



CFD

**CAMPAIGN LEADER
TRAINING HANDBOOK**



www.cfd.wa.gov



Washington
Secretary of State
SAM REED

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A Message from Secretary of State Sam Reed



It has been my pleasure to serve the people of Washington State as the Secretary of State for the past 12 years.

In my time in public office, I have noticed countless acts of charity and goodwill from the people of this great state. The Combined Fund Drive is just another way that our citizens can show their compassion and generosity, and I am proud to attach my name to a program that continues to make a real difference in many communities.

Over the past two years, public employees of Washington State have pledged over \$10 million to local, national and global charities, and none of these accomplishments would be possible without our incredible volunteers.

Campaign Leaders like you are the backbone of our program. Your knowledge of agency policies and procedures are extremely valuable to fundraising around the state.

I thank you for all of your contributions, and I know that your tireless efforts will continue the Combined Fund Drive's great tradition of giving that our public employees have displayed since the program's inception.

Regards,

A handwritten signature in blue ink that reads "Sam Reed".

Sam Reed
Secretary of State

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WHO WE ARE

About the Combined Fund Drive

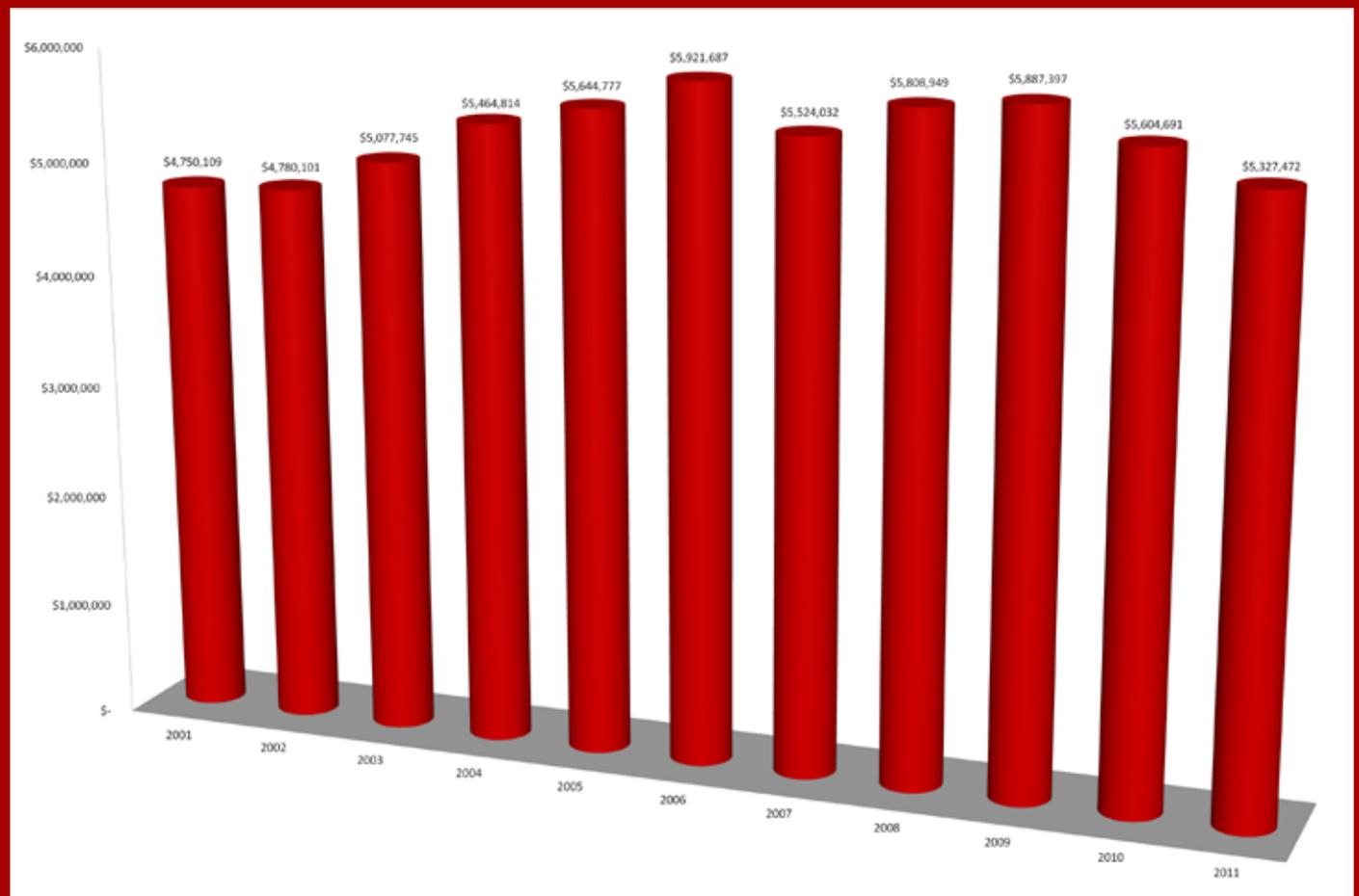
History and Purpose

Created in 1984, the Combined Fund Drive (CFD) was established to consolidate the numerous charitable fundraising campaigns being conducted on state work sites. In short, the purpose of the Combined Fund Drive is to provide one avenue through which Washington State employees can raise money for charities.

28 Years of Growth

- In 1984, a total of 16,200 contributors raised \$1.2 million for 850 different charitable organizations.
- In 2011, 16,929 employees pledged more than \$5.3 million to over 3,100 charities.
- State employees have contributed more than \$100 million through the CFD since the program's inception.
- Over 5,000 charities are listed to participate in the Combined Fund Drive.
- Washington State's charitable giving program is one of only four states in the nation to exceed \$5 million in pledges.

In over two decades, the Combined Fund Drive has developed a reputation as one of the best public employee giving programs in the nation. With the help of thousands of volunteers, millions of dollars are donated each year to thousands of local, national and global charities. Since the beginning of the program, more than \$105 million has been generated for non-profits around the community and abroad. Even in difficult times, Washington State employees have been able to pledge over \$5 million annually over the last five years.



Is it ETHICAL to use state employee time on the CFD?

YES! The CFD is an official part of state business. In other words, state law allows you to run a CFD campaign in your office during normal business hours. For more details please refer to the CFD web page at www.cfd.wa.gov for links to the Washington Administrative Code (WAC) Title 357, Chapter 357-55 or find this document, as well as the Executive Ethics Board opinion in the back of this handbook.



Who is eligible to give?

Washington State law currently allows three different kinds of donors to participate in the Combined Fund Drive:

- State Employees
- Higher Education personnel
- Retirees of the State of Washington

Donors can manage their accounts online by visiting www.cfd.wa.gov, or by filling out a paper contribution form and specifying the charity of their choice.

Managing Online Pledges

To make a donation through the CFD's online system, all donors must first sign in to their online account.

Why manage your account online?

1. Donors gain secure 24-hour access to their donor account.
2. Donations can be changed at any time.
3. Passwords are created by the donor.
4. Donors can view donation history from 2008 onward.

Must an online account be activated in order to give with a paper Contribution Form?

No. The form will be processed by the CFD office staff if a donor prefers to give with a paper form. **However, if a donor uses a paper form, he/she must still register at our website to manage his/her account online.**

When are Donations Deducted From Paychecks?

Online Donations -

The donor is able to choose the start date for payroll donation.

Contribution Forms -

Funds are collected on the payroll date closest to the day the state CFD office receives the paper contribution form (unless otherwise instructed by the donor).

Benefits of giving through the CFD

1. Our efficient distribution process helps to lower administrative costs for charities.
2. Our quarterly disbursement process helps charities plan their budgets better and buy things in bulk.
3. Our charity registration process ensures charities are screened before becoming a member of the CFD.
4. Our new online giving tool allows each donor secure access to his/her own donation account.
5. Donations are tax deductible.

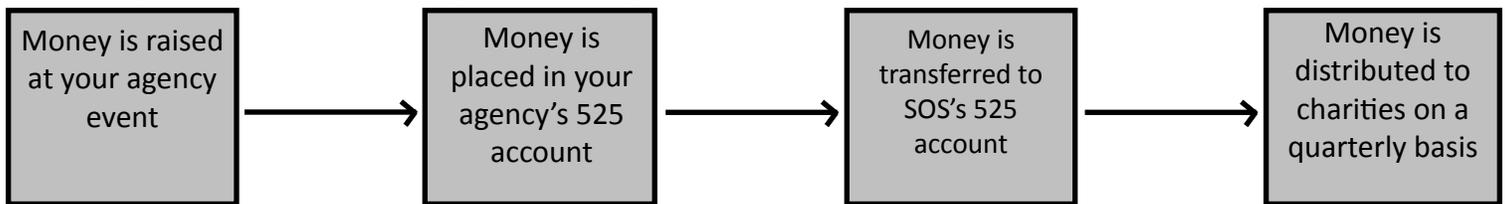


WAYS TO GIVE

Fundraising Events

Fundraising events are one way to encourage fellow employees to give to charity. Chili cookoffs, silent auctions and change drives are just a few ways to raise money.

