

Introduction to the Campaign Season



Community Shares of Colorado
2009 Community Giving Campaign



WORKPLACE GIVING HISTORY

- ❖ 1880s – Clergy come together in the Denver area to collect money to assist with indigent persons.
- ❖ After WWI, the United Way concept was born with Henry Ford saying that he was only going to “pass the hat” one time a year, keeping his work force on the assembly lines. This was the first standardizing of the “employee giving campaign.” 1960s – The Civil Rights movement helps to form the Brotherhood Crusade which began with a political message and a fundraising mission, they eventually became Black United Fund – our partners in the PFC



COMMUNITY SHARES HISTORY

- ❖ Community Shares of Colorado was founded by 12 nonprofits in 1986 as The Alternative Fund to provide a new financial resource for grassroots organizations traditionally excluded from highly promoted fund drives. Their mission was to increase employee awareness of the valuable services provided by Colorado's grassroots organizations and to procure financial resources for these agencies.
- ❖ Last year's campaign raised nearly \$1.5 million for our 113 member agencies through our 140 private sector workplace giving campaigns and the Combined Campaigns. As we have grown, our philosophy has remained the same.



PURPOSE OF A FEDERATION

A charitable workplace giving federation is focused on three primary goals:

- ❖ To support companies in their quest to make a workplace giving campaign more efficient, more cost-effective, and more responsive to employees' charitable interests.
- ❖ To ensure that donors in the workplace are represented with the charitable giving options that meet the highest standards of efficiency, ethics, and public accountability.
- ❖ To raise more money for the employees' preferred charities, enabling donors to provide critical services.

In addition, a key role of the federation is to evaluate charities on a regular, ongoing basis to ensure the charities meet the highest possible standards of performance and financial integrity. A federation is the chosen and voluntary representative of its member charities for workplace giving campaigns.



PFC HISTORY

The mission of the Partnership for Colorado (PFC) is to broaden charitable giving choices to meet Colorado's diverse community needs.

- ❖ **Community Shares of Colorado** is a founding member of **Partnership for Colorado**, a nonprofit umbrella organization formed in 1992 to offer donors more choice in workplace giving campaigns while keeping costs down. The cost of campaign management is split between the federations and management of individual campaigns is split between the partners.
- ❖ There are four partner federations that make up the Partnership (Black United Fund of Colorado, Community Health Charties, and Caring Connection). In all, PFC represents over 200 nonprofit agencies. **We formed the PFC to provide efficiency and cooperation in workplace giving.**



COMBINED FEDERAL CAMPAIGN (CFC)

- ❖ 1962 – With the growth of United Way campaigns, John F. Kennedy signs a proclamation to begin the Combined Federal Campaign.
- ❖ Late 70s-early 80s – Many public campaigns were forced to open their giving options to “alternative umbrella groups” through litigation. Congresswoman Pat Schroeder was instrumental in opening the CFC nationally.
- ❖ The U.S. Office of Personnel Management oversees the Combined Federal Campaign. The CFC offers Federal Employees in 320 regions the opportunity to give to more than 20,000 charities through their paychecks. In 2007, the CFC raised \$273 million worldwide.



COMBINED FEDERAL CAMPAIGN (CFC)

- ❖ Colorado has six CFC regions and Community Shares works with all of them.
- ✓ **CFC of the Pikes Peak Region:** Alamosa, Baca, Bent, Conejos, Costilla, Custer, El Paso, Freemont, Huerfano, Las Animas, Mineral, Otero, Prowers, Pueblo, Rio Grande, Saguache, and Teller Counties, in Colorado. **2008 Results: \$43,757**
- ✓ **CFC of Metropolitan Denver:** Adams, Arapahoe, Boulder, Chaffee, Clear Creek, Denver, Douglas, Eagle, Gilpin, Grand, Jefferson, Lake, Morgan, Park, Pitkin, Summit, and Washington Counties, in Colorado. **2008 Results: \$309,599**










