

WASHINGTON
GIVES

2018

ANNUAL
PLAN

SPOKANE FALLS



WASHINGTON STATE
COMBINED
FUND DRIVE

ANNUAL | PLAN

This Annual Program Plan is for the purposes of executing the 2018 Combined Fund Drive (CFD) Annual Charitable Giving Campaign and is adopted by the Community Programs Director, CFD Advisory Council and endorsed by the Office of Secretary of State.

This plan is for the first year of the CFD Five-Year Strategic vision, focusing on a one-year period (January 1 - December 31, 2018) and consisting of a set of operational objectives and methods to achieve these goals.

The Combined Fund Drive's 2018 operational objectives include:

GOAL #1

Create a Volunteer Match application, establishing a new connection between potential CFD donors and member charities and increasing the number of volunteer hours logged by state employees through the CFD to 12,500 hours.

GOAL #2

Create and implement tools that allow the CFD to become a better resource for charities.

GOAL #3

Lower costs associated with CFD events and general operations, bringing administrative charge to charities below 8.5 percent.

GOAL #4

Apply newly developed campaign strategies to targeted schools, increasing total dollar amount at each target institution by ten percent.

OTHER GOALS

There are other smaller goals that the CFD would like to achieve during 2018:

- Obtain the rights to www.give.wa.gov for future branding.
- Work with local businesses to develop a Loaned Executive plan for the CFD.

Progress in achieving these objectives will be evaluated at each meeting of the CFD Advisory Council, which meets quarterly. A final analysis will occur at the end of the 2018 Annual Giving Campaign.

Please note that these program objectives do not account for unforeseen budget cuts or changes in statewide agency operations.

GOAL | #1

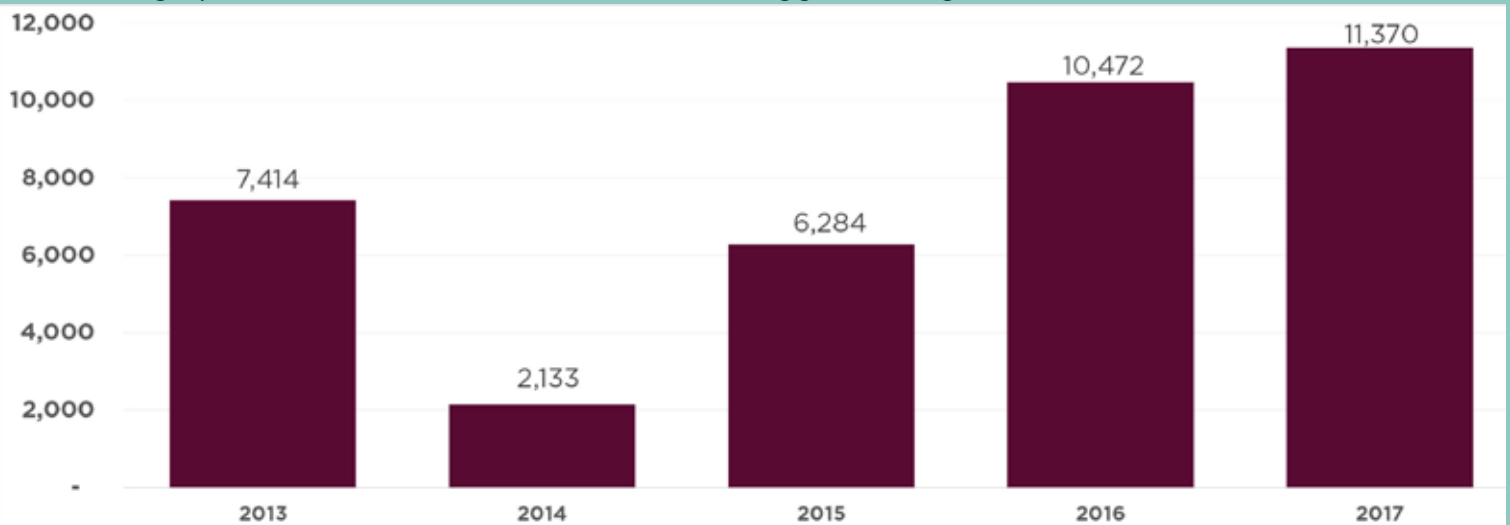
Create a Volunteer Match application, establishing a new connection between potential CFD donors and member charities and increasing the number of volunteer hours logged by state employees through the CFD to 12,500 hours.

