



WELCOME CFC VOLUNTEERS!

Invest in our future ... locally and globally!



Miami Valley Combined Federal Campaign
Dayton VA Medical Center
Keyworkers



Invest in our future ... locally and globally!

Miami Valley Combined Federal Campaign

Workshop Highlights

- Welcome
- Campaign Focus & Responsibilities
- CFC Overview
- Marketing
- Giving Options & Turn-in
- *Investing* Has Boundless Benefits...
locally and globally!
- Important Dates

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DVAMC Campaign Leadership Team

Mr. Kris Cleckner
Community & Public Relations

Ms. Leah Duplissis
Dental

Ms. Shanel Kelly
Mental Health

Ms. Chrissy Richardson
Pharmacy



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Your 2016 MVCFC Leadership Team

Mr. Richard Swain, 2016 Campaign Chair

Depot Technical Lead, Maintenance Management,
Maintenance Division, Directorate of Logistics
HQ Air Force Materiel Command, Wright-Patterson Air Force Base

Mr. Ray Otto, 2016 Campaign Vice-chair

Deputy Director, Logistics Readiness
88th Air Base Wing, Wright-Patterson Air Force Base

SMSgt Reggie James, Loaned Executive

Air Force Life Cycle Management Center
E-mail reginald.james@us.af.mil
CFC 937/904.3514

Capt Zach Hansen, Loaned Executive

HQ Air Force Materiel Command
E-mail ross.hansen.1@us.af.mil
CFC 937/904.3512

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Campaign Focus & Responsibilities

- Raise awareness, inspire, inform...
100% contact
- Increase participation
- Build sense of community, encourage leadership and boost social responsibility
- Continue to streamline operations

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Campaign Timeline

Miami Valley CFC 2016 solicitation dates



OPM allows campaigns to be conducted from September 1 thru December 15. Donors can pledge and special events benefitting CFC can occur during this entire time period.



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Campaign Goals

*Raise awareness...
emphasize benefits*

*Increase
participation*



*Build community...
highlight benefits*

2016 MVCFC Target Goal = \$2.27M

55% of campaign goal achieved/turned in by **Friday, October 28**

Miami Valley CFC's **2015 cost-of-campaign** was **9.7%**;
national 2015 cost-of-campaign average was 13.0%

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CFC Overview

- Supports **20,000+** approved charities providing a wide range of programs and services benefitting local, national and international communities

Local charities *177*

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Why CFC?

- Accountable
 - ★ *Volunteers from the local Federal workforce review charities annually; only those that meet high standards are eligible to participate*
- Efficient
 - ★ *Affords charities ability to focus human and financial resources on delivering programs and services*
- Contributions are unrestricted
 - ★ *Recipient charities manage funds received; not obligated to use for specific measures*

Miami Valley CFC's **2015 cost-of-campaign** was **9.7%**;
national 2015 cost-of-campaign average was 13.0%

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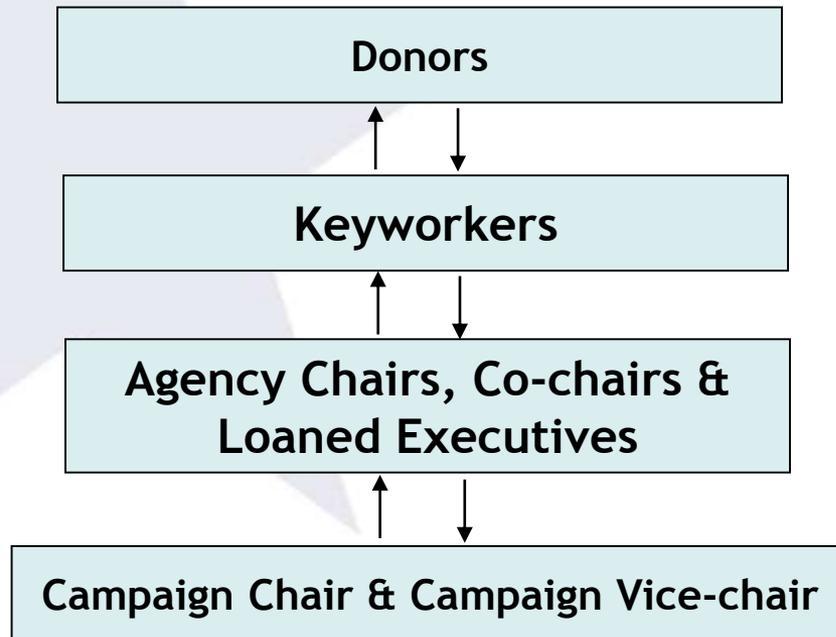
/MiamiValleyCFC





