



Combined Federal Campaign

ORGANIZING A SUCCESSFUL FUNDRAISING
CAMPAIGN ON A SHOESTRING
Success Story from FERC

2016 NEUAC CONFERENCE
TUESDAY, JUNE 7, 2016

3:45 PM TO 5 PM

EDWARD G. GINGOLD, ESQ.



“We make a living by what we earn,
but we make a life by what we give.”

Sir Winston Churchill

British politician (1874 - 1965)

“No one has ever become poor by
giving”

Anne Frank

Diary of Anne Frank



FERC: Brief Overview

FERC IS AN INDEPENDENT GOVERNMENT REGULATORY AGENCY IN THE EXECUTIVE BRANCH OF THE UNITED STATES GOVERNMENT HEADQUARTERED IN WASHINGTON, DC

- Created By Department Of Energy Organization Act (1977)
- Predecessor: Federal Power Commission
- Five Commissioners
- Nominated By President, Confirmed By Senate
- President Designates Chairman
- Each Commissioner Has A 5-year Fixed Term With One Term Expiring Each Year



FERC's Mission:

- Ensure that rates, terms and conditions are just, reasonable and not unduly discriminatory or preferential.
- Promote the development of safe reliable and efficient energy infrastructure that serves the public interest.



A bit more about FERC:

- FERC regulates:
 - Electric Power Industry
 - Natural Gas Industry
 - Hydroelectric Industry
 - Oil Pipeline Industry

- FERC has:
 - 1400 employees of which roughly 1200 are at Headquarters in Washington, DC. The remainder staff regional offices located in Atlanta, Chicago, New York, Portland, and San Francisco.



What The Combined Federal Campaign CFC?

- The annual fundraising drive conducted by Federal employees in their workplace each fall.
- Federal workers have participated in a national workplace giving effort for 54 years.
- President Kennedy initiated a formal national giving program for federal workers in 1961.
- 2016 is the 54th Anniversary of the founding of the CFC.



CFC

- The mission of CFC is to promote and support philanthropy through a program that is employee focused, cost efficient, and effective in providing all Federal employees the opportunity to improve the quality of life for all.
- Organized into more than 300 independent geographic campaigns throughout the US and abroad.
- CFC is the government version of the United Way.



CFC

- CFC evolved into the nation's leading workplace giving program.
- No other annual employee-giving program raises so much for so many charities.
- See US Office of Personnel Management website: www.opm.gov Follow link to "CFC."



CFC

- For the national capital area (CFCNA) is largest of 180 independent geographic campaigns. More than 68,000 civilian and postal workers participate.
- During the 2015 CFC, Federal employees and military personnel raised \$46,000,000 benefiting more than 4000 not-for-profit causes in the Capital area.
- Application is free!
- For qualified charities, this is literally free money!
- Application window to file for inclusion opens and closes in January of each year.





Successful fundraising

- Realize a successful campaign is a team effort.
- Recruit and retain team members who want to be part of the effort.
- Experience is a valuable commodity.



Successful fundraising

- If you fail to plan you plan to fail.
- Make the campaign fun
- Control overhead.
- Let it be known that you are cost effective.

