

# giving MATTERS

## Campaign Leader Handbook

it  
matters  
to all of us



WASHINGTON STATE  
**COMBINED  
FUND DRIVE**

UW Medicine



Thank you for supporting the Washington State Combined Fund Drive, located in Olympia, Washington. The Combined Fund Drive is registered with Washington State's Charities Program as required by law and additional information is available by calling 800-332-4483 or visiting [www.sos.wa.gov/charities](http://www.sos.wa.gov/charities).

[www.cfd.wa.gov](http://www.cfd.wa.gov)

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## A Message from Secretary of State Kim Wyman

Greetings,

On behalf of the Washington State Combined Fund Drive and all those in need, I thank you for volunteering for the 2016 Annual Giving Campaign. The CFD is an important part of our community, providing much-needed financial relief to local, national and global charities through payroll contribution and fundraising events.

The CFD has become one of the most innovative and successful public employee giving campaigns in the country, raising more than \$5 million annually for the last 12 years and over \$125 million since the program began in 1984.

This would not be possible without the support of volunteers like you.

The impact of your work will be felt throughout your community. Thanks again for your efforts.

Sincerely,

Kim Wyman  
Secretary of State



Created in 1984, the Combined Fund Drive (CFD) was established to consolidate the numerous charitable fundraising campaigns being conducted on state work sites. The purpose of the Combined Fund Drive is to provide one avenue through which Washington State agency and higher education employees can raise money for charities. Employees can give through payroll contribution or at agency fundraising events. The program conducts an annual giving campaign during the final three months of the year, raising millions of dollars for local, national and global charities.

## Our Mission

To empower Washington public employees and retirees to strengthen their communities through the funding and support of charities.

## Our Values

- We connect state employees and retirees to improve our world through charitable involvement.
- We strive for excellent customer service when dealing with each of our stakeholders.
- We value and respect employee choices by providing the widest range of giving opportunities.
- We value innovation that best serves the needs of all CFD stakeholders.
- We consistently improve our operations to increase accessibility and participation.
- We value fostering a partnership among the federations and charities, the CFD Committee, the CFD staff, and state employees.

## Ten-Year Campaign Results

Annual pledges since 2005





## Who is eligible

Washington State law allows three different kinds of donors to participate in the CFD:

### State Employees

More than 60,000 potential donors work within agencies across the state. Each employee is eligible to give through payroll contribution or at an agency fundraising event.

### Higher Education Employees

Over 42,000 donors can participate in the CFD across the state, ranging from technical and community colleges to staff and faculty of four-year universities. Donors can even give back to their own institutions through their foundations.

### Retirees

Over 100,000 retirees reside in the state of Washington and that number only continues to grow. The CFD reaches these retirees through mailings, brochures and presence at events centered around state retired personnel.

## Types of giving

There are so many different ways for state and higher education employees to give back to their community through the Combined Fund Drive. Here is a list of the different ways you can start giving today:

### Payroll Contribution

The best way for employees to connect with their favorite charities in a consistent, safe fashion is through payroll contribution. The CFD offers three different methods:

- Monthly Contribution
- One-Time Contribution
- Limited-Time Contribution



## Fundraising Events

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

Volunteers can choose where they want the money from their event 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.

## Personal Checks

A personal check may be written to the Combined Fund Drive during the campaign. The CFD cannot accept checks made payable to a specific charity. The check is to be made payable to the Combined Fund Drive and must be accompanied by a paper contribution form highlighting the charity that is being donated to.

## Credit Cards

The CFD offers donors the chance to use their credit cards to donate to their favorite causes. Currently, this feature is available only for fundraising events (or disaster relief campaigns) and must be requested by the Campaign Leader. Credit cards can be used for fundraising events that are dedicated to specific charities.

# METHODS OF GIVING

## Online Giving

Donors can manage their accounts online by visiting [www.cfd.wa.gov](http://www.cfd.wa.gov) and clicking on the "Donor Sign-In" box at the top of the page, where they can log in using their employee ID number and donate anytime. Donors can also give through the CFD search engine.

## Paper Contribution Forms\*

Employees can also give to charity by filling out a paper contribution form and specifying the charity of their choice. The form must be filled out, signed and will then be processed by the CFD office staff.



# Volunteer Tracker



The CFD recognizes that sometimes giving money just isn't an option for everybody. For our member charities, giving time can be just as crucial in saving money as receiving a monetary donation.

Since 2013, the Combined Fund Drive has been tracking volunteer hours that state employees log with any of our member charities. At the end of the campaign, special recognition is given to agencies that log the most hours.