In 2013, the CFD introduced the Volunteer Tracker. This was the first application for any state giving program that tracked the hours that state employees volunteer at local member charities. Since that time, state employees have saved more than \$950,000 for charities through their volunteer hours.

One of the major challenges to maintaining acquiring more than 12,500 hours per year is the fact that potential volunteers simply have no adequate avenue to search for volunteer opportunities through the CFD. As a result, the program would like to create a Volunteer Match application that allows member charities to display criteria and descriptions that will help connect them with potential volunteers.

Volunteer Tracker Hours

Below is a graph of Volunteer hours that have been logged through the CFD Volunteer Tracker.



Tasks

Here are the steps that will be taken in order to achieve this goal:

- **STEP ONE:** Create mapping and criteria for Volunteer Match module (Philip)
- **STEP TWO:** Partner with an innovative tech organization to create new Volunteer Match module based on CFD specifications (Philip)
- **STEP THREE:** Promote the new module to CFD member charities encouraging them to visit the new module and enter their volunteering opportunities (Jerika)
- **STEP FOUR:** Enter volunteer opportunities as they arrive (Dawn)
- **STEP FIVE:** Once module is fully operational and populated with opportunities, promote the new module to all volunteers and donors:
 - Email all CFD volunteers
 - Social media posting
 - Post to CFD website
 - Work with OSOS to promote on appropriate agency website and blogs
 - Email all CFD donors

GOAL #2

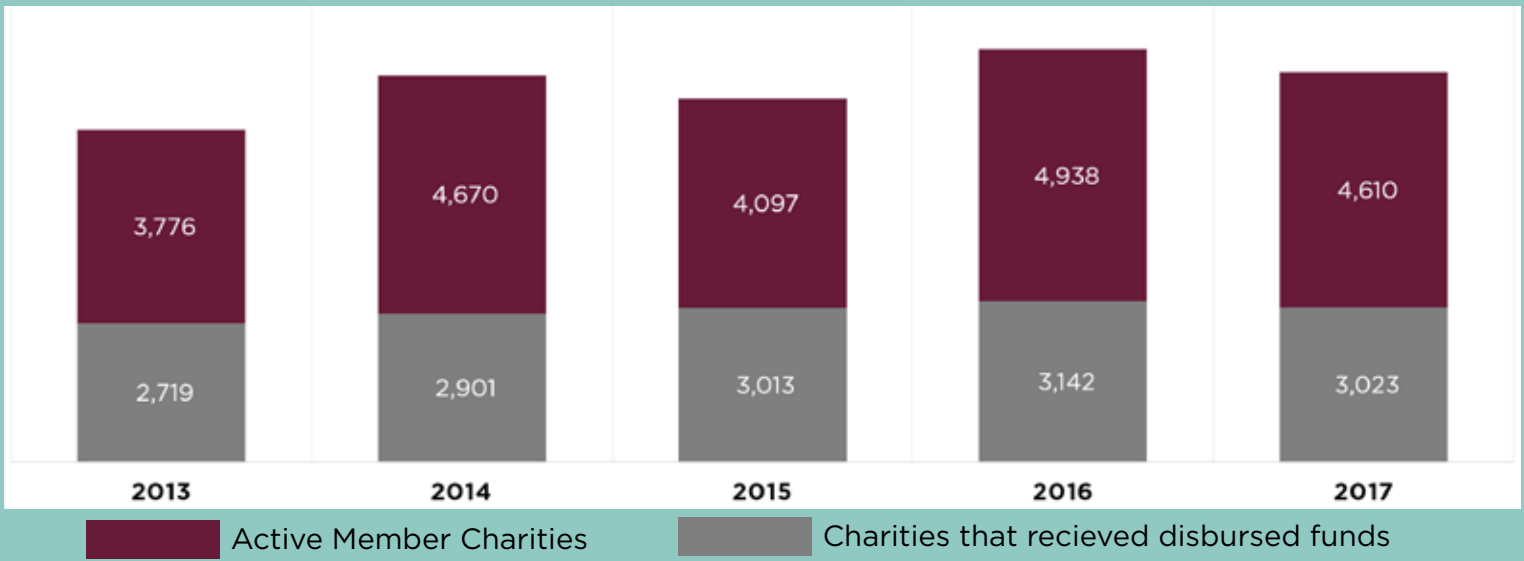
Become a better resource for charities.