How they work: *(See the fundraising Cash Handling Policy for detailed instructions)**



NOTES ON FUNDRAISERS:

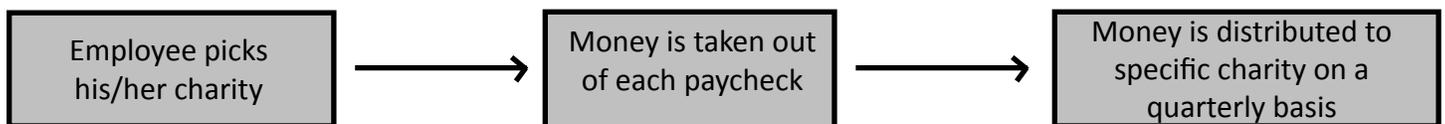
Volunteers can choose where they want their money to go. The money will remain in the CFD account until the end of the campaign. Funds given to the CFD non-specified account are divided amongst each charity in proportion to the amount of specified funds they receive.

Payroll Contribution

The best way for employees to connect with their favorite charities in a consistent, safe fashion is through payroll contribution. They can give online or by filling out a CFD Contribution Form. The CFD offers four different methods:

1. Monthly Payroll Deduction
2. One-Time Payroll Deduction
3. Limited-Time Payroll Deduction (web only)
4. Recurring, Limited-Time Payroll Deduction (web only)

How it works:



Personal Check

A personal check may be written to the Combined Fund Drive during the campaign. Checks cannot be made payable to a charity.

How it works:

1. Employee fills out the paper contribution form listing the charity, or charities, that will receive the donation.
2. Only one check should be written regardless of the number of charities listed on the contribution form.
3. The check is to be made payable to the Combined Fund Drive.
4. Staple the check to the contribution form and give it to your Local Coordinator or Campaign Leader.
5. The check is deposited by the Secretary of State into the state treasury.



The CFD has begun offering prospective donors the opportunity to use their credit cards to donate to their favorite causes. Currently, this feature is available only for fundraising events and must be requested by the Campaign Leader.

Credit cards can be used for fundraising events that are dedicated to specific charities.

How it works:

1. The Campaign Leader contacts the Combined Fund Drive state office and officially logs the campaign event. Information on the event can include dates, times, itemized pricing when necessary (registration fees, T-shirt charges, etc.) and what agency is to be given credit for the event.
Note: If there are no specific pricing points or items associated with an event, simple gift amounts can be provided allowing donors to donate without purchasing something.
2. Once the state CFD office has entered the fundraiser into the system, a link to the credit card processing tool is sent out to the Campaign Leader with the specific campaign event under the CHOOSE EVENT drop down menu.
3. The Campaign Leader holds their event. Some examples of successful past events include:
 - The University of Washington used the credit card tool to sell hand-knit teddy bears at specific pricing points
 - The Thurston County CFD Steering Committee has used the credit card processor for both the annual Motorcycle Ride and it CFD Masquerade Ball. Registration and admittance fees were a part of the pricing points
 - The Washington State Patrol ran a week-long fundraiser for a specific charity, asking for donors to simply make a one-time donation in the amount of their choice.
4. Once the event has finished, the Campaign Leader generates a report (found in the campaign leader’s online profile under CREDIT CARD EVENT CONTRIBUTIONS) that reveals the full amount generated from that specific event, as well as the breakdown of items ordered by donors for a specific event.
5. The Campaign Leader enters this amount into the MANAGE FUNDRAISER section found in the online profile as a CREDIT CARD transfer and specifies the charity they would like the money to be disbursed to.

In the case of a fundraiser where both cash donations AND credit card payments were collected, all cash handling must follow all CFD procedures (see the fundraising Cash Handling Policy for detailed instructions). Credit Card receipts should be logged and reported seperately from checks/cash.



Requirements:

There are only two requirements for a charity to participate in the Combined Fund Drive. It must:



Have registered with the Internal Revenue Service as a charitable organization

Be registered to do business with the Washington Secretary of State



Benefits for Charity:

For some charities, the CFD is their primary source of funding. There are many reasons for a charity to be involved with the Combined Fund Drive. Here are just a couple:

- IT'S FREE!!!
- CFD participation saves time and money, reducing administrative and development costs and providing more dollars to actual services.
- Charities can plan out their fiscal years better because they can project donations in advance.
- For some charities, the CFD is their primary source of funding.
- Participating in the CFD can provide access to thousands of potential donors.

The Application Process:

- A charity registers with the Secretary of State's Office.
- Each night, information is sent over to the CFD database electronically with newly registered charities and updates. The information is inactive until the charity confirms its identity.
- The charity receives an email from the Combined Fund Drive with a link (<https://fortress.wa.gov/sos/cfd/donationmanagement/RegisterCharity.aspx>) inviting them to be a part of the program.
- The charity clicks on the link and fills out their application, activating their account.



Get to know: Federations

What is a federation?

A federation is a partnership of five or more nonprofit organizations that come together to raise money through workplace giving, usually around common issues.

OUR CHARITIES

The Nonprofits of the Combined Fund Drive

What are basic federation functions?

- Generate revenue in hundreds of workplaces, by serving as an extension of their members' various fundraising efforts. Many organizations would not otherwise have the resources to reach donors in workplaces.
- Link the community to recipient charities and resources and services provided by federations and their agencies.
- Provide efficiencies for campaign management, donors and charities to maximize fundraising efforts.

What insights or services do federations have to offer to the CFD?

- Single point of contact for multiple charity speakers and other campaign resources.
- Latest information on community work and issues.
- Awareness of nationwide campaign trends and best practices.
- Keeps campaign overhead at lowest levels by simplifying distributions.

How do donors benefit from the work of federations?

- Accountability: A federation ensures that employees are offered charitable giving choices that meet the highest accountability standards.
- Efficiency: The donor's designated charity can concentrate its efforts on direct service rather than allocating resources to workplace giving.
- Readily Available Resource: Federations provide comprehensive issue area education.

How do member charities benefit from the work of federation?

- Receiving one consolidated check from many workplace campaigns is more cost-efficient.
- Not necessary to allocate staff time to attend numerous workplace events.
- Can plan ahead and estimate a portion of yearly revenues for their annual budget.
- Charities can put their dollars to use where they are needed most, rather than to administrative costs.

What do member charities say about their federations?

"Partnering with Global Impact offers the most efficient and effective way for Doctors Without Borders to reach millions of potential donors where they work. The contributions of the many people reached through Global Impact's workplace campaigns are important to our efforts to deliver much needed medical care across the globe."

- Steven Solinsky, Director of Finance and Administration, Doctors Without Borders, member charity, Global Impact



Get to know: Programs

What is a program?

Programs are specific initiatives that are run by larger charities, but that may attract their own donors and donations. For example, Success by Six is a program run by many United Way organizations and the University of Washington Athletic Scholarship Fund is a program part of the University of Washington Foundation. These programs use the same financial information as their parent charities and cannot operate on their own.

Facts about programs:

- They are the only ones that can use same identification information (Federal Tax ID and SOS Charities ID) as their larger charities
- School foundations often use these programs for scholarship funds and various academic programs

NOTE: In both cases, the money distributed to a charity within a federation or a program of a larger charity through payroll contribution or fundraising events is always distributed to the FEDERATION or LARGER CHARITY before being sent to the individual charity or program.



VOLUNTEER

OUR VOLUNTEERS

Being a Campaign Leader

There are two primary goals of a Campaign Leader. They are: 1) to develop a culture of giving by effectively communicating with all employees the benefits of giving through the CFD and 2) to provide all employees an opportunity to give. Your responsibilities include, but are not limited to:

Working with People

- Get top-level management support
- Oversee agencywide campaign efforts
- Recruit volunteers (Local Coordinators) to support you and the agency effort
- Recognize the volunteers who help with the campaign

Planning

- Attend training
- Develop and implement a campaign plan that fits the culture of your workplace
- Train, or insure your Local Coordinators receive training
- Become familiar with the CFD's online tools
- Order campaign supplies through the CFD website
- Set and meet deadlines

Communication

- Develop a communication plan that uses different means of communication to promote the campaign (i.e. emails, posters, charity speakers at meetings, etc.)
- Use promotion/marketing material provided by the CFD
- Communicate a consistent CFD message throughout your workplace
- Answer CFD-related questions from employees and volunteers
- Ask charities to speak at staff meetings or CFD events

Administrative Duties

- Make sure you're up to date on campaign procedures
- Understand and follow cash handling policy for depositing fundraising money
- Manage, collect and process paperwork
- Distribute final results to management and Local Coordinators
- Review/analyze your campaign performance and results
- Summarize final information so it can be readily available for the next campaign

OUR VOLUNTEERS

Steps to a Successful Campaign

The suggestions below will assist you in running a successful campaign.