## Search

Find a charity using the CFD search engine by name, type, county served and more

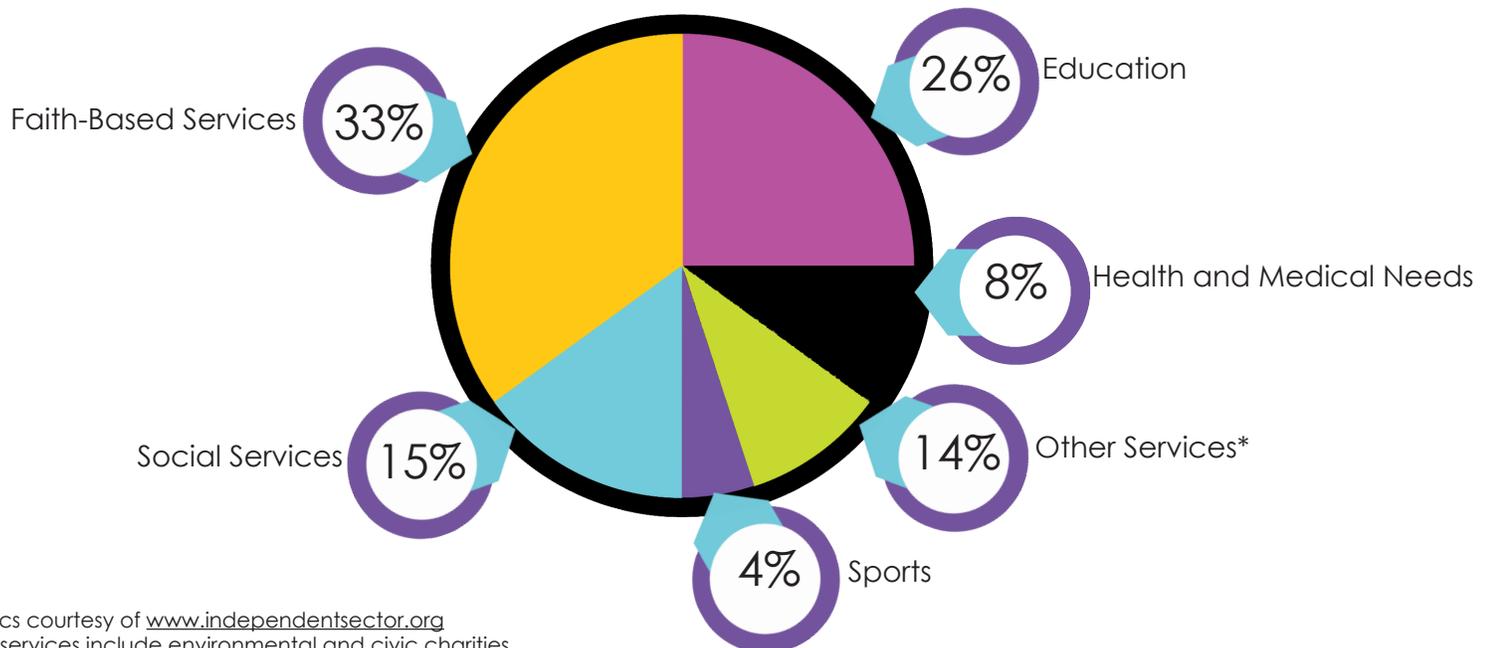
## Log

Donors can log volunteer hours with any CFD member charity through the search engine

## Get Recognized

Agencies will be rewarded for logging the most volunteer hours at CFD recognition events

Below is a nationwide breakdown of the different sectors of service that use volunteer assistance:



Statistics courtesy of [www.independentsector.org](http://www.independentsector.org)  
Other services include environmental and civic charities

# Our CHARITIES

The volunteers of the Combined Fund Drive work tirelessly to improve their communities through donations to charities throughout the world. For our member charities, the requirements are simple:



**IRS**

Department of the Treasury  
Internal Revenue Service

Be registered with the IRS as a charitable organization

and

Be registered as a charity with the Washington State Secretary of State



**SOS**

Office of the Secretary of State  
Corporations & Charities Division

## Benefits for Charities

There are many reasons for a charity to be involved with the Combined Fund Drive. Here are just a few:

- It's FREE to join!!!
- CFD participation saves time and money, reducing administrative and development costs and providing more dollars to actual services.
- Payroll contribution continues to be one of the most cost-effective ways for charities to raise funds.
- 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.

## 2015 Top Three Charities of the Combined Fund Drive

1



WASHINGTON STATE  
**COMBINED  
FUND DRIVE**

Combined Fund Drive  
\$375,580

2



Northwest  
Harvest  
\$154,056

3



Thurston County  
Food Bank  
\$123,591



The Combined Fund Drive would not be a successful program without the tireless efforts of its volunteers. The CFD has different volunteer roles and responsibilities for each of its volunteers:

### **Executive Sponsor**

This is the leader chosen by the agency director to help provide key support to the agency Campaign Leader. Duties of the Executive Sponsor can range from simple emails to agency staff promoting the campaign to participating in agency fundraising events. The Executive Sponsor also acts as a liaison between the Campaign Leader and executive management.

### **Campaign Leaders**

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

### **Local Coordinator**

Volunteers within agencies who assist Campaign Leaders in running the annual CFD campaign. These volunteers have significantly less administrative duties than their Campaign Leader counterparts. They typically work in individual departments amongst each agency and help run fundraising events as well as payroll contribution campaigns.

### **County Committees**

A group of volunteers that come together on a monthly basis to plan county events for the CFD. These committees are housed in the busiest counties (Thurston, King, Spokane and Whatcom) and are not tied to one specific agency. Members are made up of agency volunteers and charity employees. Significant events planned by county committees include charity fairs, volunteer recognition events and training presentations.