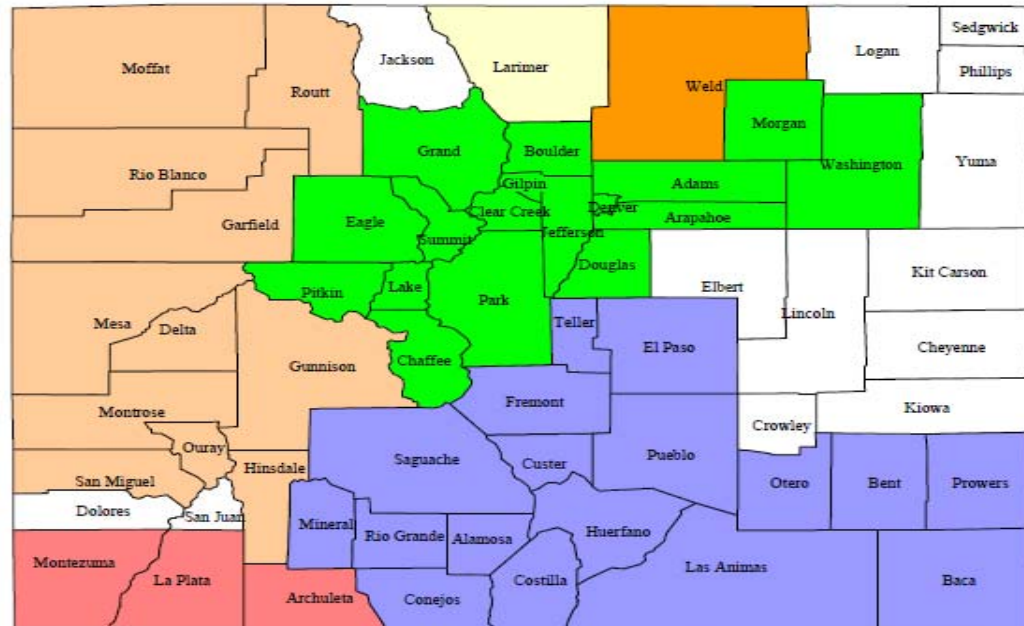
COMBINED FEDERAL CAMPAIGN (CFC)

- ✓ **CFC of Larimer County 2008 Total: \$10,503**
- ✓ **CFC of Weld County 2008 Total: >\$1,000**
- ✓ **CFC of Southwest Colorado:** Archuleta, La Plata, and Montezuma Counties, in Colorado. **2008 Total: >\$1,000**
- ✓ **Intermountain CFC:** Delta, Garfield, Gunnison, Hinsdale, Mesa, Moffat, Montrose, Ouray, Rio Blanco, Routt, and San Miguel Counties; in Colorado; All of Utah and many counties in Wyoming **2008 Total: \$8,275**
- ✓ **Sum total of Combined Federal Campaign funds for 2008: \$373,633 (26% of total campaign revenue)**

COMBINED FEDERAL CAMPAIGN (CFC)

Colorado

	Current Campaigns
	7 Campaigns
	# 0140 Pikes Peak Region (Alamosa, Baca, Bent, Conejos, Costilla, Custer, El Paso, Fremont, Huerfano, Las Animas, Mineral, Otero, Prowers, Pueblo, Rio Grande, Sanguache, and Teller Counties)
	# 0141 Denver Metropolitan Area (Adams, Arapahoe, Boulder, Chaffee, Clear Creek, Denver, Douglas, Eagle, Gilpin, Grand, Jefferson, Lake, Morgan, Park, Pitkin, Summit, and Washington Counties)
	# 0142 Larimer County (Larimer County)
	# 0143 Ft. Lyon-Bent County (Bent County)
	# 0145 Weld County (Weld County)
	# 0147 Southwest Colorado CFC (La Plata, Montezuma, and Archuleta Counties)
	#0870 Intermountain CFC (Delta, Garfield, Gunnison, Hinsdale, Mesa, Moffat, Montrose, Ouray, Rio Blanco, Routt, and San Miguel Counties in Colorado. Also, see Utah, Idaho and Wyoming maps)
	No Current Campaign



Last Updated October 2007



COLORADO COMBINED CAMPAIGN (CCC) & DENVER EMPLOYEES COMBINED CAMPAIGN (DECC)

- ❖ 1986 – Governor Richard Lamm signed an executive order dictating that many federations will be allowed (if they fall within the guidelines) into the Colorado Combined Campaign. The Denver Employees' Combined Campaign followed suit.
- ❖ A charitable organization must be a member of a federation* to participate in these campaigns.
 - ❖ CCC 2008 Total: \$279,449 (19.5% of total campaign revenue)
 - ❖ Community Shares member agencies received 16.5% of all State Campaign designations – we were the #1 Federation!
 - ❖ DECC 2008 Total: \$130,159 (9% of total campaign revenue)
 - ❖ Community Shares member agencies received 23% of all City Campaign designations – we were the #2 Federation!
- ❖ *Unless they are a city or state service or are contracted to provide a city or state service.



