

CFC- 50 Commission Preliminary Issue Summary

December 6, 2011

Item	Subcommittee	Recommendation
Early & Quick "Wins"		
1	Accessibility	<p>Make the CFC more accessible to new hires by:</p> <ul style="list-style-type: none"> a. Including CFC as part of new hire orientation as a standardized process across all Federal agencies b. Giving new hires the opportunity to sign up immediately. Don't make them wait until campaign season.
2	Accessibility	Restore the campaign's image by dealing with issues regarding perception among many Federal employees.
3	Accountability	<p>Increase the effectiveness of payroll office reporting by:</p> <ul style="list-style-type: none"> a. Determining how the current process is perceived by PCFOs staffs of various sizes; and b. How they think it could be improved?
4	Accountability	<p>Improve the governance structures of Local Federal Coordinating Committees (LFCC) to:</p> <ul style="list-style-type: none"> a. Determine the extent and type of training currently available to the LFCCs. b. Determine what, if any, additional training is required to ensure that LFCCs are adequately trained c. Standardize the rules and regulations regarding the extent and type of training necessary to develop an understanding of campaign regulations and procedures.
5	Affordability	<p>Evaluate the current boundaries to see if they still make sense in order to:</p> <ul style="list-style-type: none"> a. Identify where more mergers makes sense. Identifying merger potentials would be the first step in this process. If campaigns can be reduced by combining/merging then the application requirements would be automatic. Possibly identify a pilot state to conduct a feasibility study. b. Reduce cost by reducing or eliminating the need for charities to submit numerous applications within a state. This would be the option when there are not options for a merged campaign.
6	Affordability	<p>Develop process to evaluate campaign cost over time for the purpose of implementing changes to reduce it:</p> <ul style="list-style-type: none"> a. Review the top 5 largest expense items and finds methods to reduce them. b. Review expenses of the top 20 campaigns and create a mock budget of a combined operation.

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7	Transparency	<p>a. Determine the key leading transparency practices for charitable organizations and to what extent are the CFC's practices consistent with them?</p> <p>b. To what extent does the current regulatory framework and guidance governing the CFC program helps promote transparency? What challenges and opportunities, if any, exist for ensuring greater transparency?</p> <p>c. What are the transparency needs of donors and charities?</p>
8	Transparency	<p>a. Determine what criteria are used to inform decisions on whether or not to include a charity in CFC?</p> <p>b. To what extent are additional criteria needed to better inform CFC's eligibility as well as donors' decisions? Possibilities include: (1) financial health, (2) accountability (governance, ethical practices), and transparency (access to and openness with information for all stakeholders), (3) results, and (4) costs administrative, fundraising, etc.).</p>
9	Transparency	<p>a. What is the current process for notifying charities of the names of donors who made contributions through the Combined Federal Campaign?</p> <p>b. How can the CFC pledge form communicate the "opt in" section so that donors may choose to have their contact information released to the charities that they support?</p> <p>c. How is donor contact information reported to charities? Might consider standardizing the format and method for a more streamlined reporting system.</p>
10	Transparency	<p>What, if any, federal (or other) regulatory restrictions are there on CFC's ability to share information publicly? What restrictions or limitations, if any, exist on conducting ongoing surveys of donors and all federal employees regarding their charitable giving choices.</p>
Actionable Items: May Require Legislative Action or Regulatory Change		
11	Transparency	<p>Clarify and explain the cost and benefits of the campaign to donors.</p>
12	Accessibility	<p>Expand the giver base to make the CFC accessible to more people by:</p> <p>a. Inviting federal/military retirees to participate, at least via online with credit card giving, but potentially with allotments. Could use NARFE Magazine to post a full page add to market to retirees as initial "test the waters" for a month.</p> <p>b. Increase access for National Guardsmen and Reservists.</p> <p>c. Removing current regulations that prevent participation by Federal contractors and their employees. They have already expressed a desire to participate.</p>
13	Accessibility	<p>Establish a pre-emptive voluntary fundraising disaster relief program nimble enough to put into place across the Federal spectrum within 24 hours of a disaster identified by either OPM Director of the President of the United States (POTUS). Recommend limit to credit/debit card, electronic check and texting options only.</p>
14	Accessibility	<p>Establish a program to engage Federal/military personnel in hands-on volunteerism/service projects year-round. Develop a "pledge form" of hours to be donated vs. dollars.</p>
15	Accessibility	<p>The regulatory campaign timeline of the Combined Federal Campaign may be better placed if extended through January 15th to allow solicitation of donors that annually make up approximately 20% of the National Capital Area (NCA) CFC's overall annual</p>