# TIMELINE

## Annual Giving Campaign Schedule

The CFD annual campaign kicks off in October 2016, but there's a number of events and deadlines that happen throughout the year.

### Important Dates to Remember

Campaign Leader Training	June 2016
CFD Staff mails all Campaign Material	August 2016
Local Coordinator Training	August 2016

Campaign Kickoff	September 28, 2016
Campaign Results Posted at <a href="http://www.cfd.wa.gov">www.cfd.wa.gov</a>	Ongoing throughout campaign
Turn in Fundraisers	December 9, 2016

### Campaign Planning Checklist

Task	Due Date	Complete
Recruit your volunteer team	July 31, 2016	
Design a campaign plan	July 31, 2016	
Add Local Coordinators and order supplies at <a href="http://www.cfd.wa.gov">www.cfd.wa.gov</a>	July 31, 2016	
Obtain leadership support	July 31, 2016	
Train Local Coordinators	August 2016	
Run your CFD campaign	October - December 2016	
Thank employees, volunteers and donors	November - December 2016	
Transfer fundraiser dollars to the OSOS finance office <small>If your fundraiser is not transferred to OSOS finance by December 9, 2016, there's no guarantee your fundraiser will be disbursed in January 2017. Fundraisers transferred after this date may be disbursed at the next available date, April 2017.</small>	December 9, 2016	
Nominate volunteers for county and/or state awards	December 31, 2016	
Share your agency and statewide results and evaluate your campaign	January 2017	
If available, attend the recognition event in your area	February or March 2017	



## What are administrative costs?

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 that are added together to make an organization's administrative costs:

### Operational Costs

These are everyday expenses like rent and utilities, bookkeeping, annual audits, staff, benefits, etc.

### Fundraising Costs

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

### Dollar breakdown of different services

Below are the costs per dollar that charities incur to raise ONE DOLLAR. As you can see, the Combined Fund Drive remains one of the most cost-effective ways for charities to raise money.



# EXPENSES

Like any other nonprofit, the Combined Fund Drive has expenses that help administer the program on a statewide level. The program has two different classifications of expenses: operational and fundraising.

## Operational Expenses

The CFD has operational costs that are accrued throughout the year. Below are the costs for 2015:

Employee Salaries	\$190,328.41
Employee Benefits	\$66,990.56
Purchased Services Contracts	\$250,478.00
To help administer the program statewide, the Combined Fund Drive entered into contractual agreements with four different organizations:	
<ul style="list-style-type: none"> <li>• University of Washington</li> <li>• Department of Social and Health Services</li> <li>• Spokane United Way</li> <li>• United Way of Thurston County</li> </ul>	
General Supplies	\$2,842.80
Communications (telephone)	\$1,027.17
Rent and Utilities	\$4,264.89
Printing Materials (toner, etc.)	\$3,358.51
Data Processing	\$5,942.66
Shipping & Postage	\$2,692.20
Employee Development & Training	\$1,239.36
IT Equipment & Software	\$23,461.92
Travel	\$18,152.32
Fiscal Services	\$36,000.00
The Office of Secretary of State supports the CFD by providing fiscal processing services throughout the year. This service is noted through a monthly fee.	
Other Goods & Services	\$23,644.23

**Total Operational Expenses** \$630,423.03

## Fundraising Expenses

The CFD also incurs costs associated with marketing materials and fundraising events. Below are the fundraising costs in 2015:

Printing & Reproduction	\$15,568.46
The Combined Fund Drive creates publications and purchases promotional materials to assist volunteers in raising awareness. Some examples include:	
<ul style="list-style-type: none"> <li>• Posters</li> <li>• General Campaign Rack Cards</li> <li>• Charity Guides</li> <li>• New Employee Rack Cards</li> <li>• Retiree Rack Cards</li> <li>• "I Give" campaign items (index cards, signs, etc.)</li> </ul>	
Marketing & Advertising	\$10,519.39
To raise awareness during the campaign, the CFD also purchases promotional items to give out at events. Some examples include:	
<ul style="list-style-type: none"> <li>• Balloons</li> <li>• "I Give" buttons</li> <li>• CFD pens</li> </ul>	
Fundraising Event Costs	\$27,675.39
The CFD conducts fundraising events throughout the year to help lower administrative costs. Some of these event include:	
<ul style="list-style-type: none"> <li>• Football Kickoff Online Auction</li> <li>• 2015 Golf for Veterans Tournament</li> <li>• 2015 Masquerade Ball</li> </ul>	
Reimbursements to Agencies	\$16,333.30
Volunteers of the Combined Fund Drive are entitled to reimbursement through the standard statewide reimbursement process. Some examples of costs for reimbursement include:	
<ul style="list-style-type: none"> <li>• Chili Cookoff supplies</li> <li>• Purchases for softball tournaments</li> <li>• Silent auction purchases</li> </ul>	