Management Support



Getting the support of your executive leadership and unit management is key to running a successful campaign. Leadership involvement can range from appearances at fundraising events to simple emails of support from upper management. Here are some ways to get management involved:

- Executive Sponsor - Work with your Director/President to identify an “Executive Sponsor” in your workplace who can support you and advocate for the CFD. Their involvement will go a long way in setting a CFD-friendly atmosphere in your workplace.
- Recruit a Campaign Committee that includes representatives from management, unions and each department (this may include Local Coordinators).
- Communicate with all management levels regarding your role as a Campaign Leader.
- Ask your Director/President to support you in training your volunteers, planning educational meetings, planning special events and providing charity presentations to staff.
- See if the Director/President and managers will agree to do something special, silly, funny, etc., to motivate employees as a celebration when your agency or department exceeds campaign goals.

Develop a Plan



Before you even begin any event or campaign, you have to develop a plan. Larger agencies begin planning as early as the summer with a group of volunteers who make up a campaign committee. For other agencies, it’s as simple as figuring out which events you’d like to do and how to administer your marketing strategies throughout the campaign.

- Review past campaign information to identify strengths and areas for improvement.
- Evaluate your agency’s culture to determine what communication and events will work well.
- Develop a campaign strategy and timetable.
- Work with management and volunteers to establish measurable goals.
- Aim for at least a 10 percent increase in donors when setting your goals.
- Begin planning, establish a timeline early and delegate specific responsibilities to team members with completion dates.

Recruit Local Coordinators



Local Coordinators are employees in your agency/institution who will be there to support you with the campaign. Here are some things to consider when selecting your Local Coordinators:

- Successful Local Coordinators are enthusiastic, positive, well respected and are comfortable asking employees to get involved.
- Recruit employees who represents all groups in your workplace.
- We recommend one local coordinator for each office or one coordinator for every 50 employees.
- Make sure your Local Coordinators understand that the CFD is a part of state business and how it works.
- Promote the benefits of being a Local Coordinator:
 - Help others and your community.
 - Develop skills in planning, organization, oral presentations and written communication.
 - It looks great on your resume.

OUR VOLUNTEERS

Steps to a Successful Campaign

Make the Ask



Everyone has a cause they care about. For many people, they simply need to be given an opportunity to help. Asking potential donors to become part of the Combined Fund Drive provides a way for them to connect to the causes they care about and to their community. Making a donation of any size can be inspiring and satisfying – give your co-workers and peers a chance to enjoy making a difference.

Empower your volunteers to make the ask – and always be asking. For ideas on how to train your volunteers and for development support, contact Development Director Kelsey Hulse.

- Make sure your Local Coordinators are trained on how they can most effectively “Make the Ask.”
- Staff meetings and special events are great places to “Make the Ask.”
- Set a goal of asking 100 percent of your colleagues to participate in the CFD.
- It’s good to “Make the Ask” while the energy level is high in your workplace.

Recognize Volunteers

Our surveys show that 50 percent of Local Coordinators don’t “want” or “need” recognition for their hard work. However, it sure is nice to be recognized for a job well done. Here is a list of ways to thank your Local Coordinators:

- Recognize your team at a staff meeting.
- Thank your Local Coordinators in your workplace newsletter.
- Personally write thank-you cards to each of your volunteers.
- Certificates are always a good way to go (check out our web page).
- Plan a post campaign recognition meeting/event.
- Encourage the entire team to attend CFD Recognition and Awards Celebrations.
- Display final campaign results and campaign awards received.
- Work with leadership to send a letter of appreciation for all of those who participated in the CFD.
- Give creative gifts like:
 - o Thanks for raisin’ the dough! Give a small box of raisins wrapped in play money.
 - o “You are a LIFESAVER!” Give Lifesaver candy with a thank-you note.
 - o You take the cake!” Give a cupcake with a card saying you “take the cake.”



MARKETING YOUR CAMPAIGN

Communication and Marketing

Since each agency/campus has a unique culture we ask that you craft the following messages in a way that is meaningful and relevant to employees in your workplace.



When marketing your campaign, you want to make your message resonate. This means having a focused message that centers around what potential donors in your agency are passionate about. Here are some tips when crafting a strong message:

- The CFD provides one place for you to do all of your charitable giving.
- With more than 5,000 charities to choose from, donors can focus on what they're passionate about.
- Access to your secure online Donor Account 24 hours a day.
- Help charities reduce administrative costs by donating through the CFD.
- Choose from any of the five donation options available.
- Make a donation "In Honor" of or "In Memory" of a loved one.
- Continue to donate into retirement via the same system.



One of the appeals of the Combined Fund Drive to public employees is the opportunity to select the charities that they believe. This enables them to give locally, nationally, or even globally.

- Our combined efforts go a long way in strengthening our local, national and international communities.
- Your money goes where you want it to go.
- If you give to a cause in Eastern Washington, it stays in Eastern Washington. If you give to a group working in Central Africa, Louisiana or in your backyard, your donation supports the great work being done in those areas.



- The latest technology is used to encrypt and protect your donation and account details.
- The CFD's website provides an enhanced search in the giving and donor account features.
- Charities go through a screening process to ensure that they meet the high standards set by the CFD before they are included in the campaign.
- If you choose, your donations can be kept anonymous.

MARKETING YOUR CAMPAIGN

Communication and Marketing

Marketing and Promotion



Here are a few things you can do to simply and successfully promote the CFD in your workplace:

- Keep your message simple and consistent.
- Say your message many times but in different ways.
- Make your message memorable.
- Familiarize yourself with the advantages of the CFD program and needs in your community.
- Creatively communicate a consistent CFD message throughout your workplace.
- Use promo/marketing material provided by the CFD.
- Schedule a time during an existing meeting to talk about the campaign.
- Invite charity speakers to meetings or special events.
- Ask a coworker to share a story of how they or someone they know was helped by a charity.
- Host imaginative and fun events that promote the CFD.
- Report to your management and co-workers your progress throughout the campaign.

Campaign Resources

Check out everything that is available at your fingertips to help you run a successful campaign.

Charities

The campaign assistance that is listed below is generously provided by non-profit organizations including, but not limited to, the following federations: America's Charities, ArtsFund, Community Health Charities, Earth Share of Washington, Global Impact, Neighbor to Nation, United Ways around the state, and Women's Funding Alliance, which collectively represent hundreds of charities. Connecting with charities can help your campaign in the following ways:

- Speakers for kickoff and promotional events
- Tabling special events – if you have a charity fair or recognition event
- Give-away items
- Campaign event planning and assistance
- Facts and figures about where and how donations are used
- Stories/photos
- Materials for newsletters

Campaign Supplies

The CFD office will provide virtually everything you need to run your campaign. Please refer to section 6 (page 11) of this handbook to learn more about how to order these supplies through our web page.

Limited Campaign Promotional Funds

The CFD may have funds available for promotion of your campaign. These funds may be used to purchase light refreshments at the Campaign Leader's discretion for an agency event or recognition at the end of the campaign. The CFD does not provide these funds to you in advance and these funds cannot be used to offset fundraiser expenses. When you purchase light refreshments (i.e., muffins and coffee for a kickoff event) please send an A-19 with the original receipt and mark on the A-19 CFD Kickoff/Recognition expense and your agency name. If an employee makes the purchase, the agency should reimburse him or her and the A19 should be submitted by the agency for reimbursement. Employees are not reimbursed directly by the Secretary of State.

State Funds and Resources

The use of state resources is allowable to support the CFD campaign. The amount of resources is left to the discretion of the agency director or higher education president.

