

Fall 2003 Campaign Management Organization Results by Location and Project Officer Number*

PO#	Location	No. of Potential	No. of Givers	Total Pledges	PO#	Location	No. of Potential	No. of Givers	Total Pledges							
CENTRAL COMMAND					USAFE											
710	Abudhabi American Embassy	8	6	1,970	953	Air Force, Iceland	665	410	75,507							
770	Bahrain American Embassy	13	4	305	602	Aviano	4,412	1,290	238,079							
746	CFLCC - Kuwait	21,290	979	72,568	608	Incirlik	1,700	580	105,846							
701	CJTF - HOA	850	88	12,872	911	Lajes Air Base, Azores	1,113	420	79,827							
796	CJTF - Iraq	117,457	24,148	2,276,543	611	Lakenheath	5,202	1,364	254,276							
780	CJTF, 180, Afghanistan	9,854	2	110	613	Mildenhall	5,167	1,510	310,428							
775	Djibouti American Embassy	2	0	0	616	Ramstein	11,481	4,550	989,227							
720	USOMC Cairo, Egypt	103	54	14,239	621	Spangdahlem	5,464	1,615	279,309							
769	Kyrgyzstan	411	150	26,192	932	Thule Air Base, Greenland	130	36	5,217							
740	Kuwait American Embassy	69	52	15,980	405	European MSS	1,268	437	142,267							
745	HHC ARCENT - Kuwait	1,090	216	27,102	EUCOM Subtotal				100,836	39,939	6,384,419					
715	MAP - Amman Jordan	10	11	1,817	SOUTHERN COMMAND											
750	Muscat Oman	8	8	915	890	Guantanamo Bay	2,675	461	56,752							
755	Nairobi	6	3	504	815	JTF Bravo - Honduras	217	37	4,202							
735	NAVSUPACT - Bahrain	2,587	1,137	164,108	825	Military Groups	172	128	24,320							
730	Pakistan	3	3	720	SOUTHCOM Subtotal				3,064	626	85,274					
795	CENTAF - FWD/A1, Qatar	169	35	14,538	PACIFIC COMMAND											
760	Qatar	1,003	131	14,931	USFORCES Japan											
765	HHC ARCENT Saudi Arabia	168	51	9,080	244	Atsugi	3,155	1,409	204,067							
790	USLO Eritrea	2	2	650	145	Honshu Zama	1,543	719	110,174							
725	USMTM Saudi Arabia	288	176	33,373	148	Iwakuni	2,822	1,123	125,565							
705	Uzbekistan	1	0	0	143	Kadena Air Base	7,493	2,247	418,287							
CENTCOM Subtotal				155,392	27,256	2,688,517	142	Misawa Air Base	4,418	1,602	251,897					
EUROPEAN COMMAND					146	Okinawa Army	939	594	79,756	141	Yokota Air Base	4,108	1,517	324,056		
USAREUR					241	Okinawa Navy	1,667	832	99,859	190	III MEF	3,451	998	106,437		
311	Ansbach, 235th BSB	2,600	855	83,205	242	Sasebo	3,069	1,533	185,620	191	3rd Marine Division	4,992	1,840	126,487		
315	Bamberg, 279th BSB	2,224	768	71,072	243	Yokosuka	10,205	4,107	580,006	192	3rd FSSG	3,525	1,298	119,624		
301	Baumholder, 222d BSB	535	340	33,414	141	Yokota Air Base	4,108	1,517	324,056	193	Marine Corps Bases	2,336	801	97,629		
367	Chievres, 80th ASG	1,165	507	102,638	190	III MEF	3,451	998	106,437	194	1st Marine Air Wing	3,522	1,329	148,346		