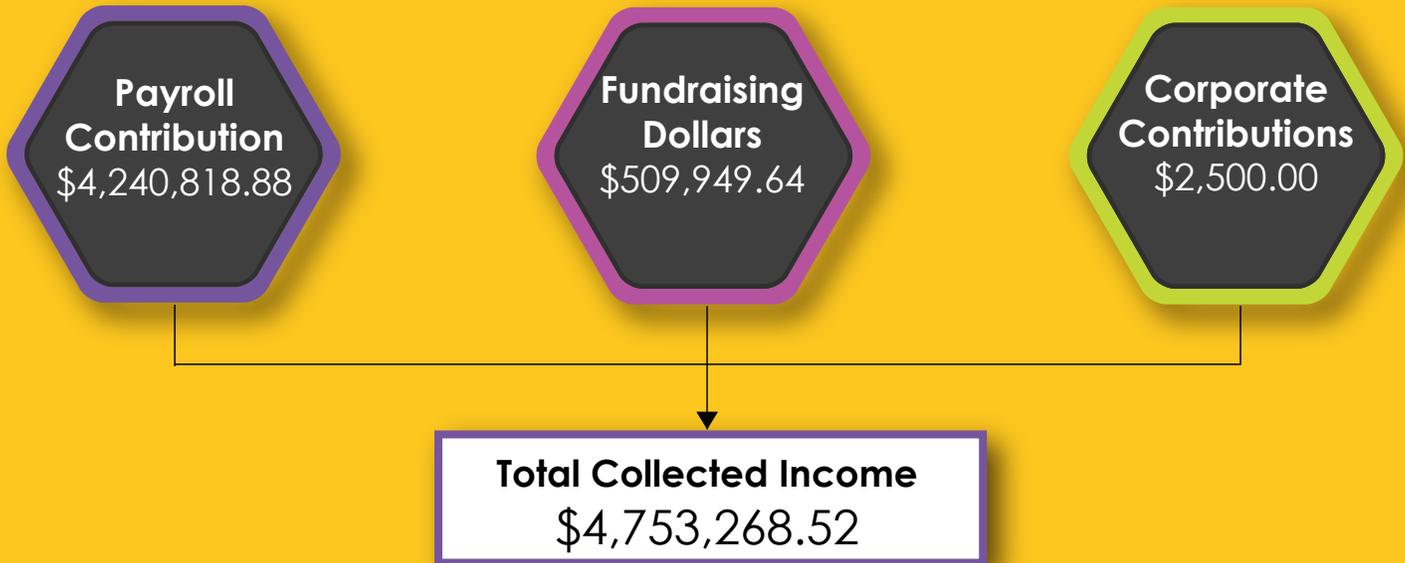
**Total Fundraising Expenses** \$70,096.54

Operational and fundraising expenses are tracked on a monthly basis and added together at the end of the year to acquire the total expenses of the Combined Fund Drive.

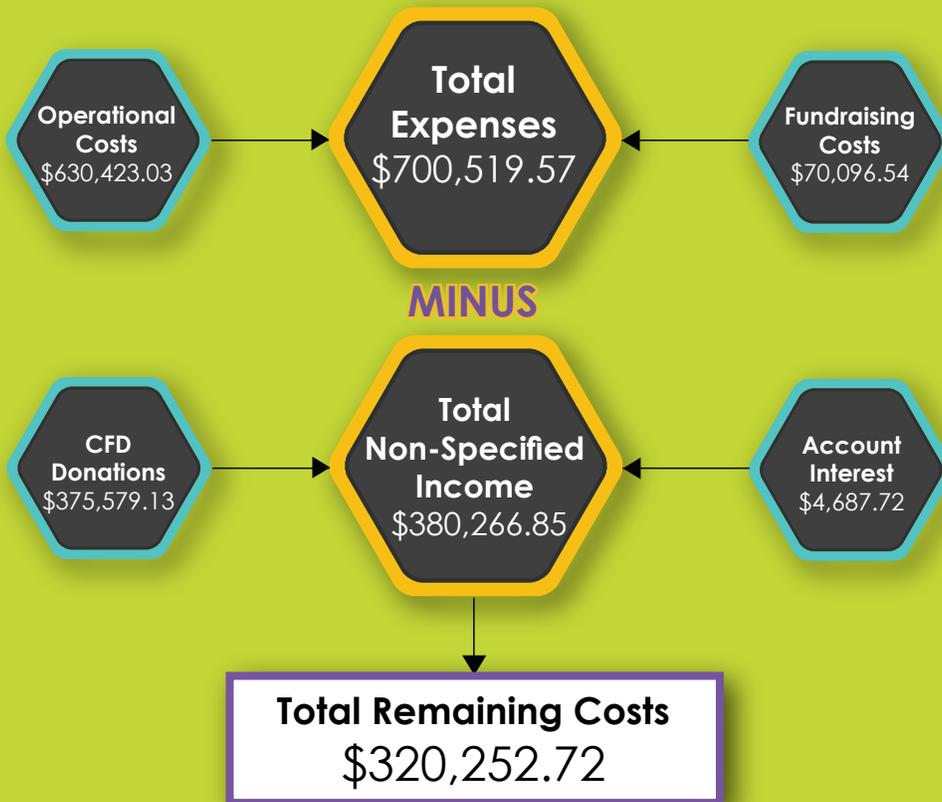
Total Operational Expenses	\$619,925.48
Total Fundraising Expenses	\$70,096.54

**TOTAL EXPENSES** \$700,519.57

# INCOME



# EXPENSES



This is the total amount of money raised for the CFD Non-Specified Fund.

