



Training Seminar 2023

Getting to Know You

How many of you are new to the CFC this year?

How many years has your organization participated in the CFC:

- 1-5 years
- 6-10 years
- 10+ years

How many of you apply to the CFC through a federation?

How many of you are independent charities in the CFC?

How many of you have been to a CFC training in the past?

Please put in chat what organization you are with.



Agenda and Objectives

Agenda

- CFC 101/ State of CFC + Q&A
- From Opportunity to Action
- Peer Panel + Q&A

Objectives

- How to take opportunities and turn them into actionable ways to engage with the CFC and federal employees
- Learn about opportunities to attract new donors and unrestricted revenue to your organization
- Explore how you can retain revenue and donors in the CFC



CFC 101: State of CFC & Q&A

Presenters:

Vanessa Bell

Operations Specialist

Office of the Combined Federal Campaign

Office of Personnel Management (OPM)

Mike May

National Executive Director

CFC National Charity Recruitment Outreach Coordinator

MP May, Inc

Jennifer Howard

VP/ Chief Operating Officer

CFC National Charity Recruitment Outreach Coordinator

MP May, Inc

Cathy Gallahan

National Charity Recruitment Operations Director

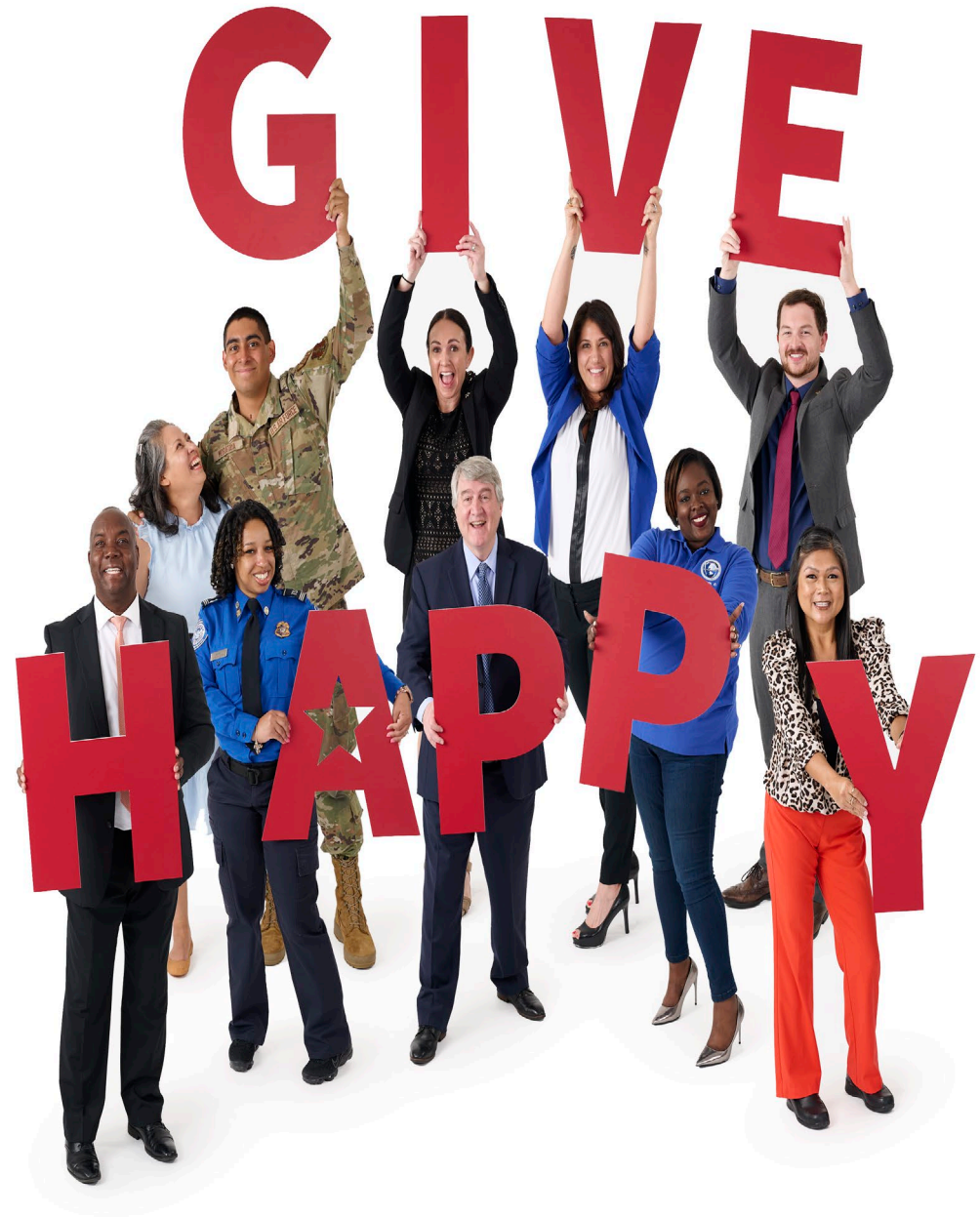
CFC National Charity Recruitment Outreach Coordinator

MP May, Inc.