In the recent five-year Strategic Plan, the CFD staff set the goal of becoming a leader in the field of philanthropy. In order to work to achieve this goal, the CFD must become a top-notch resource for charities that enter into the program.

Achieving this goal will not only help raise the profile of the CFD in the nonprofit community, but will allow charities to maximize their membership within the program.

Member Charity Information

Below is a graph of the number of CFD member charities year-over-year since 2013. Though the CFD has more than 4,000, not every active member has funds dedicated to their organization.



Tasks

This goal can be achieved through the following methods:

- Update and revise the Charities and Federations webpage to include helpful content, policy documents and links (Philip)
- Create monthly e-newsletters to charities informing them of new promotions (Jerika)
- Work with OSOS Charities Division on possible partnership with charity symposium presentations (Philip and Heather)
- Create a welcome packet to assist a charity upon entry into the program (Heather and Jerika)
 - CFD logo and guidelines
 - SWV information and forms
 - CFD Basics
 - Who to contact
 - Event and promotion calendar
- Create online video tutorials on various subjects (Philip)
- Bring back the Speakers Bureau, allowing charities to connect with CFD volunteers (Philip)
- Provide annual updates to all charities (Jerika)

GOAL #3

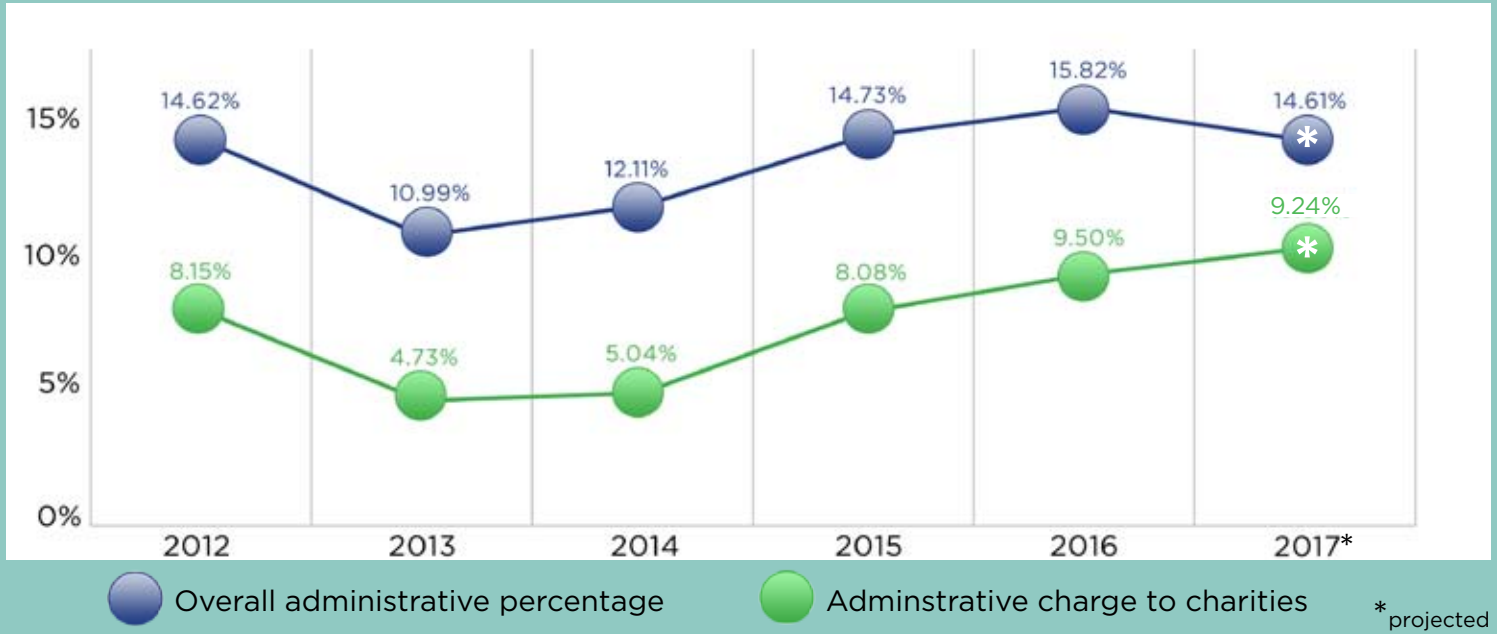
Lower costs associated with CFD events and general operations, bringing administrative charge to charities below 8.5 percent.