Donors can give to the CFD directly by choosing the program through payroll contribution, or giving at various fundraising events.

This is the interest gained on the CFD Non-Specified Account which is housed with the State Treasurer.

This total reflects the entire year.

# THE BOTTOM LINE

Total Collected Income	\$4,753,268.52
<b>MINUS</b>	
Total Remaining Costs	\$320,252.72
<b>EQUALS</b>	
Total Disbursed to Charities	\$4,433,818.88

**AVERAGE PERCENTAGE CHARGED TO CHARITIES**

**6.7 %**

# THE BOTTOM LINE

## Why do we say AVERAGE charge to charity?

The Combined Fund Drive splits remaining costs amongst only the charities receiving funding from specified payroll contributions or fundraising dollars. The costs are administered on a percentage-of-the-whole basis. So that means the more a charity receives in specified contributions, the more their fees will be when disbursing to their organization.

## What does that mean for your dollar?



## Giving Comparison\*

So, how does the CFD stack up with other forms of giving? The graphic below shows the average costs associated with giving to your charity directly using various services and how they compare to giving through your paycheck with the Combined Fund Drive.

	<b>Personal Check</b> A personal check written directly to charity routinely costs up to \$20 to process.	Up to <b>\$20</b> per	<p><b>WASHINGTON STATE COMBINED FUND DRIVE</b></p> <p>Giving through your paycheck is still one of the most cost effective ways to give to charities.</p> <p>Giving through the CFD not only competes with most giving options, it beats most of them.</p> <p>And with more than 1,000 volunteers throughout the state, the CFD also engages in campaigns to raise money for charities, working to justify the administrative costs it incurs.</p>
	<b>Mobile Giving</b> Transaction fees, keyword fees and annual set up fees create mounting costs that can affect your gift in big ways.	Up to <b>10%</b> per text	
	<b>Online Giving</b> Using a credit card for recurring gift directly has transaction fees with your bank and software creators.	Up to <b>4-7%</b> per gift	
	<b>Credit Card Giving</b> If you choose to use your credit card to give directly at an event, there are still bank fees that come with your gift.	Up to <b>3-8%</b> per gift	

\*SOURCES: Affinity Resources (<http://www.affinityresources.com/pgs/awz55Online2.shtml>), MobileCause.com

# Fiscal MATTERS



# cash HANDLING

The CFD Fundraising Cash Handling Policy applies to all state agencies and higher education institutions engaged in CFD fundraising activities. For questions about the CFD Fundraising Cash Handling Policy, where to find forms, how to log fundraisers or transfer funds, please contact the CFD at (360) 902-4162, [cfd@sos.wa.gov](mailto:cfd@sos.wa.gov) or visit our website [www.cfd.wa.gov](http://www.cfd.wa.gov).

## Cash Handling at Fundraising Events

Contact Heather Lucas at [heather.lucas@sos.wa.gov](mailto:heather.lucas@sos.wa.gov) or (360) 902-4181 if you do not have a fundraiser number.

All funds (cash and checks) must be safeguarded with adequate internal controls. Tips to use when handling cash and checks at your fundraiser include:

- Keep cash and checks in a locked and secured location
- If using a locked cash box at your fundraising event, it must be in the possession of a CFD volunteer at all times
- Two people must count and record cash and checks, initial and date the record
- Transmit cash, checks and their corresponding records to your fiscal office daily or by the next business day

When counting and recording cash and checks, list checks using a check log and record cash and check totals separately, then add both together for a grand total (grand total must match total on your Fundraiser Transfer Form).

Cash and checks received at fundraisers must be collected in full. Expenses and reimbursements must not be removed from donations given at fundraising events (see CFD Reimbursement Process for the correct way to receive reimbursements).

Checks received at fundraising events must be made payable to the **CFD** or **Combined Fund Drive**. 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.

## Transferring Funds to your Fiscal Department

All fundraisers must be entered online in the CFD system by Campaign Leaders prior to transferring funds. Use your unique fundraiser number when entering your fundraiser online.

Make copies of all documents submitted to your Fiscal Department for your records. When submitting your documents and funds to your Fiscal Department, make sure all of your information is on your Fundraiser Transfer Form.

### **Send your fundraiser funds and documents to your Fiscal Department prior to December 9, 2016.**

December 9, 2016, is the last day your Fiscal Department can transfer funds from your agency or higher education CFD 525 account to the Office of the Secretary of State's CFD 525 account to ensure your fundraiser will be disbursed to your charities in January 2017. Your Fiscal Department does not need to make multiple transfers to the OSOS 525 account and may wait until your fundraisers are complete before transferring all funds at one time.

Your Fiscal Department may transfer funds via the following methods:

- Inter-agency Payment (IAP) (use SWV 0006745-17)
- Journal Voucher (use agency code 085, account 525)
- Warrant/Check

Any fundraiser funds received by the OSOS Financial Services office after December 9, 2016 are not guaranteed to be disbursed to your chosen charities in January 2017 (4Q2016). If your fundraiser funds are received after this date, your chosen charities will receive those funds in April 2017 (1Q2017).

If you or your Fiscal Department has questions about how to submit fundraisers, please contact the CFD at (360) 902-4162 or [cfd@sos.wa.gov](mailto:cfd@sos.wa.gov).

