

The truth about campaign costs

Of the reasons people choose not to contribute to the CFC, chief among them is campaign cost. There are those that believe the CFC's overhead amounts to upwards of 90% of the contributions in a given year. The issue may appear to be complicated; but it isn't so unapproachable that it should be allowed to dissuade your contribution.

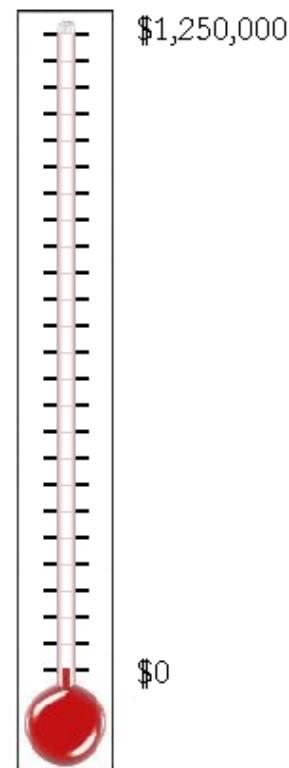
First of all, the CFC's costs are comparatively low. While the national CFC average for campaign costs hovers at 13.7%, the Cincinnati Metro Area CFC had campaign costs of 8.9% in 2008. This marks a savings over costs of 9.3% the previous year. Also, according to CharityNavigator.com, fundraising campaigns like the CFC have a national median cost of 8.6%. With these numbers in mind, it's clear that the Cincinnati Metro Area CFC has an acceptable level of costs while still seeking ways toward cost savings.

Most importantly, critics of the Campaign's costs must remember that the CFC has a regulatory obligation to incur many of its expenses. As a result, many of the costs are fixed.

The CFC is a benefit of Federal service. So we must provide campaign materials to every employee that wants them. For example, although only 26% of area Federal employees participated in the Campaign last year, the CFC must provide Campaign directories to every employee. That's a huge expense.

In short, since most of the Campaign costs are essentially fixed costs, the most effective way to reduce the cost to contribution ratio is to get more contributions. If you have any questions or concerns about campaign, please share them with us: write to cincycfc@gmail.org.

Going for the Goal



New to the 2009 Campaign

1. 29 new local charities (including one federation) were added to the Cincinnati Metro Area CFC.
2. The Campaign is proud to be piloting a **credit card giving option** for donors. Our CFC is one of only two campaigns nationwide offering this option in 2009.
2. The CFC has **two ePledge systems**: CFCNexus is open for use by all Federal employees and Employee Express can be used by certain Treasury employees.
3. **Seven counties have been added** the Cincinnati Metro Area CFC: Franklin and Switzerland counties in Indiana; and Bracken, Fleming, Lewis, Mason, and Robertson counties in Kentucky.
4. The Campaign is pleased to offer **donor recognition gifts** at three levels of giving. In addition, The campaign will offer an **appreciation gift to first-time donors, while supplies last**. Please see page four for information about how you can get your new CFC gear.

For more information about the CFC, take a look at our website:

The Cincinnati Metro Area CFC would like to thank the following for their sponsorship of the 2009 Campaign:

**Government Employee
Insurance Company
(GEICO)**

**Greater Cincinnati
Federal Executive Board**

CFC about participation, not money

An article in this week's *Federal Times* echoes the sentiment of the Cincinnati Metro Area CFC: people contribute to the CFC only when they are asked. In her article "Personal touch stressed in CFC drive", Rebecca Neal finds many who know this nugget of wisdom to be the key to success.

As annual campaigns kick off this month across the country, the Cincinnati Metro Area CFC has set \$1.25 million as its goal for 2009. And CFC leaders are training volunteers to connect with their co-workers and leverage relationships to encourage more people to donate.

Luashawna Malachi, a human relations program specialist at the Library of Congress, concedes that it can be uncomfortable asking co-workers to participate in the Campaign, but stresses that it pays off in the long run.

Neal credits the National Capital Area LFCC Chair, Linda Washington, with pointing out that "Personally approaching colleagues will be crucial to increasing participation,"...and this is precisely the message being given to local Campaign Coordinators and Keyworkers.

"Many long-time employees have misconceptions about the CFC and most new employees don't even know what the CFC

is. And that's our fault," says Marcus Glasgow, Director of the Cincinnati Metro Area CFC. "How can we expect people to trust us with their contributions when they don't even know what we're about."

Both Neal and Glasgow seem to be stressing that the CFC isn't about getting more money; it's more about Federal employees and their co-workers participating in their community.

"Federal employees love their communities. Contributors to Cincinnati's CFC gave over half a million dollars to local charities just last year." says Glasgow. "And while raising more money would be great, the CFC is more about getting more employees involved."

Glasgow points out that the \$525 thousand raised for local charities were raised by only 4,469 contributions.

"We would be happy if twice as many participants raised just as much money," says Glasgow. "It's about participation, not total contributions."

The Cincinnati Metro Area CFC will run through Dec. 15, 2009. Contact your agency's Campaign Coordinator or see www.cincycfc.org for more information. See Rebecca Neal's full article at www.federaltimes.com.

CFC Testimonial: Real charities helping real people

Meet Ashleigh, a graduating senior at Aiken University High School and recipient of the one organization's 2008 Outstanding Student Award. She is a shining example of a student who has achieved her college dream due in part to the services she received from a local charitable organization that participates in the CFC. Throughout high school, she modeled a strong work ethic maintaining a 3.6 GPA and ranked fifth in her class in addition to school leadership positions and sports. Ashleigh leaves for college this fall with a four year scholarship to Miami University at Oxford, OH. She leaves a well lit path of success for others to follow.

The CFC goes a long way to help area children. This same CFC organization was responsible for accomplishing the following:

- 5,500 students were served in 2008;
- 86% of the students participating in its programs were promoted to the next grade level;
- 95% of this program's seniors graduated from high school; and
- 89% of this program's graduating seniors applied to college.

What will your gift do for an agency such as this?

- \$50 per year (\$1.92 per pay period) covers college application fees for two students;
- \$125 per year (\$4.80 per pay period) sends 15 students in an after-school club on a field trip;
- \$250 per year (\$9.61 per pay period) sponsors four college financial aid workshops;
- \$500 per year (\$19.23 per pay period) pays for bus transportation for 40 students to visit a college campus;
- \$1,000 per year (\$38.46 per pay period) funds a year-long mentor/mentee relationship

Upcoming Campaign Kick-Offs

September 8	Social Security Administration—Florence (Independent Agency)
September 10	Comptroller of the Currency (Treasury)
September 15	Environmental Protection Agency (EPA) (Independent Agency)
September 15	US Commercial Service (Commerce)
September 21	National Institute of Occupational Safety & Health (NIOSH) (Health & Human Services)

For more examples of how your gift helps and to read testimonials from people that benefit from the CFC, check this newsletter throughout the Campaign or go to our website at www.cincycfc.org.