Tips for Success: CFC Application Process

Vanessa Bell, Operations
Specialist, Office of the
CFC



CFC in a Nutshell

- Gives federal employees an annual opportunity to support their favorite charities in a streamlined, managed system by pledging monetary funds and volunteer hours
- Provides a way for charities to share their mission with the federal, military, and postal communities during campaign open season
- Offers an easy and effective method for donors to pledge to charities through payroll deduction
- Ensures that charities in the program are fully vetted 501(c)(3) registered and meet eligibility requirements

Program Administration

- Overseen by the Office of CFC at the US Office of Personnel Management
- 36 Zones throughout the country and overseas
- Outreach Coordinators are responsible for campaign marketing and management
- Central Campaign Administrator (CCA) processes pledges and disburses funds to charities
- Campaign starts each Fall (date set annually by the Director of OPM) and ends by January 15
- Disbursements begin April 1 of the following year and continues monthly for the next 11 months

Overview of the Application Process

Two-Part Application Process

Annual Application Period (December 1 – January 31, late deadline February 28)

- Submitted online via the Charity Application System (<https://cfccharities.opm.gov/>)
- Full vs verification application:
 - Full application required once every three years
 - Verification application is required the other two years
 - Exceptions: A full application will be required if the charity did not apply or was not approved in the previous year's campaign, or if the organization type changed (i.e. local, National/International, or International)
 - Application and listing fees are the same

Listing Period (June 9-August 16) late deadline, August 30

Charity Resources Page

<https://givecfc.org/charity-application-resources>



CHARITY APPLICATION RESOURCES

The Combined Federal Campaign (CFC) application period is underway for the 2023 period. The 2023 initial application period closed on February 28, 2023. **The 2024 application process will begin December 2023.**

If you applied for the 2023 CFC - you should receive notification on June 12, 2023 of your acceptance or if your application had deficiencies.

IF YOUR APPLICATION WAS ACCEPTED FOR THE 2023 CFC...

- Review your next steps in our **Online Training Charity Listing Module**.
- Then, **complete your listing and pay your listing fee** [↗](#) through the Online Charity Application System to participate in the 2023 CFC.
 - Review the **Schedule of Listing Fees** and note that you will get a 10% discount by completing your application by Aug 16!

IF YOUR 2023 CFC APPLICATION HAD DEFICIENCIES...

- Review your next steps in our **Online Training Charity Appeals Module**.
- Then, **submit your appeal through the online Charity Application System** [↗](#) by June 26, 2023.
- Make plans to participate in our **Appeals Live Q&A Webinar** [↗](#) on **June 15, 2 pm ET**. **Click [HERE](#) to join the webinar** [↗](#) . Use passcode: 2023CFC
- Helpful resources:
 - **How to Submit a Successful Appeal**
 - **CFC Memo 2018-09 - CFC Application Standards - Areas of Service**

Have feedback for us on the Listing or Appeals resources? **Let us know** [↗](#) !

TOP REASONS WHY CHARITIES ARE NOT-APPROVED

(1/2)

20% of charities are denied for deficiencies in Step 4-Areas of Service

- Submitting program brochures, annual reports, fact sheets, etc.
- Reporting services NOT delivered in the previous calendar year.
- Not including the number of beneficiaries and/or monetary value of each reported service.
- Not providing the following for each reported service: **How, Who, What, Where and When**
- Reporting web-based and/or virtual services and not including supporting information as required by CFC Regulations at 5 CFR §950.202(a)(1)(iii).

