



About the Combined Fund Drive

History

The Combined Fund Drive (CFD) is one of the nation's only independent workplace giving programs for public employees. Through the CFD, state and higher education employees and retirees are invited to give to the charity of their choice through payroll contribution and agency fundraising events.

To date, donors have pledged more than \$110 to charities in their communities and throughout the world, changing the lives of those most in need.

The program was established in 1984 in an Executive Order by Governor John Spellman with the help of former Secretary of State Sam Reed (then Thurston County Auditor).

In 2000, the Ethics Board deemed the Combined Fund Drive an official part of state business, which means that state employees are allowed to visit the website, manage their donations, and even volunteer for CFD events during working hours.

Donors

- State Employees
- Higher Education Employees
- State Retirees



www.cfd.wa.gov



Volunteers

Without our volunteers, the Combined Fund Drive could not function as a viable giving organization.

Over 1,700 active volunteers are stationed in various state offices and higher education campuses across the state, administering the program and promoting charitable giving to their offices.

Each agency has a campaign leader to facilitate CFD activities. These leaders are chosen to help promote events and payroll contribution marketing in specific departments.

Charities

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

1. Have registered with the Internal Revenue Service as a charitable organization.
2. Be registered to do business with the Washington Secretary of State.

Facts & Figures

\$5 million annually!

The program is only one of four states that give more than \$5 million annually (New York, Texas and California are the only other states that generate more money per year).

\$5.2 million in 2012!

\$5.2 million was pledged in 2012.

5,000 member charities!

There are currently more than 5,000 member charities enrolled in the Combined Fund Drive.

16,000 donors!

More than 16,000 employees are giving through monthly payroll contributions, with the average donor gift averaging more than \$350 annually.

Campaign Leaders

A Campaign Leader is an employee who is appointed by their respective state agency director or higher education president to lead the Combined Fund Drive (CFD) effort in their workplace. Successful Campaign Leaders are enthusiastic, connected, creative and collaborative.

The Campaign Leader is supported logistically by the CFD staff but it is critical that they receive support within their agency from Director-level staff. Agency heads who demonstrate positive engagement with the CFD set the philanthropic tone within their agency/campus and enable their Campaign Leaders to guide successful campaigns.



What does a Campaign Leader Do?

They Work with People.

- Identify and recruit volunteers (Local Coordinators) for the agency effort.
- Coordinate and plan informative employee meetings and special events.
- Support and recognize the volunteers that help with the campaign.

They Plan.

- Develop and implement a campaign and communication plan.
- Set agency/campus goals and manage progress toward goals.

They Communicate.

- Use multiple communication methods to creatively promote the campaign.
- Ensure all workplace employees are informed about the CFD.
- Promote a positive image of the CFD by answering CFD related questions/concerns and connecting employees and volunteers with CFD staff if necessary.
- Ask charities to speak at staff meetings or CFD events.

They Conduct Fundraisers.

- Manage all fundraising activities within the agency/campus.
- Collaborate with Local Coordinators to develop creative methods of encouraging giving.
- Encourage employees to donate for the first time and become part of the CFD.