Informed volunteers
and inspired donors...
keys to investments that
benefit all communities!

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CFC INVESTORS...

Change lives...

Benefit communities...

Have a positive impact!

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Inspire Our Investors

*Campaign volunteers and our donor base
are investors!*

Invite beneficiaries and charity representatives
to share their stories...

- ★ Stories matter...they validate “why”
- ★ Stories matter...they create a feeling
of community
- ★ Stories matter...they open dialogue

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Volunteer Investors



- ★ Provide platform for beneficiaries to share stories
 - * Service meetings, campaign kickoff event
- ★ Make the ask...**100% contact!**
 - * Keep discussion short
 - * Thank peer for his/her consideration and time
 - #1 reason donors do not contribute: they were not asked**
- ★ Follow up with all donors/prospective donors and answer questions
 - #2 reason donors do not contribute: feel their contribution will not make a difference**

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Community Investments

- ★ Less than \$1.00 a week purchases four new bike helmets to give to children in a hospital emergency room after an accident
- ★ Less than \$1.65 a week provides a monthly bus pass for a homeless veteran seeking employment
- ★ ***1 in 4 children in the Miami Valley do not know if they will have dinner tonight...***
Less than \$3.00 a week feeds one child from a food insecure home every weekend for an entire school year
- ★ Less than \$4.00 a week provides a performing arts workshop for an after-school program
- ★ Less than \$6.50 a week covers all expenses for a war veteran to visit the WWII, Korean and Vietnam memorials in Washington, D.C.

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Talking Points

CFC provides the unique opportunity to **champion a wide range** of local, national and international charitable **programs and services**. Our contributions to and support of these organizations is **vital to sustaining the communities** where we live and work.

Whether your **altruistic interests** rest with health and human welfare, veterans, the arts, the environment, social justice, animal welfare, education...our **thoughtfulness provides positive impacts** throughout communities and for millions of beneficiaries.

Please remember, **no contribution is too small** and every gift is an **investment that benefits one and all**.





Marketing Communications

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Instill awareness



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Awareness and Publicity

- ★ Distribute pledge materials
- ★ Use poster to track goals: participation *and* \$
- ★ Promote special events
- ★ Capitalize on mentorship opportunities
- ★ Utilize table tents
- ★ ***Thank*** colleague, donor and volunteer investors...often!
- ★ **Connect** with us!



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***Keep your
DVAMC Campaign Leadership Team
involved!!***

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FUNd raising* for CFC...

Include beneficiaries and charity representatives

- ★ Sporting Events
- ★ Burger Burns
- ★ Chili Cook Offs
- ★ Pie-in-the-Face contests
- ★ Baking contests...cupcake wars
- ★ Penny Wars
- ★ Lunch & Learns
- ★ Book sale/swap
- ★ Silent Auctions
- ★ Challenge other Services in competitions

***Keep your
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Giving Options

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Universal Giving (aka: All-Around Giving)

- ★ Donors can contribute to **any** CFC-approved charity

Pledge form

- ★ Civilian and Military payroll deduction
- ★ Pledges fulfilled by cash/check including those from reservists, retirees and contractors
- ★ All special event proceeds (cash/check)

E-pledge

- ★ Secure and easy
- ★ Civilian and Military payroll deduction
- ★ Credit/debit transactions (one-time)
- ★ www.miamivalleycfc.org



