Membership

- Robert Jennings, DON
- Mark Boudreaux, NASA
- Lisa Makosewski, GSA
- Curtis Rumbaugh, OPM/DoD
- Tony DeCristofaro, DoD
- Keith Willingham, OPM
Key Assignments

• Recommend Handling Paper Processing
  – Five-year Phase Out
• Marketing Evolution
• Communicating with Charities
• Surveying Donors and Non-Donors
• Training (TBD)
Paper Process Recommendation

• Options
  – Donor sends paper pledges to the CCA using a central, secured drop-box location
  – Government campaign workers aggregate pledges and forwards to CCA via mail or scanning
  – Human resource managers aggregate pledge forms and forward to CCA via mail or scanning

• Provide training to Federal campaign managers and keyworkers

• Eliminates the need for an Outreach Coordinator to have to process ANY pledges or handle any contributions
Communications Blueprint

- Key Fact
- Consumer Problem
- Objectives
- Message Strategy
- Media Potential
- Overcoming Obstacles
- Net Public Impression
- Evaluation Measures
Key Fact

• World's Largest Workplace Giving Campaign
• Participation Rate Declines since 1987
  – Federal Employment is Changing
• New Rules and New Environment
• New Opportunities!
Consumer Problem

• People NEED Help…and Federal employees want to help with giving and volunteering
• Too many options and competition
• What is the best, lowest cost, easiest to use option?
Objectives

• Launch the "new" CFC with nationwide message
  – Why give
  – How to give
  – How giving makes an impact

• Educate Leaders
  – CFC reinforces and extends commitment to public service and Federal mission

• Educate Workers

• Educate Charities
Message Strategy

• Talk about the impact of the CFC on individual lives via testimonials.
• Remind employees of their ability to help others.
• Show the real impact of giving on helping individual people and alleviate social needs in ways that complement government services and goals.
Message Strategy

• Success Stands out; it doesn’t fit in
  – #CFCv2 enhances and builds upon the historical values and visions
    • Lessen the burden of Government
    • Convenient, low-cost benefit to employees
    • Minimizes disruption in the workplace
    • Preserves Federal resources
Message (cont.)

• Technology is a glittering lure.
• This is an occasion when employees can be engaged on a level beyond flash
• Reinforce a sentimental bond
  – Personal Stories
  – Hearts and Minds and Hands
  – Let them see impact
    • Leadership in action
Message (cont.)

• The day we sign up a donor is the day we start losing one
  – Focus on retention and acquisition
  – Capture donor passion
  – Expand recognition with social media
Media Potential

• High
  – Increase reach and frequency
  – Be Visual
  – Be multi-level
    • Grassroots
    • Mid-level
    • Grasstoppers
    • Organized Labor
Overcoming Obstacles

- #CFCv2: New and Improved
- CFC: Fact or Fiction
- Objections
- Employee Benefits
Net Public Impression

• We the People…
• Making community better 20,000 ways
• Leveraging resources to help people who really need help and the issues that are most important to my family
• Safety of on-line giving system
Evaluation Measures

• Track Participation Rates overall and by Agency
• Track Usage of e-Giving
• Track Lower costs
• Track Giving Metrics
  – Total dollars
  – Per capita giving
  – Average gifts)
• Contributions by Congressional District and Zone
  – Annual Report to Congress, President & Labor Council
Communications Blueprint

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Key Fact

• Charity and federation experience will change dramatically
• Careful messaging to charities in 2016 will ensure a smooth transition
  – Work through various trusted agents
    • OPM
    • CCA
    • PCFO/Outreach Coordinators
Charity Problem

• Navigating the new application process and system
• Generating awareness
• Success ensures an up-front revenue stream
• Mutually beneficial marketing
  – Charity/federation marketing drives CFC awareness among employees
Objectives

• Teach federations and charities about the new system
• Online and Direct Training
• Minimize error rate on applications
Message Strategy

• Target 2016 Charity Base
• Faster, easier, cheaper, greener application process; lower costs so more funds go directly to the charity
• Real-time feedback
# Message Cycle

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<td>Network</td>
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Media Potential

• Use the LFCC, outreach coordinators and federation liaisons to get the message out
• Do not anticipate media coverage
  – Mostly process-driven message
• Local Impact on People
Overcoming Obstacles

• Federations are vital link to a majority of charities
• Kickoff when system is ready
• FAQ on Fee Structure
• Test period
• Training Period for LFCC new role
  – New LFCC formation
Net Impression

- Efficiency – Lowers costs more than CFC classic
- Economy – Communities/Zones have a net positive impact from the new system
- Environmentally friendly – Faster with less reliance on paper processes, repetitive submissions of the same forms and “wet signatures
- Supportive of charities that have passed a rigorous vetting process
- Flexible: Mobilized for immediate disasters (e.g., Texas flooding, Ecuador earthquakes)
Survey

• Draft Instrument is ready for loading into Survey Monkey or other government-friendly, secure tool
• Donors/Non-Donors
• Looking for “Zones” to pre-test the instrument so it can be fine tuned for the future