

CVC Coordinators Communiqué



No. 2009-01
September 22, 2009

Dear Volunteer Coordinators,

Welcome to the 2009 Campaign. You are the lifeblood of the campaign. We truly could not do this without you.

This year, more than ever before, we need your help. We look around at our agency offices and find we need fewer pledge cards as layoffs and budget cuts impact all of us.

Many of our fellow employees who still have jobs may have a spouse or close family member that has lost his/her job. This applies to non-state employees who also need help this year.

The number of employees applying for grants through the Virginia State Employee Emergency Fund (a 501c3 charity, #3040 in the CVC Campaign) continues to rise.

As we discovered that quite a few applying for grants were facing a crisis, but not one that was caused by an unplanned event. Some people make just a few poor financial decisions and they find themselves with "money problems."


In July, 2009, a new program (serviced by CVC Staff) was launched to give employees an affordable option for a short-term loan. The Virginia State Employee *Loan Program* was established to give full-time, non-probationary employees access to a loan of up to \$500, regardless of a bad or weak credit report.

This program has been very successful and nearly \$1 million has been loaned to date.

1. THE LOANS ARE ALL FUNDED BY THE VIRGINIA CREDIT UNION.
2. NO CVC GIFTS ARE USED TO FUND THESE LOANS.
3. THIS IS NOT A CHARITY PROGRAM AND EMPLOYEES CANNOT DONATE TO THIS FUND.
4. NO STATE FUNDS ARE USED TO FUND THESE LOANS.

The four statements above are essential to use when explaining to your coworkers about the loan. Thanks to the wonders of blogging, where comments do not have to be verified, timely, or accurate, a lot of misinformation was in the news in July when the program was launched. If anyone presses you for more information, please have then email the program at VaEmpLoans@dhrm.virginia.gov.

For 2009, we will use the following strategic focus areas.

 Put *FUN* back in *FUN*draining events. To allow everyone an opportunity to give, plan special events in which the cost of participation is flexible. For example:

1. Have a pot-luck luncheon where employees who are able can bring in a covered dish, paper supplies, or a 2-liter bottle of soda. Take up a donation for employees to join in the luncheon. You might use a sign that says:
"Recommended donation is \$5 per person – but please join us even if you cannot make a donation today."
>>Have a charity speaker come to your luncheon or other event and talk to your coworkers about the services they provide.
2. Have a used book sale. Have employees clean out their home bookshelves and bring in paperback and hardback books, Books on CD, Childrens "Videos", etc. Charge \$0.25 for paperback and \$1.00 for hardbacks. You can have this run perpetually throughout the campaign – as someone buys and reads a book they can re-donate it to the sale.
>>Put a jar or piggy bank out where you have the books displayed. Collect it every night.

>> Invited a CVC charity providing Literacy services in your area to set up a booth on the opening day of your book sale. You might want to designate books sales to that charity!

♥ *Any gift* is better than none at all.

♥ *A purposeful gift of just \$2 per payday (\$48 per year)* can make a big difference in services charities provide.

♥ *Renewing one's pledge* from last year helps the causes they picked continued to do their work.

♥ *Payroll deductions help employees budget* their gift over a 12 month period. If someone is worried that if they lose their job in 2010, remind them that there is no obligation on them to fulfill the pledge when separated from the state (although many do mail in a check each month).

♥ Sponsor a charity fair at your agency. Invite 6-10 charities (we'll give you a list) to set up a table – perhaps in the lobby or near the lunch room or in a conference room – and encourage employees to visit these charities. Many give away small incentives but it is always a good opportunity for employees to discover the services charities provide. There is a big demand for these fairs in Northern Virginia, Southeast Virginia, and Southwest Virginia. Having a fair is a low pressure way to increase your participation rate and total dollars raised.

New Tools for Volunteer Coordinators:

More online Services. The CVC website (www.cvc.vipnet.org) is updated continuously throughout the campaign. Online giving is in its third year and is easy, confidential, and paperless!

♥ Payroll Deductions are easier with better drop-down boxes and more intuitive action buttons.

♥ Employees may give through Credit Cards (MasterCard and VISA). Veri-sign is the confidential server for these transactions. The gift is charged immediately AND no credit card information is stored on

any state computers or at the CVC processing center.