Submission Review

Step	Status	Description	Last User	Link
1	✔ Review Pending	Organization Contact Information	Vanessa Bell	View
2	✔ Review Pending	Application Type	Vanessa Bell	View
3	✔ Review Pending	Human Health & Welfare Services	Vanessa Bell	View
4	✔ Review Pending	Areas of Service	Vanessa Bell	View
5	✔ Review Pending	Exemption Status	Vanessa Bell	View
6	✔ Review Pending	IRS Determination Letter	Vanessa Bell	View
7	✔ Review Pending	Financial Statements	Vanessa Bell	View
8	✔ Review Pending	IRS Form 990 or Pro Forma Form 990	Vanessa Bell	View
9	✔ Review Pending	Fundraising Rate	Vanessa Bell	View
10	✔ Review Pending	Governing Body	Vanessa Bell	View
11	✔ Review Pending	Verifying Statements	Vanessa Bell	View

TOP REASONS WHY CHARITIES ARE NOT-APPROVED

(2/3)

60% of denials are due to Step 7 and Step 8 deficiencies

- Not submitting financial statements, if required
 - Organizations with annual revenues, reported on the IRS Form 990, \$250,000 and above are required to submit audited financial statements. Reviewed and/or compiled financial statements will not be accepted.
 - Organizations with annual revenues of \$100,000, but less than \$250,000, are required to submit audited or reviewed financial statements. Compiled financial statements will not be accepted.
 - Organizations with annual revenues of less than \$100,000, are not required to submit reviewed or audited financial statements.
 - Financial statements must be completed by an independent, Certified Public Accountant (CPA).
 - The document must include the Independent Auditor's Report on the CPA's letterhead, all financial schedules that accompany audited or reviewed financial statements, and the signature of the CPA with the date that the report was signed.

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TOP REASONS WHY CHARITIES ARE NOT-APPROVED(3/3)

- Signature missing on IRS Form 990
- Tax documents and financial statements for different periods.
- Submitting Draft Documents of the Form 990 (990 EZ or other)
- Tax documents with the following sections left blank:
 - Page 1, Items A-M – Full Employer Identification Number (EIN)
 - Part I, Line 3 – Must report number of voting members
 - Part II (Signature) – Officer at the organization must sign/date.
 - Part VII (Compensation - section A only) – Board members must be reported as “Individual trustee or director” or “Institutional Trustee.” Compensation information must be provided for each trustee under columns D, E, and F. If no compensation, “0” or “N/A” must be entered.
 - Part VIII (Statement of Revenues) – Total revenue must be reported on Column A, Line 12. Blank responses will not be accepted.
 - Part IX (Statement of Functional Expenses) – Management and General Expenses (Column C, Line 25) and Fundraising Expenses (Column D, Line 25) must be reported. Blanks will not be accepted.
 - Part XII (Financial Statements and Reporting) – The accounting method (Line 1) uses to prepare the form must be reported. Organizations with total revenues \$100,000 or more must use the accrual method of accounting.

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TIPS for a Successful Application

- Review OPM training modules and attend Q&A sessions
- Visit your charity resources page often
- Familiarize yourself with your organization's financial statements
- If your organization participated in the previous campaign and was approved with warning, know the reason and do not repeat the same errors


GIVE HAPPY





GIVE HAPPY

For process & technical questions:

CFC Customer Care Center

support@cfcharities.org

(888)232-4935 (Toll Free)

(608)237-4935 (Local)

TTY: (800)203-8280 (Toll Free)

TTY: (608)268-7740 (Local)

For policy questions:

U.S. Office of Personnel Management

Office of CFC

cfc@opm.gov

Charity Application Resources Page

<https://givecfc.org/charity-application-resources>

Best Practices: *From Opportunity to Action*

Getting Started

1. Submit listing information
 - CARE statement
 - Volunteer Opportunities
 - Due Date: August 16th
2. Review available resources at givecfc.org
 - Cause week calendars, application resources, YouTube training videos, charity toolkit, volunteer toolkit
3. Create year-round plan for donor engagement and marketing
 - Campaign dates: September-January
 - Encompasses donor communication and marketing



Donor Engagement

- **Identify existing donors**
 - Denote CFC donors in your database/CRM
 - Identify retirees
 - Donor segmentation and targeting
- **Donor recognition and cultivation**
 - Thank donors – emails; letters; social media
 - *Impact, stories, personal testimonials*
 - Mission-focused communications and opportunities
 - General Newsletter/Magazine
 - Align with key campaign dates & initiatives
 - Kick-off mailing (Fall) & Last Chance (Dec)
 - Cause weeks
 - Volunteer opportunities
 - Holiday card/postcard