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Universal Giving (All-Around Giving)

- ★ Donors can contribute to any of the 20,000+ charities approved to participate with CFC in 2016, regardless of donor's duty assignment or charity location (2015: 5%+ of local dollars pledged)
- ★ **All** CFC-approved charities can be found through the search tool on our website **www.miamivalleycfc.org**



- ★ Paper charity list features only local, national and international charities
- ★ Contribution counted where it is pledged

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Electronic Giving Options

Electronic Giving Options

	<u>myPay</u>	Employee Express	CFC Nexus
Electronic Giving Options			
Agencies served	Department of Defense (DoD); Veterans Administration (VA)	Dept. of the Interior, Dept. of Transportation, GSA, NARA, SSA	All other Federal agencies; one-time credit/debit card transaction
Link	PLEDGE HERE	PLEDGE HERE	PLEDGE HERE

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Giving Options

	<u>Payroll deduction</u>	<u>Cash/ check</u>	<u>Credit/ debit*</u>
Paper pledge form	Yes	Yes	No
<u>E-pledge</u>			
myPay (VA, DoD)	Yes	No	No
Employee Express (Dept. of the Interior, Dept. of Transportation, GSA, NARA, SSA)	Yes	No	No
CFC Nexus (entities not listed above)	Yes	Yes	Yes

* Credit/debit transactions are one-time, not recurring

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Pledge Form...Copy #1

CFC 2016 MIAMI VALLEY COMBINED FEDERAL CAMPAIGN
1940 Allbrook Dr., (88 ABW/CFC) WPAFB, OH 45433

CFC Campaign No. 0686 City/State Code: 39 2090 ATTENTION PAYROLL OFFICES: Only use this number to identify the local campaign.

PROG NAME (LAST) FIRST MIDDLE INITIAL CHECK (if Applicable) FEDERAL AGENCY AND OFFICE SOCIAL SECURITY NUMBER/EMPLOYEE ID
GOODMAN MARCI J Military **88ABW/CFC** **123-45-6789**

WORK ADDRESS & ZIP CODE WORK PHONE NUMBER
1940 ALLBROOK DR. WPAFB, OH 45433 **(937) 533-5555**

CONTRIBUTION: Fill in the blank showing the amount of your payroll allotment, cash or check contribution. Write in the total of your annual contribution in the space provided.

ALLOTMENT SOURCE	AMOUNT	INTERVAL	TOTAL GIFT
MILITARY PAYROLL Branch of Service?	\$	X 12 months	\$
CIVILIAN PAYROLL	\$ 12.50	X 26 pay periods	\$ 325.00
CASH/CHECK Check Number _____ (make check payable to the Combined Federal Campaign)		Cash/Check Amount: \$	

CHARITY CODE	ANNUAL AMOUNT
1 2 3 4 5	\$ 100.00
6 7 8 9 0	\$ 225.00
	\$
	\$
	\$

DEDICATED GIFTS: To designate one or more charities or federated groups, fill in the charity codes and dollar amounts above. Dedications are distributed among all organizations in proportion to their pledges.

Donor Appreciation: Select appropriate item based on your annual contribution, as shown in "Total Gift" above.
 BRONZE LEVEL Annual contribution: 1 hour pay/month Beverage Mug
 SILVER LEVEL Annual contribution: 2 hours pay/month CFC Coin
 GOLD LEVEL Annual contribution: 3 hours pay/month Smartphone Power Bank
 PINNACLE LEVEL Annual contribution: \$3,000+ Eagle Figurine

I choose to decline my donor appreciation item. The amount you contribute is entirely your decision. Please remember that no gift is too small and every gift does make a world of difference. Thank you!

INFORMATION RELEASE (OPTIONAL)
 Any information you enter below will be released, along with your name, to the charity(ies) to which you make a pledge. Do not enter your work address or email.
 Name Address: **1834 MAIN ST. DAYTON OH 45402**
 Personal Email Address: **MARCI@CLOUD.COM**

In addition to my contact information, I authorize the CFC to release the amount of my pledge to the charity(ies) designated above.

