THE UNIVERSITY OF UTAH’S ANNUAL CAMPAIGN FOR OUR COMMUNITY

2012-13 Department Representative Guide
Key Contacts

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CAMPAIGN STRATEGY

- **Plan for Success** - Develop your strategy based on your knowledge of past approaches and results, taking into consideration economic changes in your department, identification of problems, strengths and opportunities and your department’s potential. The more you know about the CFOC and its charities, the easier your job will be.

- **Look at Your Department’s History** - Analyze your department’s giving history (available on the CFOC website [www.cfoc.utah.edu](http://www.cfoc.utah.edu)). Compare your department’s results with the 2011-12 averages shown below:
  - Average annual gift per donor: $379.80
  - Average Campaign participation rate: 6.00%
    (based on 17,000 FTE, & 925 donors)

- **Provide 100% Contact** - The most successful campaigns are those that allow for personal education and solicitation of **every** employee, whether through group meetings or individual solicitation of your co-workers, or both. Make your own personal commitment as a donor and determine how you can offer the opportunity for all of your co-workers to participate.

- **Ensure Management Support** - Establishing top-level leadership support for the CFOC allows time and resources for planning meetings and/or tours. Confirm the commitment and personal support of your department head and managers and ask them to provide visible, positive leadership during the campaign.

- **Recruit the Right Team** - Sharing the responsibility for distributing the CFOC message is a characteristic of good campaign management. Empowering employees allows them to take ownership of the campaign. Recruit a committee that you feel you can work well with and will get the job done for you.

- **Utilize CFOC Resources** - All of the following resources will be provided to you:
  - **Department Representative Guide** – A quick reference guide designed to give your campaign team the information they need to get started – also available on the CFOC website at [www.cfoc.utah.edu](http://www.cfoc.utah.edu).
o **CFOC Website** – The 2012/13 federations and their participating member charities are listed on the CFOC website, together with their mission statements - [www.cfoc.utah.edu](http://www.cfoc.utah.edu). (Online Pledge Forms; Campaign updates; Department Summary; etc.)

o **Speakers and Tours** – Agency speakers and/or tours may be arranged through the Campaign Coordinator - Email cfoc@utah.edu. This is a good opportunity for employees to see how their support makes a difference in their community.

o **Online Payroll Deductions / Pledge Form** - In an effort to reduce the amount of paper associated with the campaign, Payroll Deductions and Credit Card payments should be entered via a link found on the Campaign website www.cfoc.utah.edu. *Only those employees who donated to the CFOC in 2011/12 will receive a personalized Pledge Form for the current 2012/13 Campaign* - the campaign is moving toward a GREENER campaign experience thereby reducing administrative costs and resulting in more dollars being distributed to the charities.

o **Cash and Checks / Pledge Form** – Please submit Cash and Checks weekly with a paper pledge form. Checks payable to “Campaign For Our Community” - interoffice them to CFOC, 420 Wakara Way, Suite 105, Salt Lake City, UT 84108. Blank Paper Pledge Forms may be downloaded at the campaign’s website [www.cfoc.utah.edu](http://www.cfoc.utah.edu). *(please keep a copy for your records).*

o **Turn in Cash and Checks with Pledge Cards, Weekly** - Turning in receipts regularly keeps you from having to hold onto cash, checks and pledge cards.

o **Donation Acknowledgement** – Employees will receive a hard-copy letter confirming and acknowledging their donation to the Campaign For Our Community. Refer inquiries/changes to cfoc@utah.edu.

o **Keep it Short** – Set a short campaign window with pre-determined open and close dates – a short, intensive campaign of one to three weeks is suggested.

o **Publicize your Campaign** – Keeping your campaign team and co-workers excited about the CFOC increases goodwill and, in turn, donation levels. Make your campaign informative, dynamic and most of all fun. Here is a list of suggestions for getting this important information to your colleagues:
  o Ask a key executive to send a personal letter in support of the CFOC to each employee via e-mail, interoffice mail, etc.
o Run an “executive” campaign first and publicize their results to set the pace for the rest of the employees.

o Ask a willing co-worker who is currently or has previously received services from a CFOC funded charity to talk about his/her experience.

o Write a special editorial about the importance of supporting the CFOC and publish it in your department’s newsletter.

o Send quick email messages to keep employees up to date as to the progress of your campaign.

o Use posters in public places.