**Contact your fiscal office directly if you have questions about how to transmit funds to them.**

# REIMBURSEMENT

State agencies and higher education institutions may pay for CFD fundraising expenses out of their state budget and request reimbursement from the CFD state office. The OSOS will reimburse your agency for CFD fundraising expenses. **Fundraising expenses must not exceed fundraising donations for each fundraising event.** Please contact the CFD state office for questions about reimbursement limits.

To request a reimbursement for fundraising expenses, make a copy of your receipts for your records. Send receipts with a brief explanation of the purchased materials' purpose to your fiscal office and indicate that you are requesting a reimbursement. Your Fiscal Department will submit the reimbursement request to the CFD state office to be reimbursed and they will reimburse you.

# petty cash FUNDS

Depending on the need, the CFD may fund CFD petty cash or change accounts within state agencies or higher education institutions. CFD petty cash and change accounts may only be used for CFD fundraising costs.

There are two types of cash accounts available:

- Change Account: funds used solely for making change that do not increase or decrease and do not reimburse purchases
- Petty Cash Account: funds used to make payments when issuing a warrant/check or using a state agency credit card is not practical or timely

If you feel your campaign will need a petty cash or change account, speak to your Fiscal Department and obtain its approval before sending the appropriate request form (found at [www.cfd.wa.gov](http://www.cfd.wa.gov) under the Volunteers tab) to the CFD. The OSOS Financial Services office will work with your Fiscal Department to establish the account and proper controls. Establishment of CFD petty cash or change accounts is subject to OSOS approval.

**Never make financial decisions for CFD funds or accounts without involving your fiscal office.**

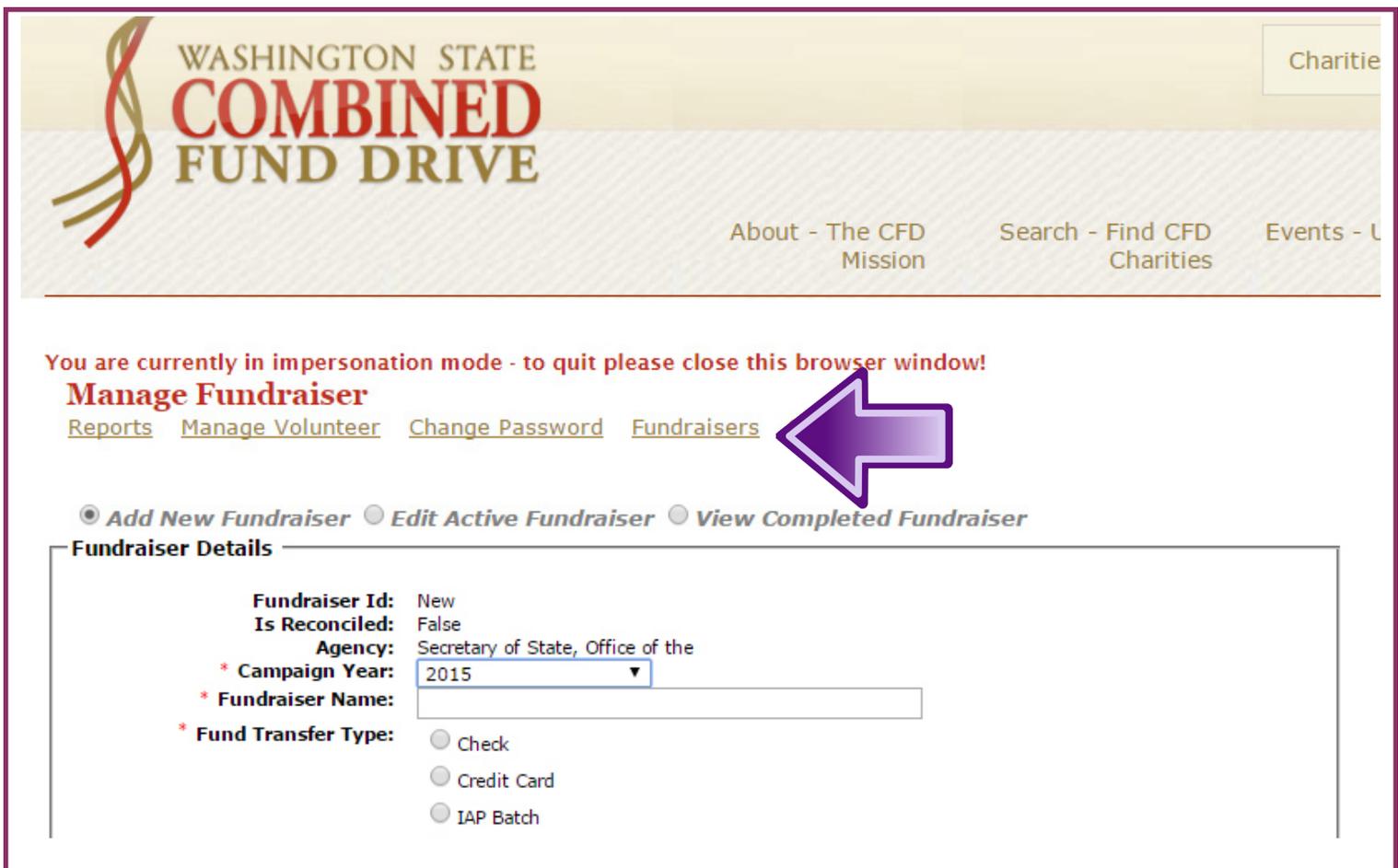
# logging FUNDRAISERS

Once your agency fiscal personnel have transferred the funds to the OSOS fiscal office, volunteers must enter their fundraiser into the CFD system so that CFD staff can reconcile the funds and earmark them for disbursement.