THE CAMPAIGN TIMELINE

A. Important Dates to Remember

Campaign Leader Training	June 5, 6, 14 & 19, 2012
Local Coordinator Training	September 2012
CFD Mails Campaign Materials	August - September 2012

Campaign Kickoff	October 1, 2012
Campaign Results available at www.cfd.wa.gov	Ongoing
Campaign Leader appointments for next campaign	January 2013

B. Campaign Planning Checklist

Task	Due Date	Complete
Recruit your volunteer team	May 1 – June 15, 2012	
Create a campaign plan (send your copy to your CFD liaison)	June 15, 2012	
Set up local coordinators and order supplies via the website	June 30, 2012	
Obtain leadership support	June 30, 2012	
Train your Local Coordinators	Sept. 2012	
Run your campaign	Oct. - Nov. 2012	
Send all forms to CFD office	November 30, 2012	
Thank employees and volunteers	Ongoing	
Transfer fundraiser dollars to the SOS finance office	December 14, 2012	
Nominate volunteers for county/state awards	December 31, 2012	
Share results and evaluate your campaign	January 2013	
Recognize your volunteers and donors	Dec. 2012 - Feb. 2013	
If available, attend recognition event in your area	Early 2013	

FUNDRAISERS

How to Run Special Events and Fundraisers

Kickoff events and fundraisers are a terrific way to raise awareness for the CFD. The amount of time available to plan events is determined by your agency director or president. They have the discretion to use state resources, which include state employee time, equipment and funds (See the Fundraising Cash Handling Policy for detailed instructions).

Remember: It's important to make sure that your fundraising events are profitable.

A. Are raffles legal?

YES! RCW 9.46.0209 allows state employees to conduct raffles. One very important piece of this law states that raffle tickets can only be sold to employees of your agency or higher education institution. Read RCW 9.46.0209 for more information on raffles in the workplace.

B. Can I solicit a business for my fundraiser?

It is encouraged that state employees do not solicit local business as an agency employee for prizes. We recommend that you work with your management to determine the agency's policy on soliciting businesses or contacting vendors. Please make sure your Local Coordinators are aware of these policies. If your agency approves limited solicitation, please be aware some companies have specific instructions on how they wish to be contacted for solicitation by a charity, and a limited time of year they will accept requests.

The CFD office is available to provide a solicitation letter on CFD letterhead to help with the solicitation process.

In-kind donations

The CFD is able to provide a tax-deductable receipt for "in-kind" donations toward CFD events. You can find a donation receipt in the volunteer section of our web page.

C. What do I do with Fundraiser Cash and Checks?

Your agency or campus must take every step necessary to properly handle cash and checks that come in during the campaign. This includes all money that comes in during fundraisers. It is very important that you involve your agency/institution fiscal office in this activity. Please carefully read the Fundraising Cash Handling Policy in the back of this handbook to ensure that all cash is handled correctly.

Deposits

The cash-handling policy only applies to fundraiser events. DO NOT deposit any checks that come to you with Contribution Forms. Please gather and send Contribution Forms with checks and a check log to the CFD as soon as you receive them. The SOS cash handling policy outlines what your agency needs to do to deposit cash and checks payable to the CFD from fundraising events.

Reimbursements

Please follow your agency's purchasing procedures when buying anything for your campaign. Your agency will reimburse you for all CFD fundraiser expenses. Then the CFD will reimburse your agency for these expenses upon request (see the Fundraising Cash Handling Policy for detailed instructions).

ADMINISTRATIVE COSTS

What are administrative costs?

Administrative Costs are the building blocks of doing business for charities. Each year, charities are asked to submit FORM 990 to the Internal Revenue Service. This document is a report of their functional expenses for the year.

There are two different costs incurred by charities in the Combined Fund Drive:

ADMINISTRATIVE FEES

Everyday expenses like rent and utilities, bookkeeping, annual audits, administrative staff times, benefits, staff training, etc.

FUNDRAISING FEES

The cost of raising funds through community awareness events such as charity fairs, direct mailing campaigns, event planning and coordination.

The two fees are combined to form the percentage that charities advertise on our website and in our charity guides.

Combined Fund Drive Administrative Costs

The CFD is allowed by state law to deduct reasonable administrative costs from the campaign contributions to run the campaign (WAC 357-55).

Administrative costs pay for:

- Volunteer coordinator training and recognition
- Printing of campaign materials, development of the CFD video, postage, supplies
- Staff and office expenses
- Contracted professional support

CFD Financial Breakdown

For the calendar year of 2011

Total Donations Received	\$5,232,414.64
Interest Earned on CFD Fund Balance	\$9,111.83
Total Administrative Costs	\$690,814.88
Total available for distribution	\$4,550,711.59

Total Administrative Percentage for CFD in 2011 **13.18%**

CFD STAFF ROLES

Who Does What?

SPECIAL PROGRAMS DIRECTOR

Stephanie Horn

Stephanie Horn



In charge of the Special Programs Division within the Office of the Secretary of State. The division houses the Address Confidentiality Program (ACP), the Combined Fund Drive (CFD) and the Productivity Board.

Contact Stephanie if you need help with:

- SOS availability for events communications with elected officials, budgetary spending and overall program changes
- Budgetary spending and overall program changes
- Secretary of State policies
- Contacting agency leadership

stephanie.horn@sos.wa.gov

360-704-5252

CFD PROGRAM MANAGER

Randy Ryan

Randy Ryan



The CFD Program Manager assists the Special Programs Director in running the CFD. The position also backs up CFD personnel and establishes connections with community charities.

Contact Randy if you need help with:

- Inquiries on statistics associated with your agency's CFD campaign
- Quarterly disbursement of money
- Issues with Ethics Board rulings
- Ad Hoc reporting issues

randy.ryan@sos.wa.gov

360-704-7145

MARKETING MANAGER

Philip Kerrigan

Philip Kerrigan



Responsible for the promotion of the Combined Fund Drive to state employees, volunteers and charitable organizations. Also helps train volunteers and meets with community charities.

Contact Philip if you need help with:

- Publications and marketing materials associated with the CFD
- Volunteers and county committees
- Requests for state CFD presence at fundraising events
- Website requests

philip.kerrigan@sos.wa.gov

360-704-7148

DEVELOPMENT DIRECTOR

Kelsey Hulse

Kelsey Hulse



As the Development Director, Kelsey is responsible for seeking out and developing relationships with community partners, including businesses, community groups and local nonprofits. She also develops strategic plans and assists with writing and PR efforts.

Contact Kelsey if you need help with:

- Sponsorship requests for fundraising events
- Requests for in-kind donation items for specific events
- Printer cartridge recycling program

kelsey.hulse@sos.wa.gov

360-704-5212

CFD STAFF ROLES

Who Does What?

IT SPECIALIST



Don Quach



Much more than an IT Specialist, this position helps support the state CFD staff during events that call for technical assistance, and participates in meetings with stakeholders to best facilitate IT needs.

Primary Duties:

- Provides technical support
- Works to enhance overall usability for volunteers, charities and donors of the CFD
- Assists with specific report managing
- Assists with reconciliation and disbursement of funds
- Works with OSOS IT staff to integrate solutions across multiple web servers

ADMINISTRATIVE ASSISTANT



Dawn Sanquist



Much more than an administrative assistant, this position answers phone calls from donors, addresses system problems for all participants in the CFD, has a presence on county committees and assists in daily operations of the CFD.

Contact Dawn if you need help with:

- Questions regarding donation accounts
- General questions regarding volunteers
- Charity applications
- Inquiries regarding reimbursement for fundraising events
- General CFD inquiries

dawn.sanquist@sos.wa.gov

360-704-7143

PROGRAM SPECIALIST



Heather Lucas



Works with OSOS finance department and IT staff on crucial issues such as charity disbursements and back-end system problems.

Contact Heather if you need help with:

- Reconciliation and payroll contribution issues
- Specific reporting questions
- Disbursement of money to charity
- Issues with quarterly disbursement reports

heather.lucas@sos.wa.gov

360-704-7144

Contacting the Combined Fund Drive

Address:

Combined Fund Drive
6880 Capitol Boulevard S.
PO Box 40250
Olympia, WA 98504-0250

Phone:

360-704-7143

Email:

cfid@sos.wa.gov

State CFD office hours:

Monday - Friday 8 a.m. to 5 p.m.



**Office of the Secretary of State CFD
Fundraising Cash Handling Policy**

Office of the Secretary of State (SOS) Combined Fund Drive (CFD)

Fundraiser Cash Handling Policy

The Washington State Combined Fund Drive (CFD) is the program within the Washington State government through which state employees and public agency retirees can make charitable donations to nonprofit organizations.

This policy applies to all state agencies and higher education institutions engaged in CFD fundraising activities. It does not apply to funds received from individual employees from payroll deductions or checks written for regular CFD contributions.

References for CFD Authority: RCW (Revised Code of Washington) 41.04.033 through 41.04.039. RCW 41.04.230; RCW 43.01.050, RCW 42.52, and RCW 43.79A.040; Executive Ethics Board Frequently Asked Questions #14-19.

References for Office of Financial Management (OFM) Authority: State Administrative and Accounting Manual (SAAM) 85.50.