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		<p>contributions.</p> <p>Over the past few years, questions have been raised by campaign managers of the possibility of extending the regulatory timeline due to several factors:</p> <ul style="list-style-type: none"> - Employees have increasingly waited to make a decision on dollar amount of pledges prior to the end of the calendar year awaiting pay scale and benefits information. - Employee attention at the end of the year is focused on holidays and Use or Lose leave and increasingly submit their donations after the first of the calendar year.
16	Accountability	<p>Improve the governance structures of federations to determine if the inclusion of charity members on federation boards creates a conflict of interest.</p> <p>a. Is there a correlation between problematic federations and governance structures that involve conflict of interest?</p> <p>b. Can the government preserve a major role for federations in the management of the campaign while reducing instances of poor performances by those federations?</p>
17	Affordability	<p>Reduce the cost of the CFC by "Going Green."</p> <p>a. What portions of the CFC would be suited to go Green initially?</p> <p>b. What portions of the CFC would need to remain paper based?</p>
Strategic & Sophisticated Innovations		
18	Accessibility	<p>Make state-of-the-art campaign support technology accessible to the CFC system-wide by:</p> <p>a. Creating one, single national CFC website which includes one, standardized online giving system for both payroll allotments and credit/debit cards, a database that includes all participating CFC charities (local, national, international) with one standardized search engine tool, and social media links (would replace all local campaign websites).</p> <p>b. Developing an online application process.</p>
19	Accessibility	<p>Make the CFC accessible to employees who want more choice of charities by:</p> <ul style="list-style-type: none"> - Allowing "CFC universal giving" – donors may designate any CFC-certified charity regardless of the charity's location or the giver's location. This is especially valuable to deployed military personnel and TDY personnel.
20	Accountability	<p>Evaluate the eligibility requirements for charities to participate in the CFC:</p> <p>a. There are charities that exist solely for their ability to raise funds through the CFC, or have questionable fundraising, or management practices, or are controversial in nature.</p> <p>b. There are charities that use alternate trade names ("doing business as") in an effort to increase fundraising that are misleading to the true mission and services of the charity.</p> <p>c. Audited financial statements for smaller local charities are disproportionately burdensome.</p> <p>d. What, if any, limitations are there on CFC's ability to restrict nonprofits from being approved in the CFC program due to poor performance in the areas of: (1) financial health (2) accountability and transparency), (3) results and (4) costs?</p>

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21	Affordability	<p>Evaluate ways to reduce the cost to charities that participate in the campaign and/or make it more uniform by:</p> <ul style="list-style-type: none"> a. Develop a methodology which requires all charities to cover fixed cost and proportional share of variable costs if they wish to participate in the CFC. b. Change the annual application requirement to one that is less frequent but with required supplemental submissions (e.g. annual IRS 990 or updated Attachment A).
22	Affordability	<p>Make the CFC more affordable by removing financial and transactional responsibilities from numerous PCFOs and develop a nation-wide Super PCFO.</p> <ul style="list-style-type: none"> a. Creating one, single national PCFO that manages receipts and disbursement that not only makes the campaign more affordable but eliminates the issue of payroll processors sending funds to the wrong campaign. b. Create a "universal giving" system, permitting employees to contribute to any approved CFC charity, regardless of geographic area.

FOR DISCUSSION PURPOSES