

Regional Civilian Hero



Jennifer Bollinger, CPA
Defense Contract Auditing Agency

Jennifer followed the keyworker guide to a tee and performed continual follow up. Her results were phenomenal! She set a very aggressive campaign goal of \$4,940, and DCAA not only met the goal, but exceeded it raising \$5,603, earning the gold award for the 7th year in a row. This is a 61% increase from last year's record donations. DCAA also had 100% participation! The average donation was \$431!

The strategy that Jennifer implemented was continual promotional build-up leading up to her themed kick-off. She began promoting the campaign one month prior to the actual kick off. Her pre-campaign activities included attending the regional CFC kickoff; getting keyworker and general campaign information; collected trinkets from the charities; and selecting a speaker for her kick off.

Jennifer began an aggressive e-mail campaign. Her first e-mail was an electronic conference to set a date for the office's breakfast kick-off meeting. In the e-mail described the benefits of CFC, what DCAA has accomplished previously, and why the campaign was important. She continued the e-mail campaign each week.

In addition to the e-mail campaign, she created an office display of charity information, hung CFC posters in the break room; and put the CFC newsletter in each person's inbox. Each promotional piece included the campaign slogan, "Remember, the success of the CFC takes you...and me...*IT TAKES EVERY ONE OF US.*" She made goodie bags for each employee that contained candy and charity trinkets.

Jennifer followed the group presentation outline for the kick off breakfast. She decorated the meeting room festively, displayed "gold level" plaques from previous years, and provided the campaign brochure and pledge form. She played the CFC video and utilized a campaign agency speaker and supervisor remarks. Following the very successful breakfast meeting, she hung up goal poster; continually updated progress poster, and handed out contributor pens as money and pledge forms were received. She continued her e-mail campaign, and personally followed up with each employee.

Once all of the forms had been turned in, she sent out a thank you e-mail which was forwarded to the supervisor's boss. The supervisor's boss, located in a Denver office, sent a congratulations e-mail also, thanking the personnel for their campaign support.

Finally, Jennifer took her experience to the next level by preparing a comprehensive “how to” memo for other agencies to follow. That is why she emulates the characteristics of a true CFC hero.

Jenny began her professional career with DCAA in 2000. She achieved full auditor position in 2003 and also became a Certified Public Accountant in 2003.

Jennifer is very active in her community. She is involved in the church music ministry performing vocal and instrumental solos in her Father's church. She volunteer coaches volleyball for girls, ages 12-14. She is also the captain of her community softball team. In college, Jennifer held several positions in Circle K (college-level Kiwanis club) up to Regional Governor organizing and participating in numerous community service projects with Habitat for Humanity, the local soup kitchen, and the March of Dimes.

When assigned a new challenge, Jenny always strives for perfection. It does not surprise me about her success with the CFC campaign.