321	Darmstadt, 233d BSB	1,742	544	76,201	191	3rd Marine Division	4,992	1,840	126,487	195	MCAS Futenma	300	79	11,451		
327	Giessen 284th BSB	719	230	24,622	192	3rd FSSG	3,525	1,298	119,624	196	Camp Fuji	218	127	11,628		
329	Hanau, 414th BSB	1,828	1,014	91,729	193	Marine Corps Bases	2,336	801	97,629	USFORCES Korea						
343	Heidelberg, 411th BSB	3,827	1,307	282,493	194	1st Marine Air Wing	3,522	1,329	148,346	155	Area I East/West	15,056	8,760	639,425		
347	Hohenfels, 282d BSB	1,645	806	88,909	158	Area II Seoul	12,122	2,332	347,481	154	Area III, 23rd ASG	5,716	1,246	83,165		
333	Kaiserslautern, 415th BSB	5,051	1,483	240,853	153	Area IV, 20th ASG	3,024	1,637	136,192	256	CNFK	305	114	15,506		
309	Kitzingen, 417th BSB	5,454	2,116	225,964	157	Kunsan Air Force	2,667	731	94,492	152	Marine Forces Korea	64	22	6,504		
341	Mannheim, 293d BSB	3,318	1,554	192,506	151	Osan Air Base	6,229	1,504	251,040	Guam						
365	Schinnen, 254th BSB	529	237	42,782	123	Andersen AFB	2,551	1,102	136,323	223	USS Frank Cable	1,440	783	97,472		
307	Schweinfurt, 280th BSB	4,734	2,467	181,157	221	Naval Hospital	576	287	32,217	222	NCTS	71	44	4,445		
363	Stuttgart, 6th ASG	1,650	778	133,015	224	COMNAVMAR	1,106	707	73,357	Diego Garcia						
300	SFOR, Bosnia	1,494	42	8,284	214	NAVSUPFAC DG	1,070	223	29,840	Pacific All Other						
302	KFOR, Kosovo	1,913	287	20,307	161	Kwajalein	69	42	21,539	270	New Zealand	9	9	2,472		
355	Vicenza, 22d ASG	1,959	773	111,873	290	Singapore	100	91	13,627	171	Philippines	13	0	0		
345	Vilseck, 409th BSB	2,746	1,418	140,727	121	Australia	67	18	5,274	PACOM Subtotal				110,018	41,807	4,991,260
319	Wiesbaden, 221st BSB	2,355	758	198,575	GRAND TOTAL				369,310	109,628	14,149,470					
HQ EUROPEAN COMMAND					<i>*This report is the Campaign Management Organization's final. It may differ from command reported totals.</i>											
400	HQ European Command	2,288	1,243	347,164												
NAVEUR																
562	CNE Det SOUTHLANT	65	53	10,063												
587	CINCUSNAVEUR HQ	703	364	84,747												
545	NSA Naples	2,957	1,439	235,457												
502	COMNAVACT UK	296	177	30,157												
952	NAS Iceland	1,065	818	116,567												
532	JMF St. Magwan UK	340	182	29,896												
550	NAVSUPACT, La Maddalena	486	296	33,991												
515	NAMRU 3, Cairo	32	19	4,596												
547	NAVSUPACT, Souda Bay	596	285	58,526												
505	NAVSTA, Rota, Spain	2,502	1,204	181,645												
512	NAS, Sigonella	3,335	2,042	207,539												
565	U.S. Navy Element SHAPE	142	61	11,956												
570	USS La Salle	500	297	30,669												
575	USS Emory S. Land	979	651	116,101												
588	COMSIXTHFLEET	290	164	36,405												
520	NSA Gaeta	170	148	18,631												