Safeguard CFD Funds

Agencies must establish adequate internal controls over CFD funds and fundraising activities. Suggested controls include:

- Keep cash in a locked and secured location
- Two people count cash and sign off deposit total
- Reconcile fundraiser form(s) to amount of money collected

Refer to SAAM Chapter 20, Internal Control and Auditing, for further information regarding internal controls (<http://www.ofm.wa.gov/policy/20.htm>).

Deposit CFD Fundraising Receipts Intact (no expenses deducted)

RCW 43.01.050 requires that all moneys collected must be deposited by the day following collection. Therefore, gross receipts, cash, and checks written to the CFD from CFD fundraising activities must be deposited in the State treasury (account 525) or in an OFM approved local fund by the day following receipt.

- **For cash receipts deposited into the State Treasury: Deposit receipts into your agency’s Account 525 (Washington State Combined Fund Drive Account) by the day following receipt unless you have a waiver approved by the Office of the State Treasurer (OST). A Waiver Request Letter template is available on the CFD website at <http://www.cfd.wa.gov/volunteers/assets/24hr.DepositWaiverRequestLetter.pdf>. Please contact the Cash Flow Manager at OST at (360) 902-8906 for further information.**
- **For cash receipts deposited into local funds:** Deposit receipts into your OFM-approved local fund by the day following receipt unless:
 - A specific written waiver is granted by OFM, or
 - Total cash receipts on hand are under \$500. However, local receipts must be deposited at least weekly.

Procedure

Action by:

Action:

Campaign Leader/Coordinator

Counts and records CFD fundraising receipts with at least one other person.

Takes CFD fundraising receipts to the agency fiscal office to deposit daily.

Agency Fiscal Office Staff

Deposits intact all fundraising cash and checks written to the CFD by the next day.

- **For cash receipts deposited into the State Treasury:** Deposit receipts into your agency’s Account 525.
- **For cash receipts deposited into local funds:** Deposit receipts into your OFM- approved local fund.

Do Not Accept Checks Written to a Specific Charity

The CFD no longer accepts checks written directly to a charity. All checks received during a fundraising event must be payable to the CFD. If you receive a check written to a specific charity, return it to the donor. The donor can send the check directly to the charity or reissue the check payable to the CFD.

Transfer Fundraising Receipts to SOS and Submit On-line Fundraiser Transfer Form Once at End of Campaign

Transfer all money collected during the campaign at the end of your campaign. ***Make one transfer only by December 14th.*** If you run your campaign or fundraisers outside the fall campaign timeframe, transfer money and submit the on-line Fundraiser Transfer to the SOS quarterly.

All fundraiser receipts transferred to the SOS must be entered in the on-line Fundraiser Transfer. Funds will be directed to the CFD non-specified account and distributed proportionately to all charities receiving funds if your agency does not follow this process.

Funds may be transferred via the following methods:

- Journal Voucher (agency 085, account 525)
- Warrant
- Interagency Payment (IAP) (use SWV #0006746-04)

Money collected for fundraisers by credit online:

Fundraising donations accepted via credit card are to be reported separate from other money collected.

- At the end of your Campaign, run the report "Credit Card Event Contributions".
- Calculate the total amount collected for your agency, for all fundraisers.
- Complete one Credit Card Fundraiser Form for your agency (this form is available online as well as in paper format).

If you have questions about how to submit Fundraisers please contact the state CFD office at 360-704-7144 or by email at CFD@sos.wa.gov.

CFD Reimbursement Process

State agencies may pay for CFD fundraising expenses out of their state budget and request reimbursement from CFD. The SOS will reimburse agencies for CFD fundraising expenses. Fundraising expenses must not exceed fundraising receipts for each fundraising event.

<u>Action by:</u>	<u>Procedure</u> <u>Action:</u>
Campaign Leader/Coordinator	Receives a reimbursement for CFD fundraising expenses from his/her agency.
Agency Fiscal Office Staff	Prepares an invoice (A-19) for SOS of all fundraising expenses paid by a state agency or higher education institution. Please include the appropriate SWV number to use for payment. This includes reimbursements of petty cash funds. Send invoices to CFD. All receipts and appropriate backup documentation must be attached.
CFD Manager	Approves agency invoices for fundraising expenses and forwards them to SOS Financial Services.
SOS Financial Services	Reimburses agencies for fundraiser expenses.

CFD reimbursement process and instructions can be found at www.cfd.wa.gov/volunteers/assets/A-19Instructions.pdf

The following resources are available on the CFD website to assist you in requesting a reimbursement:

- CFD Reimbursement Process
- Invoicing for Reimbursement
- Form A 19-1A Invoice Voucher

Petty Cash Account Requests

CFD May Fund CFD Petty Cash Accounts Within Agencies

Depending on the need, the CFD may fund CFD Petty Cash Accounts within state agencies or institutions. CFD Petty Cash Accounts may only be used for CFD fundraising costs. Establishment of CFD petty cash accounts is subject to OFM approval. Once approved, the SOS will issue petty cash funds as needed to participating state agencies and higher education institutions.

<u>Action by:</u>	<u>Procedure</u> <u>Action:</u>
CFD Campaign Leader	Sends a request to fund the CFD petty cash account to the CFD Office, PO Box 40250, Olympia, WA 98504-0250. Please be sure to obtain approval from your agency's fiscal office first.
CFD Program Manager	Reviews the request to fund a petty cash account, including the approved limit, and approves or disapproves. <i>If approved,</i> requests the SOS Financial Services office to seek OFM approval. <i>If approved,</i> requests the SOS Financial Services office to generate a petty cash warrant. <i>If disapproved,</i> notifies the requesting agency or institution.
SOS Financial Services	Generates a CFD petty cash warrant.
Agency Fiscal Office Staff	Establishes a CFD petty cash account and deposits petty cash funds. <ul style="list-style-type: none">• For petty cash deposited into the State Treasury: Deposit receipts into your agency's Account 525• For cash receipts deposited into local funds: Deposit receipts into your OFM-approved local fund.

***Additional Resources are available on the CFD website
under the VOLUNTEERS tab at the top of the page:***

www.cfd.wa.gov/cfd/volunteerresources.aspx



Important CFD Documents and Policies

ETHICS BOARD OPINION

Executive Ethics Board - ADVISORY OPINION 00-09

Use of State Resources/Combined Fund Drive

References: RCW 42.52.160. Use of persons, money, or property for private gain.

ISSUE

Does the use of state resources such as employee time, equipment, and supplies for the Combined Fund Drive violate RCW 42.52.160(1)?

OPINION

The answer is no. RCW 42.52.160(1) does not apply to the conduct of state business. The Combined Fund Drive is part of the business of the state, so RCW 42.52.160(1) does not apply. However, the amount of state resources that may be devoted to the drive is a matter left to the discretion of each agency.

ANALYSIS

This opinion concerns the Combined Fund Drive. RCW 41.04.036 authorizes voluntary deductions from the pay of state officers and employees for charity. In 1984, Governor Spellman issued Executive Order 84-13. The Order noted that there were a number of charitable fund raising drives directed at state employees. The Order sought to solve this problem by setting up one annual fund raising drive.

To implement the Executive Order, in 1985 the Governor's Office adopted rules establishing the State Employee Combined Charitable Contribution Program, WAC 240-10. WAC 240-10-010(2) established the Washington State Employee Combined Fund Drive Committee. The purpose of the program was to:

- (a) Lessen the burdens of government and of local communities in meeting the needs of human health and welfare;
- (b) Provide a convenient channel through which state employees may contribute to the efforts of the qualifying voluntary health and welfare organizations providing services in the community or region where the employees live and work and overseas;
- (c) Minimize both the disruption of the state work place and the costs to taxpayers that multiple charitable fund drives have caused; and
- (d) Ensure that recipient agencies are fiscally responsible in the uses of the moneys so raised.

WAC 240-10-020(2).

The rules establish the composition of the committee. WAC 240-10-010(3). The Department of Personnel provides the administrative support for the operation of the committee. WAC 240-10-010(11). At present, the committee has three full-time staff members. The rules set up criteria a charitable organization must meet before being allowed to participate in the Combined Fund Drive. WAC 240-10 040-050. The Committee is responsible for determining eligibility. WAC 240-10-055. At present, approximately 1600 charities participate in the drive.

The fund drive operates through each state agency. The committee seeks to appoint a fund coordinator in each agency. In some large agencies two employees may share the coordinator's job. The committee also tries to have a coordinator in each local office. The amount of time an agency or local coordinator spends on the Combined Fund Drive depends on agency management. Some are supportive and the coordinator may devote a lot of time to the drive. In other agencies very little is done.