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o **Report Results Weekly** - Reporting your results weekly allows everyone in your department to monitor the progress of their campaign and allows your department to be recognized at the monthly CFOC Committee meetings.

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o **Say “Thank You”...Celebrate Your Success!** - This is one of the easiest and most satisfying steps, yet it is often overlooked. Some key points are:

  o Recognize employees as quickly as possible and be sure to thank them for their participation and making a difference in **THEIR** community.

  o Post campaign results in public places, share on a ‘thank you’ Email.

  o Post a ‘thank you’ letter from your Department Head or Division Manager.
1. Department Representative or Department Head presides:
   - Welcome.
   - Remarks endorsing the Campaign For Our Community - Ask a key executive to address the group about his/her support of the campaign.
   - A personal endorsement.
   - Department’s campaign schedule and structure.

2. Remarks by CFOC committee member:
   - Brief presentation.
   - Q & A.

3. Charity Speaker (scheduled through Campaign Coordinator) and/or Employee Testimonial/s.

4. Group Solicitation:
   - Explain how to complete the online pledge and/or paper pledge form and ask employees to do so and turn it in as they depart from the meeting.
   - Thank all employees for attending and for their support of the CFOC, then follow-up with a formal reminder to fill out the online pledge forms by the due date.
   - Department Representative to follow-up with employees who were not able to attend the meeting.

5. One-on-One Solicitation:
   - Explain that solicitation will begin immediately following the group meeting.
   - Department Representative to personally follow-up with each employee.
   - Department Representative answers questions, explains how to access the website and/or download the paper pledge form.

Thank You for your support of

THE UNIVERSITY OF UTAH’S ANNUAL

CAMPAIGN FOR OUR COMMUNITY
Giving is a Personal Matter
Gifts made to charities through the Campaign For Our Community are voluntary and a very personal decision. Whether a person gives or not may depend upon factors other than the worthiness of the charities OR the job you have done as a campaign leader. Once your co-worker is educated about the CFOC and understands how it will help others, you have done what you can to influence his/her decision. The ultimate decision is up to that individual. Always respect that and thank your co-worker for his/her time.

Frequently Asked Questions

Q. I prefer to contribute directly to a charity. Why should I give my charitable contribution through the CFOC?

A.
- Most of us can give a larger annual gift through semi-monthly payroll deductions than with a one-time donation. Payroll deduction is available to all University employees through the CFOC, and is an easy and painless way to give.
- It is cost effective for Charities to process a single check from the CFOC, rather than numerous checks from individual contributors. This helps keep their administrative costs down thus, your donations through the CFOC have a greater impact when combined with contributions from other University employees.
- Charities know early in the year what their revenue from pledges will be, and can plan their programs accordingly. Systematic planning is not possible with sporadic individual contributions.
- Your contributions support the University fund-raising effort for which we are widely recognized as a philanthropically generous institution.

Q. What will happen to my money? How can I be sure that my donation goes to the charities that I want to support?

A.
- When you designate your gift to one or more of the member charities, 100% of your donations will be distributed to them via their respective federation/s: – Community Health Charities Utah; Community Shares/Utah; United Way of Salt Lake. (CFOC campaign administrative costs are deducted from donations made to these federations and not from the individual charities.

Q. What happens to my donation if I do not designate to a specific charity?

A.
- Your contribution will be distributed to the three participating federations. Thus some of your money may go to a charity that you do not support.

***We strongly encourage designations***
Q. What are the CFOC’s administrative costs?
   A.
   o In 2011 the CFOC’s costs were 3% of the campaign total – the administrative costs cover printing, mailing and other campaign expenses. The CFOC Committee reviews and approves the proposed budget for the campaign each year.

Q. Are contributions tax deductible?
   A.
   o Yes, if you itemize deductions. Every charity in the CFOC is a 501(c)(3) charity which is registered with the IRS and Utah Division of Consumer Protection.