Important Contact Information

CFC-O Website: www.cfcoverseas.org

Central, European and Southern Commands

CFC-O European:
 DSN314-489-6555
 CIV (inside Germany).....0631-536-6555
 CIV (outside Germany).....49-631-536-6555
 E-mail.....europe@cfcoverseas.org
 Mailing address:
 CFC-O Europe, Unit 8485, APO AE 09094

Pacific Command

CFC-O Pacific:
 DSN315-225-9997
 CIV (inside Japan)042-552-2510, Ext. 5-9997
 CIV (outside Japan)81-311-755-9997
 E-mail.....pacific@cfcoverseas.org
 Mailing address:
 CFC-O Pacific, HQ USFJ, Unit 5068/J1E, APO AP 96328



COMMUNITY/AREA PROJECT OFFICER (CAPO) ADMINISTRATION AND OPERATIONS GUIDE

2004 Combined Federal Campaign-Overseas

Because of the outstanding efforts of CAPOs like you — your 2003 CFC-O raised over \$14.1 million. Let us build on this success in 2004 and Make a World of Difference.



Dear Combined Federal Campaign-Overseas Volunteer:

Thank you for volunteering your time and talents to the Fall 2004 Department of Defense (DoD) Combined Federal Campaign-Overseas (CFC-O). We recognize that this responsibility is in addition to your regular duties and we appreciate your commitment to *Make a World of Difference* in the lives of others.

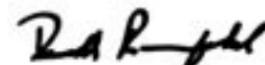
Whether you are serving as a Keyperson, Unit Coordinator or Community/Area Project Officer, you are the lifeline between those who need a helping hand and those who have the power to help through the programs of participating CFC-O organizations.

Last year, volunteers like you worked together to raise more than \$14.1 million for hundreds of charities through the CFC-O. These funds were designated to organizations that touched the hearts of overseas military members and civilians serving far from home. Your own Family Support and Youth Programs (FSYP) received more than \$523,000 in donations, which support quality of life programs in your local military community.

The number one reason someone donates to charity is simple: They were asked. That is why we are counting on you to ensure a 100% informed opportunity to give with all potential contributors. By your enthusiastic leadership and support of the program, contributors will be inspired to support their charities of choice through the CFC-O.

The success this campaign achieves is due to volunteers like you. With your military or civilian service, you are serving your country and your additional service to others through the CFC will reward you in untold ways. It is truly a good feeling knowing that you have helped those who are hungry, ill, jobless or without homes or other basic necessities of life.

Again, thank you for assuming this leadership role in the campaign and for working to achieve a better quality of life for all. Many people at home and across the globe are counting on you this year. We applaud your efforts and sincerely appreciate your support.



Donald H. Rumsfeld
Secretary of Defense



General Richard B. Myers
Chairman of the Joint Chiefs of Staff

CFC-O Overview

Welcome and congratulations! You are on your way to *Making a World of Difference* by volunteering or being selected as a Community/Area Project Officer (CAPO) for the Fall 2004 Combined Federal Campaign-Overseas (CFC-O). The CFC-O has a strong tradition of helping others through the generosity of military members and federal employees such as yourself.

Whether saving the rain forests, honoring military veterans, ensuring a clean water supply, aiding refugees or advancing medical research, the CFC-O has something for everyone. Contributors can also give to their local military community's Family Support and Youth Programs simply by writing "FSYP" on their pledge card.

The CFC has its roots in the Eisenhower Presidency and was created by an executive order signed by President Kennedy. Seeing a need to bring charitable giving in the workplace under one umbrella, the CFC became, and continues to be, the largest and most successful fundraising model in the world.

The CFC is the easiest and most effective way for federal employees to give to the charity or charities of their choice. Contributors can give by cash, check or payroll deduction. Payroll deduction allows contributors to spread their gifts over the entire year rather than by making a one-time donation. Nearly 80 percent of last year's contributors seized this opportunity and pledged their gift with the ease of payroll deduction.

CAPO Mission Essential Task List (METL)

Your efforts directly support a CFC-O organizational network that helps people and programs in your local community and throughout the world. To ensure the success of the campaign, make sure that these mission essential tasks are accomplished:

- **Assign Unit Coordinators.** Establish a list of units in your AOR. Include civilians and GSUs. Appoint Unit Coordinators for every squadron, unit, company and division using a ratio of one Unit Coordinator for every eight Keypersons. Make sure that Unit Coordinators appoint Keypersons using a ratio of one Keyperson for every 20 contributors.
- **Train Unit Coordinators and Keypersons.** In order to have a successful campaign, you must have successful training. Make sure that as many campaign volunteers as possible attend the training sessions conducted by a CFC-O trainer. If a training session is not available in your area or not all volunteers were able to attend, conduct a training presentation using the tools provided by your supporting CFC-O office.
- **Distribute campaign materials.** Set a time and place for Unit Coordinators to pick up their materials before the campaign begins. If you need additional materials, contact your supporting CFC-O office as soon as possible.
- **Gain your leadership's support.** The key to your success is energizing command support and involvement. Keep your senior leaders updated regularly on the campaign's progress.
- **Get the word out.** Publicize your installation's campaign using ideas discussed in this guide.
- **Oversee the active campaign.** Contact your supporting CFC-O office as needed with questions/concerns.
- **Track important recognition information.** Ensure that contributors receive appropriate recognition. Submit important unit award, contributor award and volunteer recognition information through the web-based management system.
- **Report, report, report.** Compile Unit Coordinator Reports with ease through the web-based management system.
- **Close out your campaign.** Ensure that all payroll deductions have been turned in to the appropriate finance office and all check and cash contributions have been deposited. Mail the yellow audit copies of the pledge cards no later than 31 December 2004 to your supporting CFC-O office.