To log and transfer a fundraiser, please adhere to the following procedure:

1. The agency fiscal office gives the Campaign Leader the JV, warrant, or batch number (depending on the method of transfer) that was used to transfer the funds
2. The Campaign Leader completes the Fundraiser Transfer Form (available under the "Volunteers" tab at [www.cfd.wa.gov](http://www.cfd.wa.gov))
3. The Campaign Leader mails the Fundraiser Transfer Form and supporting documentation to the CFD at PO Box 40250, Olympia, WA 98504 or to Heather Lucas and Maria Thomas at [heather.lucas@sos.wa.gov](mailto:heather.lucas@sos.wa.gov) and [maria.thomas@sos.wa.gov](mailto:maria.thomas@sos.wa.gov)
4. If necessary, Campaign Leaders can also use the Fundraiser Allotment Form or Tracking Fundraisers Workbook to specify to which charities the money is to be transferred
5. The Campaign Leader logs the fundraiser into the CFD online system (as seen below)

To access the online method to transfer fundraising dollars, sign into your online profile and select the Fundraisers tab at the top of the page:



The screenshot shows the Washington State Combined Fund Drive website. At the top, there is a navigation bar with the logo on the left and links for "Charities", "About - The CFD Mission", "Search - Find CFD Charities", and "Events - U...". Below the navigation bar, a message reads: "You are currently in impersonation mode - to quit please close this browser window!". Underneath, there is a "Manage Fundraiser" section with a purple arrow pointing to the "Fundraisers" link. Below this, there are three radio buttons: "Add New Fundraiser" (selected), "Edit Active Fundraiser", and "View Completed Fundraiser". The "Fundraiser Details" form is visible, containing the following fields:

- Fundraiser Id: New
- Is Reconciled: False
- Agency: Secretary of State, Office of the
- \* Campaign Year: 2015 (dropdown menu)
- \* Fundraiser Name: (text input field)
- \* Fund Transfer Type:  Check,  Credit Card,  IAP Batch

Complete the fields in the Fundraiser Details section and select the Supported Special Campaign from the drop-down menu. Fill in the details for which charity the fundraising dollars go to in the Charity Details Section:

1. Search by CFD code or dropdown box
2. Enter dollar amount
3. Check add charity
4. Repeat the process for multiple charities until all funds have been entered

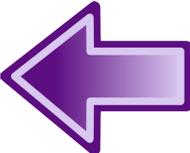
**Fundraiser Details**

**Fundraiser Id:** New  
**Is Reconciled:** False  
**Agency:** Secretary of State, Office of the

\* **Campaign Year:** 2015  
\* **Fundraiser Name:** CFD Test Fundraiser  
\* **Fund Transfer Type:**  
 Check  
 Credit Card  
 IAP Batch  
 Journal Voucher

\* **IAP Batch/JV/Check #:** 5555-5555  
\* **Transfer Amount:** 250.00

**Supported Special Campaign:** 2015 CFD Annual Giving Campaign



Fill out the required information in the "Fundraiser Details" section

**Charity Details**

Please add at least one charity

**Charity Code Search:**

**Charity:** Select a Charity

**Donation Amount:**  
\$



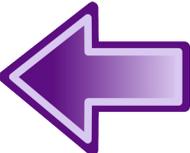
Fill out the required details in the "Charity Details" section

Add division details if necessary. This differentiates between buildings and can be used to see which division outperformed others.

**Division Details (Optional)**

**Administration/Division:**

**Donation Amount:**  
\$



Fill in the details (if necessary) in the "Division Details" section

Click "save" and review the fundraising details.

**COMBINED FUND DRIVE**

About - The CFD Mission    Search - Find CFD Charities    Events - Upcoming Events

You are currently in impersonation mode - to quit please close this browser window!

**Manage Fundraiser**

[Reports](#)   [Manage Volunteer](#)   [Change Password](#)   [Fundraisers](#)   [Sign Out](#)

Add New Fundraiser    Edit Active Fundraiser    View Completed Fundraiser

**Fundraiser Id:** 948  
**Fundraiser Name:** CFD Test Fundraiser  
**Is Reconciled:** False  
**Campaign Year:** 2015  
**Supported Special Campaign:** 2015 CFD Annual Giving Campaign  
**Fund Transfer Type:** Journal Voucher  
**IAP Batch/JV/Check #:** 5555-5555  
**Transfer Amount:** \$250.00

**Donations By Charity:** Combined Fund Drive \$250.00  
**Donations By Division:** No donations entered

Continue

If all information is correct, click "Continue" and your fundraiser is logged

# credit CARDS

The CFD also offers 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.