PAYROLL DEDUCTION AUTHORIZATION
 I hereby authorize any Agency of the United States Government by which I may be employed during 2017 to deduct the amount(s) shown above from my pay each pay period during the calendar year 2017 starting with the first pay period that begins in January and ending with the last pay period that begins in December, and to pay the amounts so deducted to the Combined Federal Campaign shown above. I understand that this authorization may be revoked by me in writing at any time before it expires.
 SIGNATURE: **Marci J. Goodman** DATE: **Oct. 5, 2016**

To pledge on-line, visit www.miamivalleycfc.org and follow the prompts.

PLEASE USE BALL POINT PEN & WRITE FIRMLY

COPY #1 - NON-REPLACEMENT

DPM FORM 1004 REVISED MAY 2016

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Pledge Form...Copy #2

CFC 2016 MIAMI VALLEY COMBINED FEDERAL CAMPAIGN
 1940 Allbrook Dr., (88 ABW/CFC) WPAFB, OH 45433

CFC Campaign No. 0686 City/State Code: 39 2090 ATTENTION PAYROLL OFFICES: Only use this number to identify the local campaign.

PRINT NAME (LAST) FIRST MIDDLE INITIAL CHECK IF APPLICABLE FEDERAL AGENCY AND OFFICE
 GOODMAN Marci J Military Civilian 88ABW/CFC

WORK ADDRESS & ZIP CODE WORK PHONE NUMBER
 1940 Allbrook Dr. WPAFB, OH 45433 (937) 555-5555

CONTRIBUTION: Fill in the blank showing the amount of your payroll allotment, cash or check contribution. Write in the total of your annual contribution in the space provided.

ALLOTMENT SOURCE	AMOUNT	INTERVAL	TOTAL GIFT
MILITARY PAYROLL Branch of Service?	\$	X 12 months	\$
CIVILIAN PAYROLL	\$12.50	X 26 pay periods	\$ 325.00
CASH/CHECK Check Number: <small>(make check payable to the Combined Federal Campaign)</small>		Cash/Check Amount: \$	

CHARITY CODE ANNUAL AMOUNT
 1 2 3 4 5 \$ 100.00
 6 7 8 9 0 \$ 225.00

DESIGNATED (IFT): To designate one or more charities or federated groups, fill in the charity code(s) and dollar amounts above. Undesignated gifts are distributed among all organizations in proportion to their shares.

Donor Appreciation Select appropriate item based on your annual contribution, as shown in "Total Gift" above.
 BRONZE LEVEL Annual contribution: 1 hour payment/ Beverage Mug
 SILVER LEVEL Annual contribution: 2 hours payment/ CFC Coin
 GOLD LEVEL Annual contribution: 3 hours payment/ Smartphone Power Bank
 PINNACLE LEVEL Annual contribution: \$3,000+ Eagle Figurine

I choose to declare my donor appreciation item. *The amount you contribute is entirely your decision. Please remember that no gift is too small and every gift does make a world of difference. Thank you!*

INFORMATION RELEASE (OPTIONAL)
 Any information you enter below will be released, along with your name, to the charity(ies) to which you make a pledge. Do not enter your work address or email.
 Home Address: 1234 MAIN ST. DAYTON OH 45402
 Personal Email Address: Marci@caeus.com
 In addition to my contact information, I authorize the CFC to release the amount of my pledge to the charity(ies) I designated above.