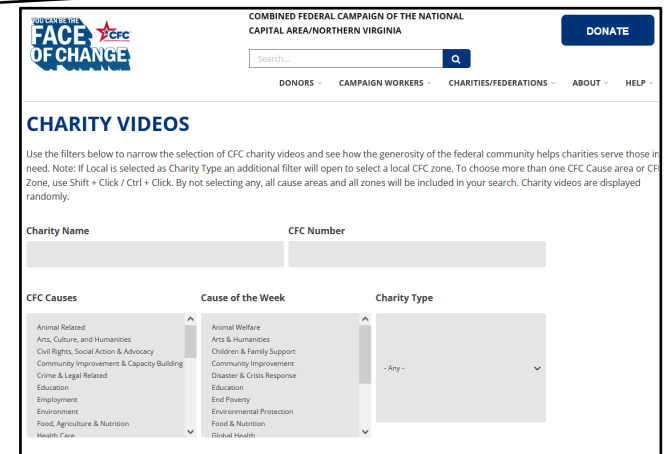
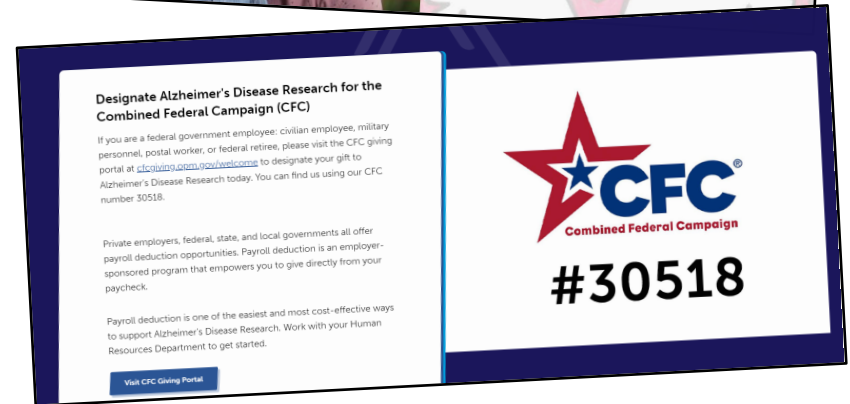
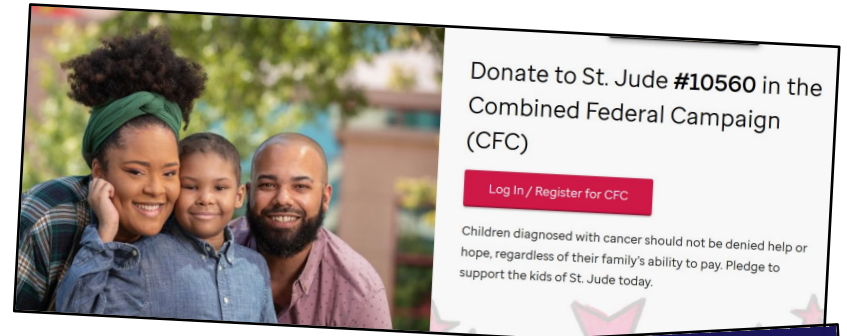
**REMINDER: DO NOT SELL, LEASE OR
SHARE DONORS LISTS & DO NOT
MAKE DIRECT FUNDRAISING APPEALS**



Marketing and Social Media

Marketing

- Submit videos and success stories to National Marketing Outreach Coordinator
 - Check marketing guidelines!
- Use the CFC logo and CFC # on your website:
 - Ways to Give Page
 - Website Footer
- Link to CFC Giving Platform, text to give, and mobile site



Marketing and Social Media

Social Media

- Engage with national CFC and local campaign zone accounts by liking and commenting on posts and sharing content.
 - Facebook and LinkedIn:
@CombinedFederalCampaign
 - Twitter: @CFC
- Promote your CFC involvement on your own social media channels – be sure to use #GiveCFC.
- Highlight Key Dates:
 - ✓ CFC Kickoff
 - ✓ Cause Weeks
 - ✓ Giving Tuesday (November 28, 2023)
 - ✓ CFC Ending



Check out the National Marketing Outreach Coordinator's Charity Engagement Guide (GiveCFC.org)

Tabling Events & Presentations

Speaking

- 3-5 minutes elevator speech about your mission and impact
- Focus on giving & the campaign's community impact
- Benefits of CFC and workplace giving
 - Easy, convenient way to give
 - Year-round reliable support for charities
 - Unrestricted funds = increased community responsiveness
 - Payroll deduction allows donors to give more
 - Give to the causes and charities you care about
- Represent all charities

Tabling

- Bring candy or giveaways. **Don't forget your CFC #!**
- Look for interactive table opportunities
- Do not collect names, emails or funds at events
- Animals must be pre-approved
- Select a vibrant and extroverted volunteer

Key Dates

Key Dates

- Start Strong – Campaign Kickoff
- Cause Weeks
- Giving Tuesday - November 28, 2023
- Year-end giving
- Finish Strong - End of campaign

