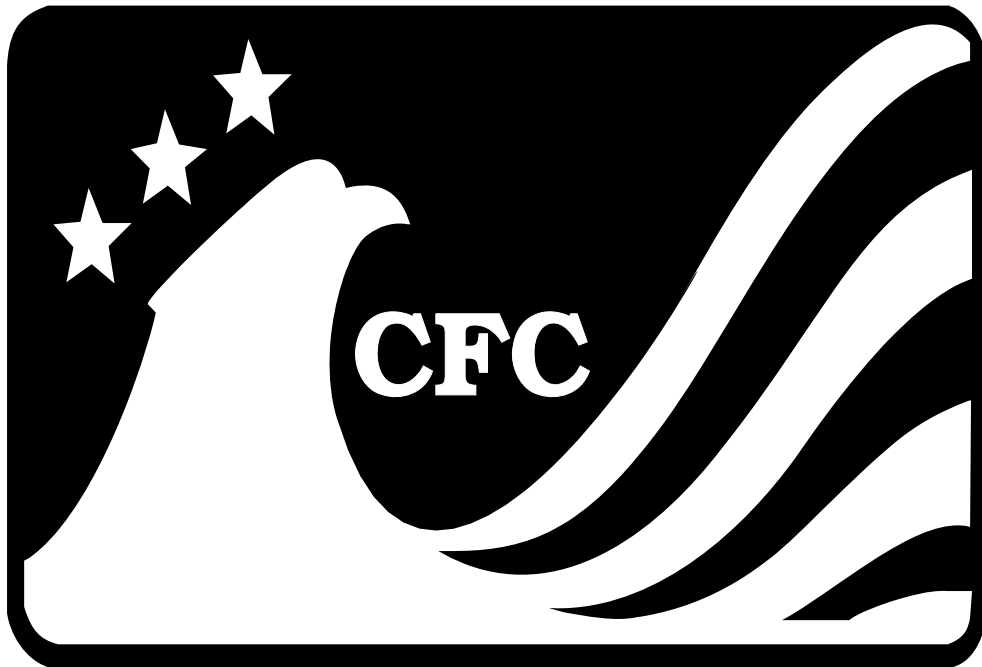
WHAT YOUR CONTRIBUTION CAN DO!

All around us there are people who need your help – your support is their hope.
Every 1 of Us can make a difference by giving generously through payroll deduction.

<i>Item</i>	<i>Gift Value</i>	<i>Helps Provide</i>
A candy bar per week	\$39	One hour to training for wildlife protection.
A soft drink and chips per week	\$72	Three weeks of food for a battered mother and child.
One gallon of gasoline per week	\$84	Research to cure a disease.
A movie per month	\$96	Twelve nights of shelter for a homeless person.
A specialty coffee per week	\$120	An electric wheelchair for an MS patient.
A hamburger and fries per week	\$216	Vaccinations for 500 refugee children.

**THANK YOU FOR YOUR VOLUNTEER SERVICE IN
SUPPORT OF THE CFC**

**REMEMBER ...
“iCan” MAKE A DIFFERENCE!**



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**Combined Federal Campaign of the Pikes Peak Region
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Phone (719) 531-5501 Fax (719) 531-5804
E-Mail Peakcfc@comcast.net
Contact CFC on the WEB: www.peakcfc.com OPM: www.opm.gov/cfc**