PAYROLL DEDUCTION AUTHORIZATION
 I hereby authorize any agency of the United States Government by which I may be employed during 2016 to deduct the amount(s) shown above from my pay each pay period during the calendar year 2016 starting with the first pay period that begins in January and ending with the last pay period that begins in December, and to pay the amounts so deducted to the Combined Federal Campaign shown above. I understand that this authorization may be revoked by me in writing at any time before it expires.
 SIGNATURE: Marci J. Goodman DATE: Oct. 5, 2016

To pledge on-line, visit www.miamivalleycfc.org and follow the prompts. (PM FORM 1004 REVISED MAY 2015)



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Special Event Pledge Form

CFC 2016 MIAMI VALLEY COMBINED FEDERAL CAMPAIGN
1940 Allbrook Dr., (88 ABW/CFC) WPAFB, OH 45433

CFC Campaign No. 0686 City/State Code: 39 2090

ATTENTION PAYROLL OFFICES:
Only use this number to identify the local campaign.

PRIME NAME (LAST) FIRST MIDDLE INITIAL CHECK (if applicable) FEDERAL AGENCY AND OFFICE
SPECIAL EVENT Military Civilian **AFLCME / EA-EZ**

WORK ADDRESS & ZIP CODE
Pumpkin Chuck (Oct. 21, 2016)

WORK PHONE NUMBER () ()

CONTRIBUTION: Fill in the blank showing the amount of your payroll allotment, cash or check contribution. Write in the total of your annual contribution in the space provided.

ALLOTMENT SOURCE	AMOUNT	INTERVAL	TOTAL GIFT
MILITARY PAYROLL Branch of Service?	\$	X 12 months	\$
CIVILIAN PAYROLL	\$	X 26 pay periods	\$
CASH/CHECK Check Number: <small>(make check payable to the Combined Federal Campaign)</small>		Cash/Check Amount:	\$ 987.65

CHARITY CODE ANNUAL AMOUNT

CHARITY CODE	ANNUAL AMOUNT
	\$
	\$
	\$
	\$
	\$

DESIGNATED GIFT: To designate one or more charities or federated groups, fill in the charity code and check the amount to be designated. Do not distribute among all charities.

Donor Appreciation Select
 BRONZE LEVEL
Annual contribution: 1 hour Beverage Mug
 I choose to decline my donation

PLEASE USE BALL POINT PEN & WRITE FIRMLY

Special event proceeds **cannot** be designated to charities.

Any information you enter below will be released, along with your name, to the charity(ies) to which you make a pledge. Do not enter your work address or e-mail.

Home Address _____

Personal Email Address _____

In addition to my contact information, I authorize the CFC to release the amount of my pledge to the charity(ies) I designated above.

I hereby authorize any agency of the United States Government by which I may be employed during 2016 to deduct the amount(s) shown above from my pay each pay period during the calendar year 2016 starting with the first pay period that begins in January and ending with the last pay period that begins in December, and to pay the amounts so deducted to the Combined Federal Campaign shown above. I understand that this authorization may be revoked by me in writing at any time before it expires.

SIGNATURE _____ DATE _____

To pledge on-line, visit www.miamivalleycfc.org and follow the prompts.

CFC FORM 1064 (REVISED) MAY 2015

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E-pledge

Visit www.miamivalleycfc.org
Page photos scroll



Click PLEDGE ONLINE! button
Follow the prompts



Or...go directly to myPay.

Connect with us!

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myPay

- Department of Veterans Affairs and DoD
- Transaction site only
 - ★ Search and select charities before logging into myPay
 - ★ Times out after 20 minutes
- **Military *must* enter 0686**
- Contact DVAMC's campaign leadership team to correct errors
 - * If pledge voided, donor must complete paper pledge form ***and*** notify CFC
- Encourage donors to print copy of pledge for personal record

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QR Code

- Scan code with smartphone
- Direct to Miami Valley CFC pledge site
 - ★ Search charities
 - ★ Pledge
- Appears on poster, Charity List, table tents



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Contribution Worksheet

- ★ Enhances communications...
Keyworker ↔ Donor
- ★ Simplifies pledge calculation
- ★ Expedites charity selection
(especially for myPay donors!)
- ★ Offers donors opportunity to confirm donor appreciation giving level
- ★ Provides Keyworkers means by which to efficiently distribute donor appreciation items



★ CONTRIBUTION WORKSHEET ★

Invest in our future ... locally and globally! 5 October - 18 November 2016

Hi! I'm your keyworker. You can contact me by phone or email:

Please use this as a worksheet to simplify your pledge process.