Bank-by-Mail Instructions

In areas without a Community Bank facility, send contributions to your supporting CFC-O office. Currency and coins are not to be mailed. Convert cash contributions to a money order. Cash from the CFC-O funds may be used to pay for the money order (please remember to include the receipt). Deposits should be sent via **Registered Mail**.

Bank-by-Mail deposits will include:

- Checks from contributors (including those from the confidential donations)
- Money orders for cash contributions (including those from the confidential donations)
- Receipt for money order purchase

Final Forwarding Information

Forward the following materials to your supporting CFC-O office:

- All yellow audit copies of the pledge cards
- Finance office receipts for white payroll copies of the pledge cards (if one was provided)
- Bank deposit receipts
- Any checks (if Banking-by-Mail)
- Any money orders for cash received (if Banking-by-Mail)

Mailing CFC-O documents is official DoD business, so official mail channels can be used. Send all of these items via **Registered Mail** when your campaign ends or no later than 31 December 2004 to your supporting CFC-O office:

**Central, European
and Southern Commands:**
CFC-O, Europe
Unit 8485
APO AE 09094

Pacific Command:
CFC-O, Pacific
HQ USFJ
Unit 5068/J1E
APO AP 96328

Registered Mail Procedures

Registered mail requires special packing and the use of a specific paper tape available at your post office. Check for the proper procedures with your postal authorities before preparing your package for the mail. Once mailed, provide your supporting CFC-O office with the registered mail number and date mailed.

Materials from Unit Coordinators & Reporting

As the CAPO, when collecting and processing pledges ensure that:

- All Unit Coordinator Reports reconcile.
- All cash and checks are accounted for and balance with the amount of cash/checks listed on the turn-in envelopes.
- You received all white payroll copies of the pledge cards for contributors giving by payroll deduction for turn-in to the appropriate finance office.
- You shred any white payroll copies if the gift was by cash/check, so a payroll deduction is not inadvertently started.
- You received all yellow audit copies of the pledge cards for mailing to your supporting CFC-O office.
- Eagle Club Awards were provided to Unit Coordinators for presentation to their contributors.
- Each contributor retained his/her green *thank you* copy of the pledge card.
- You keep copies of the Unit Coordinator Report Envelopes for one year. Do not retain any copies of the pledge cards.

CAPO Role & Responsibilities

The goal of the CFC-O is to provide all federal government personnel serving overseas, military and civilian, a *100% informed opportunity to give* to charitable organizations in a convenient and cost-effective way.

CAPOs assume campaign leadership responsibilities at an installation or in a large geographical area and are responsible for:

- Ensuring that everyone in your area of responsibility (AOR) has a *100% informed opportunity to give* through the CFC-O, understands the benefits of giving through the CFC-O, understands the procedures for giving, is not coerced to give and is thanked and recognized appropriately and personally.
- Ensuring that the campaign is organized for mission success. This means that:
 - commanders have the information they need to provide leadership support
 - all potential contributors have Contributor Brochures and pledge cards
 - all pledge cards and report forms are complete, accurate and forwarded as required
 - all individuals and units receive their recognition items as appropriate
 - the CFC-O rules and regulations are followed
- Ensuring that you receive training from a CFC-O representative, Component Campaign Manager or Country Area Coordinator.

Managing the CFC-O in your area is a big responsibility. These campaign materials have been designed to facilitate your job and enable you to run a successful campaign.