The question is whether the use of agency personnel and resources for the Combined Fund Drive violates RCW 42.52.160, which provides, in part:

- (1) No state officer or state employee may employ or use any person, money, or property under the officer's or employee's official control or direction, or in his or her official custody, for the private benefit or gain of the officer, employee, or another.
- (2) This section does not prohibit the use of public resources to benefit others as part of a state officer's or state employee's official duties. (Emphasis added.)

The answer is no. The combined fund drive is conducted pursuant to RCW 41.04.036 and WAC 240-10. The purpose of the drive is not only to raise money for charity. It is also designed to reduce the disruption to government that formerly existed when there were a number of fund drives. RCW 42.52.160(2) provides that the limits on using state resources in RCW 42.52.160(1) do not apply when the use of resources is part of a state officer's or employee's official duties. The Combined Fund Drive is part of the official duties of any officer or employee assigned to run the drive in his or her agency.

Although participation in the Combined Fund Drive is part of an officer's or employee's duties, the time devoted to this task must be compatible with the officer's or employee's other duties. Thus, agency management is responsible for determining how much time can be devoted to this task.

DONOR PRIVACY POLICY

MEMORANDUM OF POLICY

RE: Donor Privacy Policy for the Combined Fund Drive

This statement discloses the privacy practices for the Washington State Combined Fund Drive (CFD).

The CFD is committed to maintaining donor confidence through a strict privacy policy. This statement explains what identifiable information we collect, how it's used and shared, what choices you have in disclosing your information, its security, and how you can correct inaccuracies.

DONOR BILL OF RIGHTS

The Combined Fund Drive firmly believes in the Donor Bill of Rights.

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the equality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

1. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
2. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
3. To have access to the organization's most recent financial statements.
4. To be assured their gifts will be used for the purposes for which they were given.
5. To receive appropriate acknowledgement and recognition.
6. To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
7. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
8. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
9. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
10. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

The text of this statement in its entirety was developed by the Association of Fundraising Professionals (AFP), Association for Healthcare Philanthropy (AHP), Council for Advancement and Support of Education (CASE), and the Giving Institute: Leading Consultants to Non-Profits.

WHAT INFORMATION WE COLLECT

In order to process donations and payments by donors to the charities of their choice, the CFD must collect certain personal information. This information may include name, type of pledge, amount donated, personal address, telephone number, email address, workplace profile information and any other personal information provided to us ("donor data"). This information is housed in a secure area of the website (a "donor profile"). For donations by check, Donor Data includes the data visible on the check, and is applied to a donor profile with the same donor data.

HOW WE USE THIS INFORMATION

Donor data may be used for the following purposes:

- Distributing receipts and thanking donors for donations (by the CFD or a third party non-profit)
- Informing donors about upcoming fundraising and other activities at the CFD
- Internal analysis, such and research and analytics
- Record keeping
- Reporting to applicable government agencies as required by law

WHO CAN SEE THIS DATA?

Donor data can only be seen by a staff member with the Combined Fund Drive donor's agency payroll office, a Campaign Leader at your specific agency, members of the CFD administrative team and the third party charity that is receiving your donation. Donor Data cannot be shared with agency management, local coordinators with your specific agencies, or third party charities that have not received a pledge from a donor.

OPTION TO REMAIN ANONYMOUS TO OUTSIDE CHARITIES

Our system is equipped with the ability for a donor to choose the option to remain anonymous to outside entities. If a donor chooses to remain anonymous, there will be no opportunity for a third party to view any of their donor data. A donor can select this option at any time.

If a donor chooses to remain anonymous, their data can still be viewed by Combined Fund Drive personnel and the donor's agency payroll office. In such cases, it is the internal policy of the CFD that personnel are not to share this information with any outside third party.

CHANGES TO PERSONAL INFORMATION

Donors are allowed to changes much of their own data, including contact name, email address, physical address, phone number and password information. Payroll information that is collected from the Department of Enterprise Services is completely secure and cannot be changed by CFD personnel, volunteers or charities.

COOKIES

A cookie is a piece of data stored on the user's hard drive containing information about the user. We use cookies to store your login information on your computer. You can access much of our site without cookies, but there are some areas such as your Donor Profile that require cookies. However, we do not use cookies to track your browsing history or match it with your identity for any purpose such as market research or advertising.

SECURITY

This website takes every precaution to protect our users' information. Donor Profile entry uses SSL encryption, and our database uses hashed passwords that no party associated with the Combined Fund Drive can view. The database is not exposed to any outside parties.

LINKS

This website contains links to other sites. Please be aware that the CFD is not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every website that collects personally identifiable information.

CHILDREN'S ONLINE PRIVACY PROTECTION

The Combined Fund Drive strictly abides by the provision written in the Children's Online Privacy Act of 1998 (Sec. 1301-1308). Guidelines of this law can be viewed at <http://www.ftc.gov/ogc/coppa1.htm>.

APPLICATION OF THIS PRIVACY STATEMENT

This privacy statement applies solely to information collected by this web site (www.cfd.wa.gov).

CONTACT US

For further questions regarding our privacy policy, you can reach the state CFD office at:

Washington State Combined Fund Drive
6880 Capitol Boulevard S.
PO Box 40250
Olympia, WA 98504-0250

PHONE: 360-704-7143
EMAIL: cfid@sos.wa.gov

NOTIFICATION OF CHANGES

If the Combined Fund Drive decides to change its privacy policy, those changes will be posted to the web site so all users are aware of what information is being collect, how it is used, and under circumstances, if any, it is disclosed.

DISCONTINUING CONTACT

June 1, 2012

MEMORANDUM OF POLICY

RE: Combined Fund Drive Policy on discontinuing contact upon request

1. Policy: It is the policy of the Washington State Combined Fund Drive (CFD) to discontinue contacting any person upon that person's oral or written request directed to the organization, its professional fundraiser, or other agent.

The CFD shall maintain a record of all requests by persons who indicate to the CFD, its professional fundraiser, and other agents, that they do not wish to be contacted by or on behalf of the Combined Fund Drive.

2. Limitation: This policy does not prohibit contact by the CFD that is solicited by a person or a person's representative, even if the person or his/her representative has requested to be placed on the "anonymous individual list." Contact by the CFD that is solicited by a person whose name appears on "anonymous individual" list shall be limited to providing a direct response to the person's inquiry and shall not cause the person's name to be removed from the "anonymous individual" list.

3. Procedure: Upon a person's (or a person's authorized representative's) request that the CFD discontinue further contacts, the person's name and address will be promptly modified to insure that no further contact is made with the person. The CFD will also take steps to insure that the person's name is removed from any external databases or records under the CFD's control.

4. Permanent Record: the CFD will maintain a record of all requests for discontinuance of contacts, effective with the adoption of this policy by the CFD's board of directors. Oral requests will be recorded in writing by the staff of the CFD. Such a request will be maintained by the CFD to the extent necessary for legal or liability purposes.

CONFLICT OF INTEREST POLICY

June 1, 2012

MEMORANDUM OF POLICY

RE: Combined Fund Drive policy on conflicts of interest

This conflict of interest policy is designed to help directors, officers and employees of the Combined Fund Drive (CFD) identify situations that present potential conflicts of interest. It will provide the CFD with a procedure, if observed, that will allow a transaction to be treated as valid and binding even though a director, officer, volunteer or employee has or may have a conflict of interest with respect to the transaction.

Avoidance of conflict of interest

Any employee of the Combined Fund Drive, member of the CFD Advisory Council or county committee, because of membership on the council or committee or other affiliation with a charitable organization, could be or appear to be a conflict of interest under any statute, regulation, Executive order, or applicable agency standards of conduct. Under no circumstances may a CFD employee, volunteer or Advisory Council member affiliated with an organization for inclusion on the local list, participate in the eligibility determinations of other charities, donors or volunteers.

Prohibited discrimination

Discrimination for or against any individual or group on account of race, color, religion, sex, national origin, age, handicap, or political affiliation is prohibited in all aspects of the management and the execution of the CFD. Nothing herein denies eligibility to any organization, which is otherwise eligible under this part to participate in the CFD, merely because such organization is organized by, on behalf of, or to serve persons of a particular race, color, religion, sex, national origin, age, political ideology, or handicap.

Chapter 434-750 WAC

COMBINED FUND DRIVE

NEW SECTION

WAC 434-750-010 Purpose. The combined fund drive is the only authorized formal solicitation of Washington state employees in the workplace on behalf of participating not-for-profit organization and federations.