In order to keep administrative costs lower for CFD member charities, the staff teams up with enthusiastic volunteers to conduct large events and promotions that raise funds primarily for the non-specified fund.

To maximize the money raised at these events, the CFD will work to lower general operational costs and will seek to cultivate partnerships within the business community to cut costs for each promotion.

Five-Year Administrative Cost Data

Below is a chart of the administrative percentage for the CFD since 2012.



General Operations

While many costs associated with running the program are fixed and not negotiable (rent, utilities, office supplies, etc.), the CFD can work to lower certain operational costs through careful examination of the program's expenses and continued efforts to save money where we can.

- Examine current online subscriptions and partner with OSOS whenever possible to defer costs associated with providing online services (Philip)
- Work with OSOS to help lower program costs through subsidizing of certain expenses (Jerika)
- Complete grant course and start writing grants to fund certain program operations (Heather)
- Develop plan to better educate donors on administrative costs (Philip)

Marketing and Fundraising Costs

One of the most flexible costs that the CFD incurs on an annual basis is the cost associated with running the major events throughout the year. Each of these events provide major donations to the Non-Specified Fund, which lowers administrative costs and allows more money to be sent to our member charities.

TRIVIA GONE ROGUE

Trivia Gone Rogue

Costs: Unkown (new planned event for 2018)

Potential cost saving measures:

- Find a donated venue
- Procure a beer sponsor
- Acquire auction and raffle prizes
- Find a sponsor to place their logo on souvenir glasses and shirts



Football Kickoff Online Auction

Costs: \$2,122.18 (tickets costs)

Gross Receipts: \$5,748.00

Total Raised: \$3,625.82

Potential cost saving measures:

- Seahawks tickets (individual game sponsorship or promotion sponsorships)
- Get tickets for UW, WSU, EWU, Sounders and Reign FC all donated



DRS Run CFD

Costs: \$457.00 (shirt overrun)*

Gross Receipts: \$8,878.00

Total Raised: \$7,170.40**

**This total went to Homeless Backpacks

Potential cost saving measures:

- T-shirt sponsor to purchase & t-shirts
- Silent auction baskets to raise funds



ESD Softball Tournament

Costs: \$53.50 (auction basket)*

Gross Receipts: \$1,503.50

Total Raised: \$1,450.00**

**This total went to American Cancer Society

Potential cost saving measures:

- Venue sponsor
- Auction baskets
- Potential Matching fund

FIRST WEEK TO GIVE

First Week to Give

Costs: \$7,000.00 (Starbucks cards)

Gross Receipts: \$31,918.64

Total Raised: \$24,918.64

Total CFD Raised: \$7,342.41

Potential cost saving measures:

- Work with sponsor to get the rest of the cards paid for
- Add incentive for donors to give to CFD non-specified fund

GOLF FOR GOOD.

GOLF

for

VETERANS

Golf for Veterans Tournament

Costs: \$6,799.37*

Gross Receipts: \$20,073.00

Total Raised: \$13,273.63

Potential cost saving measures:

- More hole sponsorships
- Cart sponsors



CFD Shirts

Costs:	\$1,539.72
Gross Receipts:	\$2,325.00
Total Raised:	\$785.28

Potential cost saving measures:

- Get a sponsor or cease this promotion



Donut Worry Be Happy

Costs:	\$2,192.63
Gross Receipts:	\$3,840.00
Total Raised:	\$1,647.37

Potential cost saving measures:

- Confine the delivery to Thurston County, allowing for one donut purchase and no travel costs
- Get Thurston County CFD Steering Committee to assist in delivery



Masquerade Ball

Costs:	\$19,464.04
Gross Receipts:	\$55,487.23
Total Raised:	\$36,023.19

Potential cost saving measures:

- Casino Night table sponsors
- Auction basket sponsorships
- Get Costco to donate food
- Get more sponsors
- Attempt to find new revenue streams



Giving Tuesday

Costs:	\$1,750 (cost per card)
Gross Receipts:	\$17,028.93
Total Raised:	\$15,278.93
Total CFD Raised:	\$300.00

Potential cost saving measures:

- Get a sponsor for this particular day
- Potential matching fund

*Cost recouped by CFD non-specified Fund

GOAL #4

Apply developed campaign strategies to targeted schools, increasing the number of total donor amount at each target institution by 10 percent.