If you cannot find an answer or proper guidance in any of the campaign materials, contact your supporting CFC-O office by phone or e-mail for assistance.

Where Does the CAPO Fit in the CFC-O Picture?

One Command Program Manager is appointed for each of the Central, European, Pacific and Southern Commands. They organize the appointment of the Component Campaign Managers or Country Area Coordinators who, in turn, solicit and appoint CAPOs.

The CAPO is responsible for managing the campaign at an installation or in an area to include all the geographically separated units (GSUs). He or she has a 3-digit Project Officer number which is assigned by the CFC-O.

The CAPO ensures that Unit Coordinators are appointed to implement the CFC-O for each unit, squadron, company, division or GSU in the CAPO's AOR. The Unit Coordinators tap individual Keypersons who solicit potential contributors for gifts to the CFC-O.

As a CAPO, the "big picture" of the campaign including leadership support, publicity and appointing Unit Coordinators belongs to you.

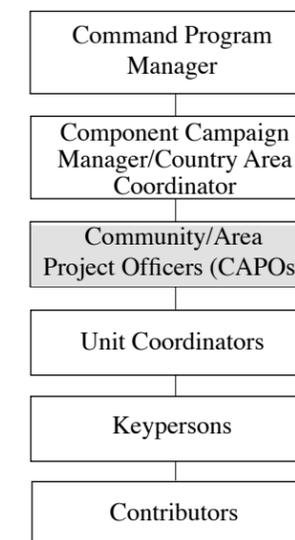
Campaign Materials

Campaign materials for contributor solicitation will begin arriving at your installation by mid-September. The amount of materials sent is based on information received from your Component Campaign Manager/Country Area Coordinator.

The CFC-O recommends a ratio of 1:20 for Keypersons to contributors and 1:8 ratio for Unit Coordinators to Keypersons.

It is important as the CAPO to familiarize yourself with the roles and responsibilities of the Unit Coordinators and Keypersons. Please review the Unit Coordinator and Keyperson Guides to ensure that you understand their crucial support and administrative roles in the campaign.

CFC-O Chain of Command



Each Unit Coordinator Kit includes:

- 5 Unit Coordinator Report Envelopes
- 1 Unit Coordinator Guide
- 1 Campaign Poster

Each Keyperson Kit includes:

- 1 Keyperson Guide
- 20 Contributor Brochures with Pledge Cards
- 5 Additional Pledge Cards
- 2 Campaign Posters
- 5 Keyperson Report Envelopes



How Do You Get Started?

Contact the installation commander to inform him or her that you are responsible for the CFC-O at your installation or in your area. Ask your commander for visible support and keep him or her apprised of your progress and of the status of the campaign.

If possible, appoint a campaign committee to include: an alternate—this is crucial if you are called away on TDY, TAD or in an emergency; a publicity person to interact with local base/installation newspapers and the Armed Forces Network (AFN) affiliate; a logistics person to help distribute materials to Unit Coordinators and a financial person to help with pledge processing, reporting and banking.

A complete listing of units within your AOR will be needed to ensure 100 percent coverage of all personnel. Offices which may assist in this effort may include, but are not limited to, the military personnel office, civilian personnel office, non-appropriated funds employees office, DoDDS personnel office and the AAFES or Navy Exchange personnel office.

Appoint Unit Coordinators for every squadron, unit, company and division. Unit Coordinators oversee the campaign in their organization by appointing and supervising Keypersons. They report directly to you, the CAPO. Select Unit Coordinators with strong organizational skills.

Encourage Unit Coordinators to appoint Keypersons who are responsible individuals with strong interpersonal skills—they really are the *key* to the CFC-O success.

Decide how many and whether you will assign a two-digit sub-code to your Unit Coordinators. A two-digit code allows you to track each report and pledge card by unit. Such tracking is for internal control and information at your installation only. If you decide to use a two-digit code, inform your supporting CFC-O office prior to the campaign kick-off so that a report can be provided to you at the end of the campaign. CFC-O tracks your overall installation by the preassigned three-digit code.