CAMPAIGN PRESENTATIONS

Tabling/Speaking opportunities:

- ❖ CFC – 30
- ❖ CCC – 10
- ❖ DECC – 15
- ❖ Private campaigns – 15

These are approximate numbers for the 2008/2009 campaign.



COMBINED CAMPAIGNS

- ❖ 79% of the tabling/speaking opportunities
- ❖ 54% of the total campaign revenue
- ❖ Administered by contract nonprofits
- ❖ Most worksite coordinators volunteer for that position
- ❖ Significant budget and infrastructure

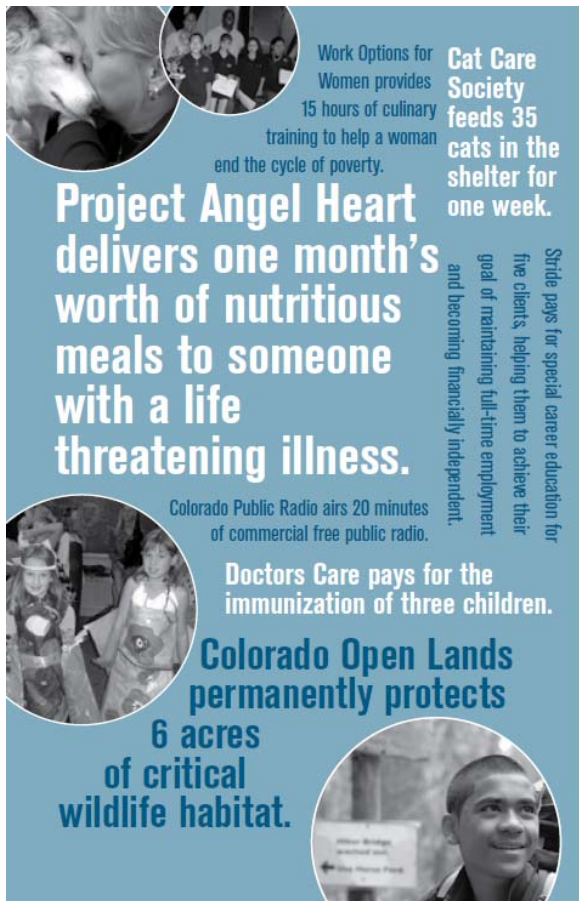


PRIVATE CAMPAIGNS

- 140 worksites throughout Colorado
- Companies vary in size from a handful to hundreds of employees
- Management and worksite coordinator involvement varies from very involved and supportive to running a very passive campaign
- Many worksites are “shared campaigns” with United Way and or the Partnership for Colorado federations

Each worksite has a unique personality and style of running a campaign. Erin Atwell, Community Giving Manager is primary contact for all of these worksites. erin@cshares.org

STAND OUT TO WORKPLACE DONORS!



Work Options for Women provides 15 hours of culinary training to help a woman end the cycle of poverty.

Project Angel Heart delivers one month's worth of nutritious meals to someone with a life threatening illness.

Colorado Public Radio airs 20 minutes of commercial free public radio.

Doctors Care pays for the immunization of three children.

Colorado Open Lands permanently protects 6 acres of critical wildlife habitat.

Cat Care Society feeds 35 cats in the shelter for one week.

Stride pays for special career education for five clients, helping them to achieve their goal of maintaining full-time employment and becoming financially independent.

what can we do with a \$1 day?

Every Dollar Makes a Difference!

When you hold a dollar bill in your hand, do you see a million dollar difference? Last year, with an average gift of \$1 dollar a day, Community Shares received nearly \$1.5 million in workplace giving pledges. A paycheck contribution gift of \$1 a day - \$5 each week - adds up to a \$260 donation to the charities and causes you care about most. Take a few minutes to find out what our member agencies can do with \$1 a day. When we say "every dollar makes a difference" it's more than a campaign slogan - it's the Community Shares promise.



CAMPAIGN PRESENTATION FAQs

How are presentations scheduled?

- ❖ CSC staff works with a coordinator at each private campaign worksite to develop goals, provide brochures, pledge cards and any other materials needed for a successful campaign.
- ❖ CSC **encourages** all worksites to invite an agency speaker to speak to the employees.
- ❖ The DECC and CCC administrators work with lead coordinators from various departments and schedule nonprofits for fairs and speaking opportunities through the CSC office.
- ❖ The Combined Federal Campaign schedules speakers and fairs through the CSC office but may occasionally contact an organization directly.