## Procedure

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.
2. CFD staff webtasks details of the event, including fundraiser name, agency and pricing points.
3. Once completed, CFD staff reviews the link and sends it to the volunteer.
4. The Campaign Leader holds their event.
5. 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 shows the full amount generated from that specific event, as well as the breakdown of items ordered by donors.
6. The Campaign Leader enters this amount into the Manage Fundraiser section found in the online profile as a credit card transfer and follows the procedure for logging fundraisers.

**In the case of a fundraiser where both cash donations AND credit card payments were collected, credit card payments must be logged and reported separately from cash.**

# CONTACT US



*Stephanie Horn*

## OUTREACH AND EXECUTIVE SERVICES DEPUTY DIRECTOR

**Stephanie Horn**

Stephanie is in charge of the Special Programs Division, which houses the Address Confidentiality Program (ACP) and the Combined Fund Drive. She also oversees reception services and event planning at the Capitol Building.

### Contact Stephanie if you need help with:

- OSOS policies
- Contacting agency leadership
- OSOS availability for events, communications with elected officials, budgetary spending and overall program changes

[stephanie.horn@sos.wa.gov](mailto:stephanie.horn@sos.wa.gov)

(360) 902-4193



*Phil Kerr*

## CFD PROGRAM MANAGER

**Philip Kerrigan**

Philip is in charge of the day-to-day operations of the CFD. He also backs up CFD personnel and establishes connections with community charities, county committees and volunteers.

### Contact Philip if you need help with:

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

[philip.kerrigan@sos.wa.gov](mailto:philip.kerrigan@sos.wa.gov)

(360) 902-4182



*Heather Lucas*

## FISCAL AND POLICY COORDINATOR

**Heather Lucas**

Heather works with the OSOS fiscal office and IT staff on crucial issues such as charity disbursements, donations, web-based system issues and works with the CFD Program Manager on crafting and monitoring policies and procedures.

### Contact Heather if you need help with:

- Reports
- Disbursement of funds to charity
- Help with donation, reconciliation or payroll contribution issues
- Logging fundraisers

[heather.lucas@sos.wa.gov](mailto:heather.lucas@sos.wa.gov)

(360) 902-4181



*Dawn Sanquist*

## RESOURCE COORDINATOR

**Dawn Sanquist**

Dawn is the CFD's unofficial firefighter. She tackles questions and concerns from donors, charities and volunteers. She also works on developing relationships between the community and the CFD.

### Contact Dawn if you need help with:

- Donor accounts
- General CFD questions and inquiries
- Requests for fundraising events or donations
- Inquiries regarding reimbursement for fundraising events

[dawn.sanquist@sos.wa.gov](mailto:dawn.sanquist@sos.wa.gov)

(360) 902-4162

# CFD GLOSSARY

**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. A 501(c)3 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, and 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 of 10 individuals that meets 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.

**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 to the CFD Non-Specified Fund, which is dispersed to all charities receiving payroll contributions in the program. The volunteer running the event is allowed to choose his or her agency fundraising event.

**Campaign Leader** – The volunteer who 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 promotions are run from September through December each year.

**CFD Campaign Poster** – The poster used during the annual campaign.

**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

makes a statement in this video.

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

**Change Account** – An account that never decreases or increases and is only used to make change; not used to pay for purchases or expenditures of any kind.

**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** – A paper form an employee fills out dictating his or her donations. The paper contribution form can be used at fundraising events, during silent auctions, or for general use if an employee does not have access to a computer.

**County Committees** – A group of volunteers that comes together on a monthly basis to plan county events for the Combined Fund Drive. These committees are housed in the counties with the highest percentage of state employees (Thurston, King and Whatcom) and are not tied to one specific agency. 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 the money collected from payroll contributions and agency fundraisers is sent to charities. This happens quarterly (in January, April, July and October), with the bulk of fundraising dollars disbursed in the fourth quarter of each year (January).

**Donor** – Any state employee, higher education employee or retiree who gives to the charity of his or her choice through the Combined Fund Drive.

**Employee Identification Number** – The employee-specific number that identifies each 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 is hired. **NOTE:** The CFD system cannot accept running zeroes at the beginning of an employee identifica-

# CFD GLOSSARY

tion 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 number 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 of a larger charity, at which point all finances (donations, salaries, etc.) go through the program charity. This number is used by charities to sign up for the CFD.

**Federation** – A large charity (United Way, Earthshare Washington, Global Impact, etc.) that houses smaller community charities under 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 the chosen end date.

**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** – A short written statement of a charity or organization's goals and/or philosophies. The Combined Fund Drive's mission statement is, "To empower Washington public employees and retirees to strengthen their 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 occur at each pay period.

**One-Time Contribution** – One of the methods that employees can use to donate. An employee can choose a single paycheck to deduct the contribution from and the funds are taken out at that time.

**Petty Cash Account** – An account used to make change or pay for purchases, which decreases over time and is replenished to bring it back to the original amount.

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

**Reconciliation** – The method the CFD uses to verify donations collected 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 the 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. The webpage address is <http://www.cfd.wa.gov/invite-a-speaker.aspx>.

**WAC Codes** – The general rules of the Combined Fund Drive (WAC #434-750) passed into law.

**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 or receive donations through the Combined Fund Drive 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.