Determine who your potential contributors are and contact all supporting finance offices - military, civilian, DoDDS, AAFES and NAF. Determine how the white payroll authorization copies of the pledge cards will be processed. In batches? At the campaign's end? Weekly or bi-weekly during the campaign? Is a transmittal letter required?

Contact your local banking facility. Are there extra deposit slips available? Remember to deposit all cash and checks promptly.

Contact your local public affairs office (PAO) for assistance in publicizing the campaign in your community. Provide one copy of the Public Relations Kit to your PAO. Provide a second copy to your local AFN affiliate.

Schedule training for all Unit Coordinators and Keypersons. It is recommended to use the CFC-O representative to assist you with training when possible. Training materials will be provided for your use.

Remember to include your CAPO number on all reports.

Training

One of the most important jobs you have is training the Unit Coordinators and Keypersons in your area. A CFC-O trainer will visit almost all locations in September to conduct training for you and your Unit Coordinators and Keypersons. It is important that you publicize this training session to encourage as many to attend as possible. This will cut down on training that you will have to do later. The CFC-O can provide a complete set of training tools, so help is available if needed.

Banking/Finance Information

Finance Information

1. Locate the finance office(s) you will use in your area. You will probably deal with: separate military, civilian and NAF offices; a customer service representative for DoDDS' teachers and administrators and the Human Resources Office for Exchange personnel. If you are in a joint service area, you also may be dealing with various service offices. Determining which finance office(s) service your population before the campaign begins avoids delays in getting payroll deductions processed. If you are unable to determine the appropriate finance office(s) in your area, contact your Component Campaign Manager or your Country Area Coordinator for help, or contact your supporting CFC-O office.
2. Contact your finance office(s) and notify them who is authorized to turn in payroll deduction forms.
3. Determine how finance wants payroll deduction forms turned in during the campaign. Weekly? Monthly? At the campaign's end?
4. Ensure that all payroll deduction forms from confidential donations (which should be opened in the presence of another person) are ready to turn in.
5. Before turning in the payroll deduction forms (white copy of pledge form), ensure that all contributor signatures and social security numbers are clearly listed. Finance offices will not accept illegible forms.
6. Request a receipt (some will provide/some will not) from the finance office reflecting the total number of payroll deduction forms received.

Specific Information for Community Bank Depositors

Prior to the campaign's start, follow these steps:

1. Check for the hours of the Unit Fund window (this will save time later when you return to make deposits).
2. Community Bank deposit slips with the preprinted CFC-O account number will be mailed to you from your supporting CFC-O office. If your slips have not yet arrived, call the CFC-O office.

For actual deposits, follow these steps:

1. Ensure your name and CAPO number are listed on the bank deposit slip.
2. Have all checks and cash ready for deposit before arriving at the bank. Make sure checks are made out to the Combined Federal Campaign or CFC.
3. Ensure that you receive the deposit slip receipt back after making a deposit.

Central and Southern Command Information

Use the Bank-by-Mail instructions on page 10.

European Command Information

Two CFC-O accounts are established at Community Banks in the European area. One is in Frankfurt, Germany, the other at RAF Mildenhall, England. Only CAPOs stationed in the United Kingdom and Iceland use the account at RAF Mildenhall. The account in Frankfurt is used for all CFC-O, European banking in Germany and the Netherlands.

Pacific Command Information

CFC-O accounts are established at Community Banks in Japan, Korea and with the Bank of Guam. Members living in those countries should use the appropriate Community Bank/Bank of Guam branch for CFC-O turn-ins. Members living in any other area in the Pacific should use the Bank-by-Mail instructions.



Ideas for Publicizing Your Campaign, Con't

Exchange & Commissary Services

Invite your installation exchange and commissary to remind shoppers of the ongoing campaign through their public address system by playing the CFC-O public service announcements (PSAs) or periodically making their own announcements.

Also, do not forget to hang CFC-O posters at the entrances and along the check-out aisles.

E-mail

This technology can really help you spread the word. Just drop in the CFC-O theme or one of the PSAs at the end of your outgoing e-mail messages. Let personnel know that you are the installation's CAPO and can assist them with making their donations.

Website: www.cfcoverseas.org

The CFC-O can be found on the web! Let potential contributors know that they can get a wealth of information from this site.