NEW SECTION

WAC 434-750-020 Intent. The intent of the combined fund drive is to:

- (1) Lessen the burdens of government and of local communities in meeting the needs of human health and welfare;
- (2) Provide a convenient channel through which state employees and public agency retirees may contribute to the efforts of the participating organizations and federations providing services in Washington state and around the world;
- (3) Minimize both the disruption of the state workplace and the costs to taxpayers caused by multiple charitable fund drives; and
- (4) Ensure that participating organizations and federations are fiscally responsible in the uses of the moneys so raised.

NEW SECTION

WAC 434-750-030 Exemptions. The rules in this chapter do not apply to the collection of gifts-in-kind, such as food, clothing and toys.

NEW SECTION

WAC 434-750-040 Definitions. The following definitions apply to chapter 434-750 WAC:

"CFD" means Washington state combined fund drive.

"CFD campaign" means the period of organized solicitation of state employees and public agency retirees. This solicitation is conducted to obtain voluntary contributions, donations and charitable commitments to be allocated to approved, not-for-profit participating organizations and federations. State agencies or institutions of higher education have the flexibility to conduct a CFD campaign once a year at any time during the year.

"Federation" means a public or private not-for-profit umbrella organization made up of five or more individual member organizations approved by the CFD committee to participate in the CFD campaign.

"Participating organization" means a public 170(c)(1) or private 501(c)(3) not-for-profit organization whose application is approved by the CFD to participate in the CFD campaign.

"State employer" means Washington state agencies and higher education institutions and related boards.

"Year of contributions" means the annual calendar year for collection of the voluntary payroll deductions for charitable contributions authorized by state employees and public agency retirees pursuant to these rules. The normal, full annual calendar year of contributions will begin with January and end with the ensuing December.

NEW SECTION

WAC 434-750-050 Handling and depositing contributions. The office of the secretary of state will establish a procedure for CFD staff to collect, process and deposit individual employee contributions. Contributions from fund-raising efforts will be deposited into the CFD account in the custody of the state treasurer according to state laws.

NEW SECTION

WAC 434-750-060 Staff and volunteer positions. The office of the secretary of state will establish staff and volunteer positions and committees as necessary to assist in the annual CFD campaign.

NEW SECTION

WAC 434-750-070 Responsibilities of CFD program manager. The CFD program manager exercises general supervision over all operations of the CFD and strives to take necessary steps for the achievement of CFD campaign objectives. The CFD program manager establishes and maintains the official list of agency, higher education institutions and local CFD campaign committee volunteers and the geographical area each covers.

NEW SECTION

WAC 434-750-090 Contracts. The CFD may enter into contracts and partnerships with a private institution, persons, firms or corporations for the benefit of the beneficiaries of the CFD. The CFD may also engage in advertising activities for the support of the administrative duties of the CFD. However, CFD activities will not result in the direct commercial solicitation of state employees or in a benefit or advantage that would violate one or more provisions of chapter 42.52 RCW, the state ethics law.

NEW SECTION

WAC 434-750-100 Campaign executives. Agency directors, elected officials and higher education presidents are authorized and encouraged to designate employees the opportunity to serve as CFD campaign executives to assist in the conduct of the CFD campaign. The CFD campaign executive opportunity is a rotational assignment that develops leadership, communication, and teamwork skills that will benefit the employing organization upon the employee's return. Those appointed as CFD campaign executives remain on the payroll of their employing organization during this assignment.

NEW SECTION

WAC 434-750-110 CFD campaign support. State agencies and higher education institutions, at their discretion, are authorized to use reasonable state resources to support, promote, and conduct the annual combined fund drive campaign within their organization.

Reasonable uses are not excessive in volume or frequency as determined by the agency director or institution president.

NEW SECTION

WAC 434-750-120 Local CFD campaigns. Each state employer may establish local CFD campaigns within the geographical area it covers. Each state employer and local county committee may develop promotional and fund-raising events, provide training and recognition to CFD local coordinators, develop marketing plans, supervise CFD campaign executives, and expend state or CFD funds to conduct the local CFD campaign.

NEW SECTION

WAC 434-750-130 CFD campaign occurrence. Each year the director of each state agency and president of each higher education institution may determine the time period of the agency's or institution's CFD campaign. Each annual CFD campaign normally is conducted for a seven-week period. However, in unusual circumstances, the individual state employers may extend the seven-week period as local conditions require.

NEW SECTION

WAC 434-750-140 Permission to share information during work hours. The local state employer may grant sharing of information during the CFD campaign, by participating organizations if the agency or institution determines such communication is not disruptive to the local state office or institution. All CFD participating organizations must be given an equal opportunity for communication in a state employer's local CFD campaign.

This section will not be construed to require a state employer to distribute or arrange for oral or written information other than the official CFD campaign and publicity material.

NEW SECTION

WAC 434-750-150 Campaign events during work hours. Solicitations of employees will be conducted during work hours using methods that permit true voluntary giving. Solicitations will reserve to the individual the option of disclosing any gift or keeping it confidential to the extent confidentiality is permitted by law. Campaign kick-offs, recognition events, awards and other nonsolicitation events to build support for the CFD are encouraged. CFD fund-raising events, such as raffles (as permitted by RCW 9.46.0209 and 42.52.805), drawings, auctions, bake sales, carnivals, athletic events, or other activities not specifically provided for in these rules are permitted when approved, in advance, by the state employer. At the discretion of each state employer, state employees may be authorized to attend CFD promotional and fund-raising events on state work time.

NEW SECTION

WAC 434-750-160 Solicitation. Employees and public agency retirees may be solicited for contributions using payroll deduction, checks, money orders, credit cards, cash or electronic methods.

NEW SECTION

WAC 434-750-170 Recovery of campaign expenses. The CFD will recover from the gross receipts of the CFD campaign, or state appropriations, its reasonable administrative expenses to conduct the CFD campaign. The secretary of state will approve an annual budget to determine the administrative fee to be charged to the beneficiaries of the CFD.

NEW SECTION

WAC 434-750-180 Deduction of fund-raising expenses. Fund-raising expenses will not be taken or deducted from donations collected during a fund-raising event. These fund-raising expenses may be paid by the state agency or higher education institution and, then, upon request and submission of proper documentation,

reimbursed by the CFD.

NEW SECTION

WAC 434-750-190 Division of campaign expenses. The CFD campaign expenses will be shared proportionately by all the participating not-for-profit organizations and federations reflecting their individual percentage share of gross CFD campaign receipts.

NEW SECTION

WAC 434-750-200 Eligibility. Not-for-profit organizations must meet three requirements in order to be a member with the CFD:

- (1) Must have an approved federal IRS 501(c)(3) or 170(c)(1) status;
- (2) Must submit a CFD membership application; and
- (3) Must be registered with the Washington state office of the secretary of state. Registrations must be kept in an active status.

NEW SECTION

WAC 434-750-210 Organizations not eligible. If a not-for-profit organization or federation is determined not to be eligible, the CFD will provide written notice of its determination, including a description of the determination made, the date and by whom it was made, the basis for the determination, and the procedure for requesting reconsideration.

NEW SECTION

WAC 434-750-220 Reconsideration of noneligibility. The following process will be used for requests for reconsideration of noneligibility:

- (1) Within fifteen calendar days after receiving notice of

noneligibility, an affected organization or federation may submit a written request for reconsideration to the CFD. Requests for reconsideration and any supporting materials must be based solely on new or additional information that was not available to the CFD at the time the initial determination was made.

(2) Within thirty calendar days of receiving the request for reconsideration, the CFD will issue a written decision. The CFD reconsideration decision is final.

(3) The CFD may extend the time periods established in this section if it determines there is good cause to do so.

(4) Any written requests or notices made under this section will be deemed received three business days after deposited in the United States mail, properly stamped and addressed.

NEW SECTION

WAC 434-750-230 Decertification or disqualification. Once approved for participation, any participating organization or federation may be decertified and disqualified from participation in the combined fund drive campaign by the CFD for one or more of the following reasons:

(1) Failing to comply with the rules contained in this chapter;

(2) Filing an application to participate in the state combined fund drive campaign which contains false or intentionally misleading information; or

(3) Receiving less than two hundred dollars in total CFD contributions in a calendar year.

NEW SECTION

WAC 434-750-240 Notice of decertification decisions. The CFD will provide written notice of the decertification decision, including a description of the determination made, the date and by whom it was made, the basis for the determination, and the procedure for requesting reconsideration.

NEW SECTION

WAC 434-750-250 Decertification effective date.

Decertification is effective on the first day of the quarter following notice of decertification under WAC 434-750-240. Quarters begin on the first day of January, April, July, or October of each year. A decertified organization or federation is disqualified from participating in the CFD campaign as of that effective date.

NEW SECTION

WAC 434-750-270 Reconsideration of decertification decisions.

Requests for reconsideration of a decertification decision will be governed by the procedures set forth for reconsideration of eligibility in WAC 434-750-220.