STEP 1: DETERMINE AMOUNT OF YOUR CFC INVESTMENT
Fill in the blank showing the amount of your payroll allotment, cash/check or credit/debit card contribution. Write the total of your annual contribution in the space provided.

ALLOTMENT SOURCE	AMOUNT	INTERVAL	TOTAL GIFT
MILITARY PAYROLL (Branch of Service?)	\$	X 12 months	\$
CIVILIAN PAYROLL	\$	X 26 pay periods	\$
CASH/CHECK Check number	\$		\$
(Credits payable to the Combined Federal Campaign)			\$
CREDIT/DEBIT CARD	\$		\$

STEP 2: IDENTIFY THE CHARITY/CHARITIES THAT WILL RECEIVE YOUR CFC INVESTMENT
Visit MiamiValleyCFC.org to find charity codes.

CHARITY CODE	ANNUAL AMOUNT	CHARITY CODE	ANNUAL AMOUNT
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$

STEP 3: CHOOSE YOUR METHOD OF GIVING

	EPLEDGE: MYPAY	EPLEDGE: CFC	EPLEDGE: CFC NEWS	PAPER PLEDGE FORM
PAYROLL DEDUCTION	<input type="checkbox"/> YES	<input type="checkbox"/> YES	<input type="checkbox"/> YES	<input type="checkbox"/> YES
CASH/CHECK	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> YES	<input type="checkbox"/> YES
CREDIT/DEBIT*	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> YES	<input type="checkbox"/> N/A

*Credit/debit transactions are one-time, not recurring.

STEP 4: SELECT YOUR DONOR APPRECIATION LEVEL AND TURN IN THE BOTTOM PORTION OF THIS FORM TO YOUR KEYWORKER. Thank you!

DONOR APPRECIATION Select appropriate item based on your annual contribution, as shown in "Total Gift" above.

<input type="checkbox"/> Bronze Level Annual contribution: 1 hour pay/month/year Cash: 10 pay/month/year Cash: 10 pay/month/year	<input type="checkbox"/> Silver Level Annual contribution: 2 hours pay/month/year CFC Cash	<input type="checkbox"/> Gold Level Annual contribution: 3 hours pay/month/year Signature Power Book	<input type="checkbox"/> Pinnacle Level Annual contribution: \$5000/year Single In Flight
--	---	---	--

I choose to decline my donor appreciation item.

TO BE FILLED OUT BY KEYWORKER

FROM DELIVERED TO: _____ INITIALS: _____

NAME (LAST) FIRST MIDDLE INITIAL ASSISTANT

WORK ADDRESS & ZIP CODE WORK PHONE NUMBER

DATE RECEIVED: _____ METHOD myPay CFC PAPER PLEDGE CFC NEWS (INCL. CREDIT/DEBIT CARD)

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Donor Appreciation

Contribution levels

Bronze	1 hour pay/month
Silver	2 hours pay/month
Gold	3 hours pay/month and higher (up to \$3,000)
Pinnacle	\$3,000+ for the year

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Donor Appreciation

Bronze Level

14 oz. ceramic mug



Silver Level

Antique brass and enamel CFC coin



Gold Level

Smartphone power bank
and iStand



Pinnacle Level

Eagle Figurine



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Reporting & Turn In

Invest in our future ... locally and globally!

***Acceptance of electronic pledging
has significantly reduced paperwork for everyone!***

Take to DVAMC Campaign Leadership Team

Paper pledge forms: payroll deduction

- ★ Copy 1 (white) and Copy 2 (yellow)

Paper pledge forms: cash/check

- ★ Donor Copy 2 (yellow)
- ★ Special events Copy 2 (yellow)

Cash and checks

- ★ Pledges and special event proceeds

***Checks payable to
Combined Federal Campaign***



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THANK YOU!

Please know that **your**
commitment and support
are

sincerely appreciated!

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