Teamwork

Promote teamwork through giving not only within your own unit but also throughout the installation. Tell potential contributors and your unit coordinators about the unit awards program.

CAPO Follow-Up

Decide early on how you want the Unit Coordinators (including the GSUs) to turn in their envelopes with the consolidated Keyperson information. The decision is yours; however, weekly, at a set time and location provides consistency to your campaign and allows you to update your command.

Open all confidential contributions in the presence of another person. Deposit all cash contributions into the CFC-O bank account immediately. If the contribution is by payroll deduction, take the white payroll copy of the pledge card to the finance office. In the absence of a local Community Bank, cash should be converted to a money order for deposit in the Bank-by-Mail system (see page 10).

Compile all Unit Coordinator information into one consolidated CAPO Report using the web-based management system. Update this system weekly.

Banking/Finance Information

It is important that you touch base with bank and finance personnel so they can provide you with tips and information regarding materials turn in. Handling cash, checks and the white payroll deduction copies of the pledge cards are crucial to the campaign's success and one of your most important jobs. Detailed instructions are provided below.

As the CAPO, you are responsible for turning in the white payroll pledge card copies to the appropriate finance office and for depositing checks/cash into a CFC-O account at the local Community Bank facility. If a Community Bank branch is not available, you must follow the Bank-by-Mail instructions on page 10.



Volgelweh, Germany - BX Boost



Volgelweh, Germany - BX Boost

IMPORTANT

Only enter donations that have actually been collected on the web-based management system. **DO NOT** enter amounts that are projected to be turned in.

How Do I Prepare for the Training Presentation?

The few minutes you spend organizing the training room, equipment and your objectives ensure a prompt start, effective transfer of information and quick finish! Training usually lasts about one hour depending on the size of the group. CFC-O training is conducted at all sorts of facilities—from tents to conference rooms.

As the trainer, you need to locate a facility which—

- Is well lit
- Offers enough seating for your group—preferably with a hard surface on which to write
- Is close to rest rooms
- Has a comfortable temperature

When your trainees are comfortable they pay better attention, which enables the presentation to proceed smoothly. Office conference rooms usually prove effective for small groups (less than 20 people). A unit/squadron training room works better for large groups (20 or more). Try to avoid larger facilities such as base/post theaters—they are typically badly lit, drafty and hinder equipment set-up.

What Equipment Will I Need?

You will only need a few items—

- A computer, LCD projector and screen for showing a PowerPoint presentation
- A VCR
- A television

Tips to Ensure Your Equipment Will Work

- Check cords/cables connecting the TV and VCR
- Do you need an adaptor?
- Will you need a transformer?
- Computer CD capable Windows '98 or better?

Use the materials provided to you—not knowing the answer is one thing—not knowing where to find it is another. Ensure that your trainees leave confident of their roles in their CFC-O and the resources available to them.

Tip: Ask your base/installation commander to open the training session. This demonstrates to your campaign workers that the CFC-O is important and they are supported.



CFC-O 2004 Training Presentation



CFC-O Eagle Club Awards



Everyday Heroes Calendar



Patriotic Pen & Key Chain Set



Globe Post-It Holder



Globe Desk Clock



CFC-O Unit Award

Awards

Contributor Recognition

It is important for the CFC-O to recognize contributors who lead by giving. Federal employees are historically benevolent with their charitable gifts made through the CFC-O. The Eagle Club honors those who reach the following distinguished levels:

Contributors giving \$150-\$499 will receive the Bronze Eagle Award, an Everyday Heroes Calendar.

Contributors giving \$500-\$999 will receive the Silver Eagle Award, a Patriotic Pen & Key Chain Set.

Contributors giving \$1,000-\$2,499 will receive the Gold Eagle Award, a Globe Post-It Holder.

Contributors giving \$2,500 or more will receive the Platinum Eagle Award, a Globe Desk Clock.

As the CAPO, it is an important part of your job to ensure that requested contributor awards are provided to your Unit Coordinators for presentation by the Keyperson. A supply has been sent to you prior to the campaign. You can order additional awards through the web-based management system.

Unit Recognition

The CFC-O wants to recognize those units who strive for teamwork through giving.