Q. Can I stop my payroll deduction authorization?
   A.
   o Yes, the authorization may be revoked, in writing, at any time. Send these requests by Email – cfoc@utah.edu or to CFOC, 420 Wakara Way, Suite 105.

Q. Why is “X” charity in the CFOC and/or why is “Y” charity not in the CFOC?
   A.
   o All charities listed in this year’s campaign applied to ‘partner’ with one of the three federations. It is up to the individual charities to become members of a federation. Decisions about eligibility are not made by the CFOC.

Q. Why should I support a campaign that includes organizations I do not like?
   A.
   o The CFOC is a donor choice campaign; you decide where your money goes. Even if you do not approve of all the participating charities, the organizations you choose will benefit from your support and the low fundraising costs of the CFOC.

Q. Why should I contribute through the CFOC when I do not use the services of any of the recipient charities?
   A.
   o Even if we have no direct involvement with a CFOC charity, each of us benefits from living in a community that provides so many services for all who want or need them. Experience and recent events teach us that we each may be just one step away from needing the help of a CFOC charity.

Q. What about coercion?
   A
   o ***** COERCION WILL NOT BE TOLERATED IN THE CFOC CAMPAIGN *****
   The only way to establish support for our campaign and to ensure growth is to build a constituency of well-informed, positive, and voluntary contributors. If you feel that coercion is taking place, please contact the Campaign Coordinator.
## 2011/12 Campaign Summary

### Dollars Pledged in 2011 for 2012 Distribution

<table>
<thead>
<tr>
<th>Federations</th>
<th>Pledged Dollars</th>
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<tbody>
<tr>
<td>Community Health Charities Utah</td>
<td>$76,594.13</td>
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<tr>
<td>Community Shares/Utah</td>
<td>$74,232.63</td>
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<tr>
<td>United Way of Salt Lake</td>
<td>$200,483.66</td>
</tr>
<tr>
<td><strong>Total CFOC $’s pledged:</strong></td>
<td><strong>$351,310.42</strong></td>
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### 2000 to 2012 Campaign Overview

<table>
<thead>
<tr>
<th>Campaign Year</th>
<th>Goal in Dollars</th>
<th>Goal - # Employees</th>
<th>Actual Dollars</th>
<th>Actual - # Employees</th>
<th>% Participation</th>
<th>Campaign Chair</th>
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<tbody>
<tr>
<td>2012</td>
<td>400,000</td>
<td>1,000</td>
<td>$351,310</td>
<td>925</td>
<td>6%</td>
<td>Chris Bone</td>
</tr>
<tr>
<td>2011</td>
<td>$400,000</td>
<td>1,100</td>
<td>$351,310</td>
<td>925</td>
<td>6%</td>
<td>Chris Bone</td>
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<tr>
<td>2010</td>
<td>$410,000</td>
<td>1,010</td>
<td>$384,737</td>
<td>1047</td>
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<td>M. John Ashton</td>
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<tr>
<td>2009</td>
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<td>$344,346</td>
<td>981</td>
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<td>Lisa Arbon-Tagge</td>
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<td>2008</td>
<td>$450,000</td>
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<td>$369,883</td>
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<td>2007</td>
<td>$300,000</td>
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<td>$332,820</td>
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<td>Stan Inman</td>
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<tr>
<td>2006</td>
<td>$300,000</td>
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<td>$307,533</td>
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<td>2005</td>
<td>$250,000</td>
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<td>$269,718</td>
<td>996</td>
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<td>Jannah Mather</td>
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<td>2004</td>
<td>$240,000</td>
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<td>$239,825</td>
<td>873</td>
<td>6%</td>
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<td>2003</td>
<td>$300,000</td>
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<td>$245,343</td>
<td>1031</td>
<td>8%</td>
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<td>2002</td>
<td>$330,000</td>
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<td>$284,545</td>
<td>1145</td>
<td>11%</td>
<td>Steve Dickman</td>
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<tr>
<td>2001</td>
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<td>$317,609</td>
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<td>2000</td>
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<td>$303,607</td>
<td>1465</td>
<td>14%</td>
<td>Katherine Carr</td>
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