CAMPAIGN PRESENTATION FAQs

How do you decide which agency speaks?

We estimate worksite coordinators request specific nonprofits 70% of the time. If they do not request a specific nonprofit, we invite nonprofits that are eligible – i.e., attended a speaker training and in compliance with CSC membership requirements. We try to distribute the speaking opportunities amongst all agencies, however geography, audience, and availability are an issue. Nonprofit organizations that offer a compelling presentation are often asked back.



CAMPAIGN PRESENTATION FAQs

What information does the agency receive?

We will contact you via email with all of the information we have regarding the speaking/tabling engagement, including the campaign it's for, the address, number of people expected to attend, contact information, length of presentation, etc.



CAMPAIGN PRESENTATION FAQs

What follow-up is needed?

If you tell someone you will follow-up with more information or answers to questions, be sure to do so. If there is specific feedback about the speaking engagement you want to pass on to the CSC office, email erin@cshares.org for private campaigns or jodi@cshares.org for Combined Campaigns.



CAMPAIGN PRESENTATIONS

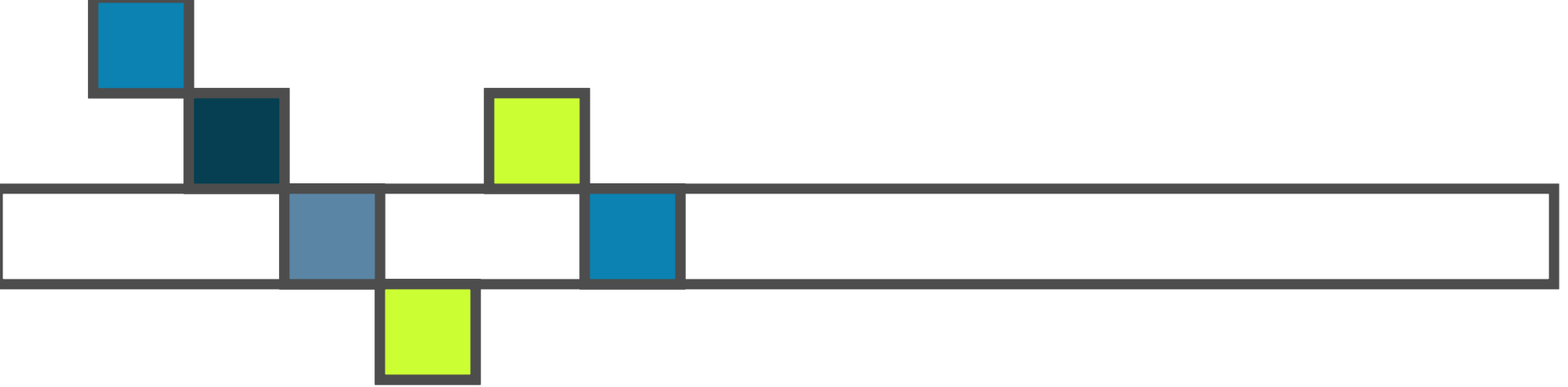
What does CSC expect of agency speakers?

- ❖ **BE THERE!** It is difficult to convince worksites to invite a nonprofit to an event, a no-show drastically decreases the likelihood of a nonprofit being invited again. If you are a no-call, no-show, it is unlikely we will schedule you again that campaign season. **If you cannot make it, you must call the CSC offices as soon as possible so we may find a replacement.**
- ❖ **Arrive 15 minutes before the scheduled speaking time.** Make sure you review directions and are familiar with your destination. Once again, if in doubt, call the CSC office and we will confirm directions.
- ❖ **Do not go over the scheduled time.** If there are questions, offer to stay after the meeting to follow-up. You are always welcome to bring your agency's brochures and a client that has benefited from your agency.



HANDY TIPS!

- ❖ Know why your agency participates in workplace giving and know when you are an option!
- ❖ Educate your board of directors, staff, volunteers and supporters about the option of workplace giving.
- ❖ Know the “open” worksites that are already supporting your agency and Community Shares.
- ❖ Take advantage of every opportunity to talk to workplace giving donors face-to-face.
- ❖ Use your communication tools: Put an article about workplace giving and Community Shares in your newsletter, on your website and personalize it as much as possible.
- ❖ Attend the CFC Speakers Training. This is an opportunity to stand out with the coordinators who will be scheduling presenters for different departments.
- ❖ Talk to your supporters about starting a workplace giving campaign at their place of business!



Thank you for attending this session and for
being a Community Shares member!



Questions? Contact
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