CAUSE OF THE WEEK

Week of Sept. 19: **Education**

Week of Sept. 26: **Global Health**

Week of Oct. 3: **Housing & Shelter**

Week of Oct. 10: **Disaster & Crisis Response**

Week of Oct. 17: **End Poverty**

Week of Oct. 24: **Arts & Humanities**

Week of Oct. 31: **Animal Welfare**

Week of Nov. 7: **Military & Veterans Services**

Week of Nov. 14: **Children & Family Support**

Week of Nov. 21: **Food & Nutrition**

Week of Nov. 28: **Giving Tuesday Week**

Week of Dec. 5: **Human Rights**

Week of Dec. 12: **Environmental Protection**

Week of Dec. 19: **Mental Wellness**

Week of Dec. 26: **Community Improvement**

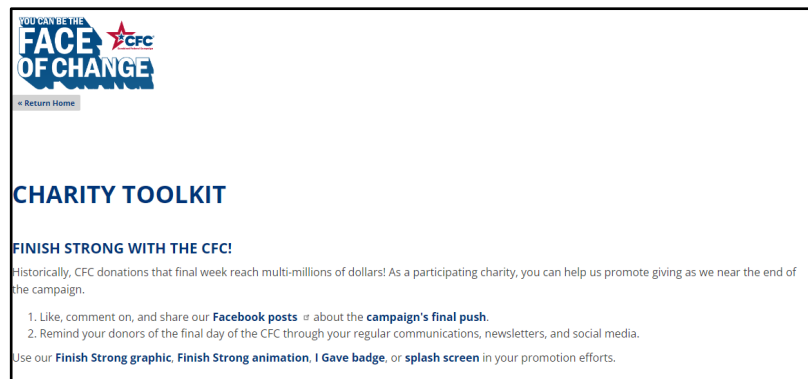
Week of Jan. 2: **Medical Research**

Week of Jan. 9: **Final 5 Challenge and Finish Strong**



Best Practices Checklist

- ✓ Communicate with past CFC Donors
 - Include your 5-digit CFC code
 - How CFC dollars have helped your organization
 - Link to giving platform - <https://cfcgiving.opm.gov/offerings>
- ✓ Website
 - Use the CFC logo
 - "Ways to Give" page
- ✓ Newsletters/Social Media
 - Sample Text: "You Can Be The Face of Change for [charity mission] by giving to [charity name] through the CFC. Our designation number is [5-digit CFC code]."
- ✓ Participate in events
- ✓ Promote Cause Weeks
- ✓ Provide videos and success stories for Virtual Charity Fair



Peer Panel & Q&A

Moderator:

Brittany Mattfeld Craig, Managing Director (Global Impact)

Panel Presenters:

- Rachael Buck, Director of Advocacy, A Wider Circle
- Hayley Carroll, Director, Corporate Initiatives, Alzheimer's Association
- Berit Kimrey, Director of Community Marketing, Heifer International
- Samantha Wessel, CVA, Manager, Volunteer Engagement, United Way of the National Capital Area

*Hear from those that are excelling in....
Giving and donor retention
Volunteer Engagement
Event success – Successful Marketing*



Other CFC Trainings to Attend

Tuesday, July 11

2PM (EDT) - CFC 101

A primer on why the CFC exists, how it operates, and who the key stakeholders are.

3PM (EDT) - Workplace Giving Trends

Learn how the workplace giving landscape and employee demographics are changing and how Other campaigns have responded.

Wednesday, July 12

2PM (EDT) - Expanding the Volunteerism Program

The ability to pledge volunteer hours to participating CFC charities is an opportunity to invite new donors into the program. Hear more about ways volunteerism in the CFC continues to grow and how campaign workers and charities can make donors aware.

3PM (EDT) - How To Build Successful CFC Events

From kickoffs and awards ceremonies to awareness events, keeping the campaign engaging and charity-focused is the key to success. Some of CFC's best event planners will share their advice and lessons learned.



Other CFC Trainings to Attend

Thursday, July 13

3PM (EDT) - 2023 CFC Marketing Plan

OPM and the National Marketing Outreach Coordinator share the latest on changes to the CFC logo and theme, promotional materials, and overall marketing plan for 2023.

Tuesday, July 25

2PM (EDT) - State of the CFC (OPM Report)

CFC Director Keith Willingham provides an overview of the CFC and the changes that are to come in 2023 and beyond.

2:30 (EDT) - CFC Regulatory Revisions

The first revisions to the CFC regulations (5 CFR §950) will be made in the coming year. Learn about the proposed changes and opportunities to comment.