NEW SECTION

WAC 434-750-290 Decertified contributions.

The CFD will direct payments originally pledged to an organization or federation that has been decertified, is in receivership, has filed for or been placed in bankruptcy, or has been or is in the process of being dissolved, be returned to donors. If the CFD determines it is not feasible to return such funds to donors, it will determine the appropriate disposition of the funds.

NEW SECTION

WAC 434-750-300 Combined fund drive advisory council.

The secretary of state may create a CFD advisory council to provide advice and guidance on matters pertaining to operating the CFD. The council will consist of no more than ten members chosen by the secretary of state to represent a broad variety of charities, higher education institutions, and state agencies.

Members serve at the pleasure of the secretary. Terms are staggered, with the original board drawing for two- and three-year terms. All following terms are three years but all terms expire no later than when the appointing secretary leaves office. Vacancies may be filled by the secretary upon notice of a vacancy from the

member. The council will elect a chairperson from its members annually. The frequency of meetings will be at least once a year but additional meetings may be called by the secretary or council. Council members are not compensated for their service, but may be reimbursed for expenses incurred in the conduct of their official duties. Reimbursement is at current state rates for travel and all reimbursement requests must be received within thirty days of incurring the expense.

CFD GLOSSARY OF TERMS

501(c)3 – One of the two tax exemption numbers that the Combined Fund Drive will accept from charities. This is a number received from the IRS when a charity files its paperwork. An 501c3 organization is operated by private interests and is considered a charitable organization by the IRS.

Administrative Costs – The costs of doing business for the CFD and all other charitable organizations. These costs include rent, employee salaries, travel and lodging, marketing and fundraising costs. In order for a charity to be approved at the federal level, it MUST disclose its administrative costs.

Agency Code – The three-digit code given to an agency or higher education institution participating in the Combined Fund Drive.

Advisory Council – A group made up of 10 individuals that meet on a quarterly basis to advise the Combined Fund Drive staff on policies with the intention of improving program operations. The group is currently supported through CFD WAC codes (WAC #434-750) and is chaired by the Secretary of State. The council is comprised of three CFD volunteers, three charity/federation employees, and three private sector employees with fundraising experience.

Agency Fundraising Event – An event held at any agency, higher education institution or county gathering that promotes awareness and donations toward the Combined Fund Drive. Most fundraising events go toward the CFD Non-Specified Fund, which is to be dispersed to all charities receiving payroll contributions in the program. Some are charity-specific. The volunteer running the event is allowed to choose.

Campaign Leaders – The volunteer that runs the annual CFD campaign for his or her agency. Each agency or higher education institution is equipped with one Campaign Leader. This Campaign Leader administers the campaign, chooses volunteers, orders supplies, and logs fundraising dollars.

CFD Brochures – A marketing brochure that highlights what the Combined Fund Drive does for the community.

CFD Campaign – The annual campaign that promotes giving to charity through agency fundraising events and payroll contributions. Each agency runs its own campaign with the assistance of the state CFD office. Materials are sent out prior to the campaign, and the promotions are run from September through December of each year.

CFD Campaign Poster – The poster used during the annual campaign. The theme of the poster is voted on in March.

CFD Campaign Video – A video produced each year highlighting the work of the charitable programs within the CFD. The Governor or the Secretary of State typically make a statement in this video.

CFD Charity Guide – An annual directory of charities housed in the CFD system.

Charity Code – The seven-digit code given to charities that are participating in the Combined Fund Drive. A charity receives this number after finishing the initial part of its application.

Contribution Form – The paper version of an employee's payroll online donation. Can be used at any time, but any donation chosen will not be deducted from paychecks until January 15 unless otherwise prompted. The paper contribution form can be used at fundraising events, during silent auctions, or just for general use if an employee does not have access to a computer.

County Committees – A group of volunteers that come together on a monthly basis to plan county events for the Combined Fund Drive. These committees are housed in the busiest counties (Thurston, King, Pierce and Whatcom) and are not tied to one specific agency. The main function of the county committees is to assist in raising funds for the state office. They do NOT oversee the daily functions of agency campaigns. They are made up of agency volunteers and charity employees. Significant events planned by county committees include charity fairs, the Thurston County CFD Motorcycle Ride, and training presentations.

Credit Card Donation Tool – A tool used for fundraising events that processes credit card payments. This tool is available upon request only and tracks donations through specific events. Campaign Leaders and Local Coordinators can request an event be added to the donation tool, and Campaign Leaders are allowed to generate reports based on events or agency.

Disbursement – The period of the year in which money collected from payroll contributions and agency fundraisers is disbursed to charities. This happens quarterly, with the bulk of fundraising dollars disbursed in the first quarter.

Donor – Any state or higher education employee, or retiree

who gives to the charity of his or her choice through payroll contribution.

Employee Identification Number – The employee-specific number that identifies the donor. This number is needed each time a donor signs into his or her account. Every employee receives an identification number when he or she are hired. NOTE: The CFD system cannot accept running zeroes at the beginning of an Employee Identification Number, so employees are prompted to bypass those digits when entering in their number.

Ethics Board Opinion – The ruling by the Washington State Ethics Board that enables the Combined Fund Drive to solicit advertising dollars and in-kind donations from private businesses (Ethics Opinion 00-99).

Federal Tax Identification Number – This is the numbers assigned to a charity when it has applied and received tax exemption status from the Internal Revenue Service. This number is specific to the charity that applies for it, and cannot be used by another charity unless it is considered a PROGRAM, at which point all finances (donations, salaries, etc.) go through the original charity. This number is used by charities to originally sign up for the CFD.

Federation – A large charity (United Way, Earthshare Washington, Global Impact, etc.) that houses smaller community charities within its umbrella to help with marketing and finance costs. These federations are very important for smaller charities that cannot afford to market themselves or pay for additional staff to handle donations. Charities can move in and out of federations on a yearly basis.

Higher Education Foundation – The nonprofit foundation at a higher education institution that oversees the scholarship funds and various programs within that institution. Nearly every single higher education institution is represented in the CFD, and their programs make up nearly 700 of the total nonprofits registered in the program.

Limited Time Contribution – One of the methods that employees can use to donate. Employees choose a specific length of time and the contributions are taken out of paychecks until end date. They are not recurring.

Local Coordinators – Volunteers within agencies who assist Campaign Leaders in running the annual CFD campaign. These volunteers have significantly less administrative duties to attend to than their Campaign Leader counterparts. They

are typically housed in individual departments amongst each agency, and help run fundraising events as well as payroll contribution campaigns.

Mission Statement - Empowering Washington public employees and retirees to strengthen communities through the funding and support of charities

Monthly Contribution – One of the methods that employees can use to donate. This is the most common method. Deductions are split in half and taken from each paycheck during the month.

One-time Contribution – One of the methods that employees can use to donate. Employee chooses a single paycheck to deduct the contribution from and the funds are taken out one time. Donation is not recurring.

Program of a Larger Charity – A specific program (Scholarship funds, county Boy Scout troops, etc.) that is housed under a charity. This program uses the same financial information as its larger charity and cannot operate on its own.

Reconciliation – The method with which the CFD verifies payments collect and disbursed.

Recurring Limited Time Contribution – One of the methods that employees can use to donate. Employees choose a specific length of time and the contributions are taken out of paychecks until chosen end date. These contributions will be recurring from year-to-year until the employee chooses to stop.

Speaker's Bureau – A webpage dedicated to connecting charity speakers with Local Coordinators and Campaign Leaders.

WAC Codes – The general rules of the Combined Fund Drive (WAC #434-750). Please refer to the Appendix of this document for more details.

Washington Charitable Solicitations Number (aka Washington Registration Number) – The number specifically assigned to a charity that applies with the OSOS Charities Division. Any charity that chooses to do business in the state of Washington MUST apply for a solicitations number.

www.cfd.wa.gov – The Combined Fund Drive website. This site is home to the News & Events, Volunteer Resources, Campaign Leader profile link and donation homepage.



CELEBRATING
28 YEARS OF
CHARITY AND GOODWILL



WWW.CFD.WA.GOV



Rachelle
Criminal Justice Training Commission

Do You?

Show us you care by participating in the 2012 CFD
"I Give" Campaign.

if you're a CFD donor, we invite you to download our
"I Give" poster and get your picture taken anywhere
you'd like. The more interesting you make it, the more
likely that you'll end up on our 2012 campaign poster.

To download the official CFD "I Give" sign, visit:

www.cfd.wa.gov

Click on the sign in the news and events section.

2012 Campaign Calendar

September 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22 CFD Masquerade Ball
23	24	25	26	27	28	29
30						

October 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Start of 2012 CFD Campaign	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					