In 2017, the CFD worked with successful higher education institutions to develop best practices and documents to help cultivate the Annual Giving Campaign on college campuses.

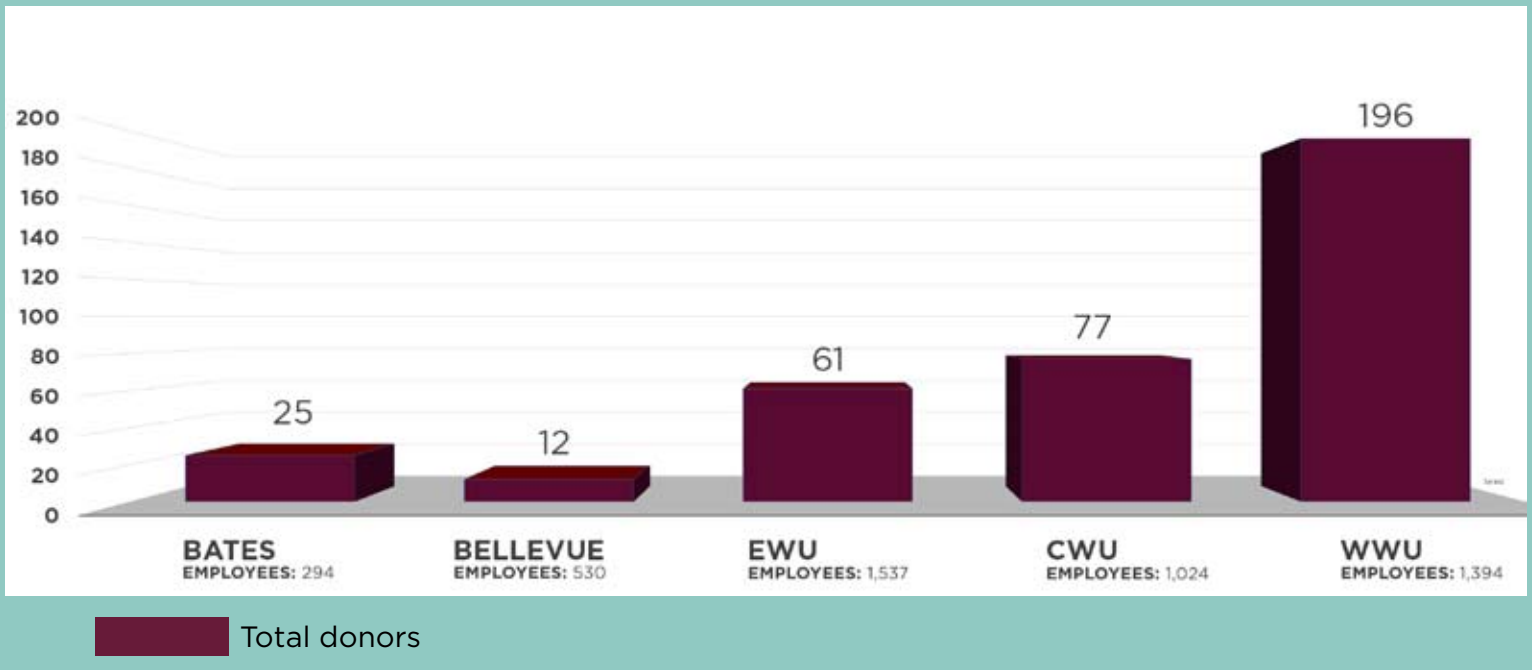
This year, the CFD will work with specific school to implement these steps, with the of raising donor participation by one percent.

This year's target schools are:

- Bates Technical College
- Bellevue College
- Central Washington University
- Eastern Washington University
- Western Washington University

Higher Education

Below are the statistics on the number of donors and giving percentage for each target school



Tasks:

- Create a packet of information for each campus with steps to a successful campaign (Jerika)
- Get all higher education foundations into the CFD system (Heather)
- Fix current donor issues related to higher education employees in CFD system (Heather)
- Accompany Secretary Kim Wyman to meet with school presidents (Stephanie)
- Meet with higher education volunteers to finalize campaign plans (Philip and Jerika)
- Train volunteers (Jerika)

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