♥ Check and Cash gifts are made through the use of the paper pledge card. Pledge cards have been updated for 2009 but older versions are still welcome as well as the printable form on the CVC website.

♥ Better Reporting to work units. We are working on using a series of sub-agency codes to capture giving at agencies with district or field offices.

Better Quality Printed Directories. This year's directories will have black ink on pink paper and they look great. We have included some helpful tips as well as information on the Employee Emergency Fund. We still recommend that you limit the number of paper directories you order and rely on the online directories where practical.

Better Online Directories. We already have the searchable Adobe (PDF) version of the directory on the site (search by clicking on FIND and then typing in a Key Word – Control-F also activates this feature). There is a directory for looking up charities by the four-digit CVC code. It works the same way as the alpha directory.

>>Remind employees that not all charities reapply each year or they may no longer meet the financial criteria for inclusion in the campaign. We have about 400 new charities and about 300 that did not qualify (but can reapply next year).

When looking for a charity that has a similar name with other charities, we have attempted to group them together in the directory. For example, The SPCA of Richmond and the Norfolk SPCA will both be found under "SPCA." Same with Red Cross, Boy Scouts, YMCA, OAR, CASA, Girl Scouts, Boys and Girls Clubs, Humane Society and others that can be listed in a variety of ways. Our testing shows that a donor can find their specific charity faster and be confident that their money is going where they intended.

A Bright and Colorful Poster. This year's poster features vibrant colors and a cheerful image. A first grader submitted this "happy" poster and was awarded the grand prize. Correctional Enterprises printed these posters and they look great.

Materials Order Form Orders have been placed and many have been shipped. An additional order for more pledge cards and posters is expected this week and remaining orders will be shipped at that time. If you do not receive your materials by October 5, please email me immediately so we can track down your order. If you are a coordinator at a district or field office, contact your Agency CVC chair first to see if he/she ordered materials for you.

Videos A sneak preview of the 2009 campaign video was shown on September 18th and it was well received. As part of our cost reductions, we will place the DVD on the CVC website in two formats, a downloadable version and a view-it-online version. We are also working for a closed-caption version but it will appear a bit later. We will send out a separate email with an order form for DVDs for those who absolutely cannot use the online versions.

Coordinator Training Sessions. Because of travel restrictions, budget cuts, and staff shortages, the Coordinator Training *is online only*. Please check the website first to find answers to your questions, and do not hesitate to write us at CVCStaff@dhrm.virginia.gov with your special questions. The training course is located at <http://www.cvc.vipnet.org/volunteers/CoordinatorTraining.ppt>

We are fortunate to have two recently-retired seasoned CVC veterans that will be serving as Ambassadors this year. If you need help with your campaign or if you are having difficulty getting your busy management team focused on the campaign, let us know and we will see if we can match an Ambassador to your agency.

FUN(D) raising events. Please send us an email listing the date, time, location, and a brief description of any fundraising events that you are planning that would include people from other agencies or the general public. There are too many tips to list here, but we want you to have a safe and happy time and stay within the special requirements that so many of these events hold.

A special note:

If you are not the coordinator or volunteer for your agency and your received this communiqué, please let us know so we can update our List-server. Please forward any changes in volunteers to us at CVCStaff@dhrm.virginia.gov.

Special Dates to mark on your calendar:

<u>When</u>	<u>What</u>
Now → October 1	Assemble your team, set goals
Now → October 5	Campaign Materials will be delivered
October 1 → December 15	Official Campaign Dates
September 18, 2009	Online Pledge Processing Opens
December 15, 2009	Online Pledge Processing Closes
January 10	Last date to turn in paperwork and make deposits

Please email anne.dinterman@dhrm.virginia.gov if you need an exception to these campaign deadlines.

Thanks for all you do.

Anne Dinterman

CVCStaff@dhrm.virginia.gov

P.S. Many of you have asked "Where's Nicole?" Nicole Mason has moved to Virginia Beach where she is pursuing a master's degree at Regent University. Nicole is teleworking part-time for us with some of the CVC projects this year. While we miss her every day, we are very happy that she has had this opportunity to pursue her long-term career goals.