BRONZE AWARDS will be given to units achieving an average gift of \$60 per potential contributor and/or 40 percent participation.

SILVER AWARDS will be given to units achieving an average gift of \$90 per potential contributor and/or 50 percent participation.

GOLD AWARDS will be given to units achieving an average gift of \$120 per potential contributor and/or 60 percent participation.

PLATINUM AWARDS will be given to units achieving an average gift of \$200 per potential contributor and/or 85 percent participation.

The web-based management system will assist you with unit award calculations.

Volunteer Recognition

All campaign workers, CAPOs, Unit Coordinators and Keypersons alike, will want to earn a Certificate of Achievement at campaign's end. The certificates are signed by Secretary of Defense, Donald H. Rumsfeld, and Chairman of the Joint Chiefs of Staff, General Richard B. Myers, and may count toward points on your performance reviews and/or for promotion.

Special Merit Award

The Special Merit Award is the top CFC-O award for the year and is an honor for which all CAPOs will want to strive. It will be given to the base or installation by CAPO number (by branch of service or country as determined by the command) achieving the greatest improvement from 2003 by combining average dollar gifts, total contributions and overall participation. The calculations will be based on data provided by the commands.

Ideas for Publicizing Your Campaign

Public Affairs

Get in touch with your public affairs office (PAO). Provide them with your CFC-O press releases, clip art and other information available in the public relations kit you received from your supporting CFC-O office. Ask for their assistance in publicizing your campaign.

Senior Leadership

Contact and gain the support of your senior leadership. Keep them informed on the campaign's progress. Ask your installation commander to write a commentary for your local newspaper on what the CFC-O means to them. Include a photo of them filling out their own pledge card.

Newspapers

Pick up your pen and inform the community about the importance of charitable giving through the CFC-O. Write and submit an article about the CFC-O to your local installation newspaper. You can also provide updates on the campaign's status at your individual installations.

Kick-Off Events

Hold a CFC-O kick-off event to start the campaign. It is a great way to get the community together and talk about the CFC-O. Invite a participating charity representative or an individual who has been touched by the CFC-O to share their story. Show one of the CFC video segments. Recruit volunteers to help out.

For several years, the Army & Air Force Exchange Services (AAFES) at Ramstein and Vogelweh in Germany have partnered with the CFC-O to kick off the campaign by allocating store display space and donating a cake in CFC-O colors, proudly affirming, "AAFES Supports the CFC-O."

Campaign Signs

Display campaign posters in high visibility areas. Put a thermometer display at installation entrances and update it weekly to show the progress of the campaign. Community members will smile with pride as they watch their campaign grow.

Fundraising Drives

Encourage teamwork within units by hosting a fundraising drive such as a bake sale or car wash. For instance, the hospital, fire department or library may wish to host a fundraising drive and donate the contributions for medical research, fire prevention or literacy programs. Other units may host drives and donate the money back to their local community through FSYP.

Be imaginative! For example, sailors at Naval Station in Rota, Spain solicited \$3,000 in services and prizes from corporate sponsorships to host a bowl-a-thon, 24-hour relay race and basketball and golf tournaments. They also held *Commanding Officer for a Day* where the lucky winner spent one day in the boss' chair.

The creativity and sportsmanship of sailors at NAS Gaeta, Italy shined as they nominated and pledged fellow sailors to spend a day in jail or shave their heads. The only way to escape either was to match the same amount of the pledge. Both events collectively raised \$1,500 in only one day for FSYP.

Sailors at NSA Gaeta also set up a "Toll Booth" at the installation entrance. Once drivers passed through the security checkpoint, they came to a toll booth in which they could drop donations.

Keep in mind that when units host fundraising drives it should be clear to contributors which charity is being supported. Also, a fundraiser augments a campaign; it does not replace it. Emphasis still needs to be on a *100% informed opportunity to give*.

Here are a few ideas that will help you get the word out at the installation level about the 2004 CFC-O. If you have used these ideas successfully, or have seen positive results using your original idea, let us know! Drop a line, send a photo and/or forward a newspaper clip to your supporting CFC-O office.



Hanau, Germany - Kick-off