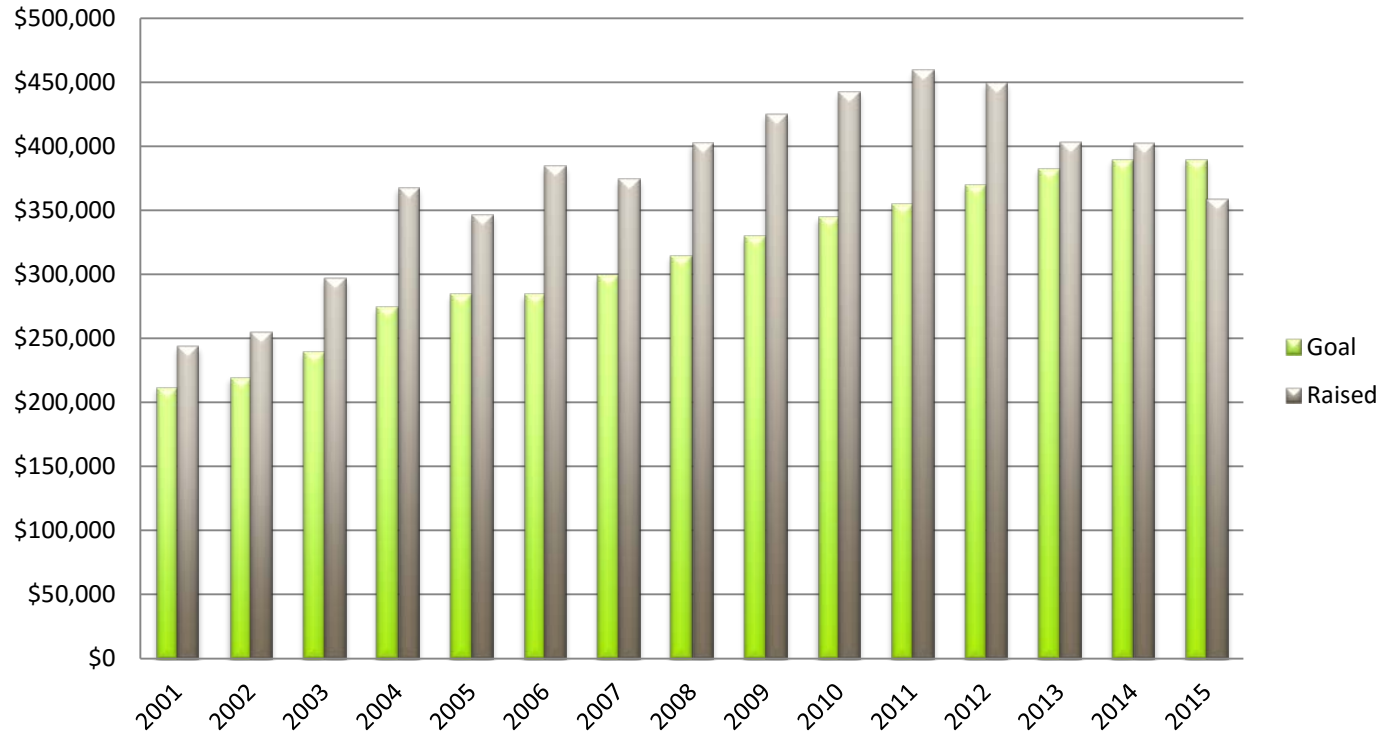


Successful fundraising

- Use door prizes, photo opportunities, publicity, refreshments if you can afford them.
- Seek contemporary links to real people and real needs put a human face on the cause.
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- Seek links to real people with real needs to put a human face on the cause.

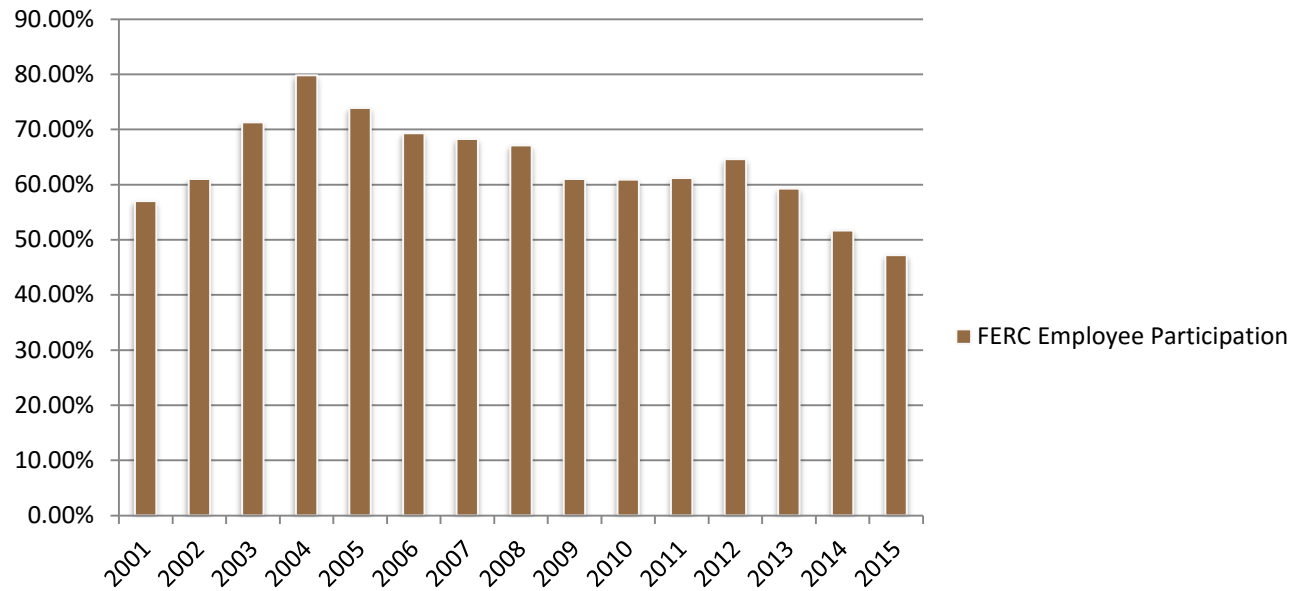
Let the facts speak....

Dollars Raised



Let the facts speak....

FERC Employee Participation



Leadership Engagement



Commissioner Tony Clark (North Dakota)



FERC Commissioner Clark, Spokesperson from Nature Conservancy, and FERC Combined Federal Campaign Manager

Publicize, Publicize, Publicize



2014
Make It Possible
CFC
Global
Impact
CFC Number 10187
&
Project
HOPE
CFC Number 11115
December 10th
Commission Meeting Room
10:00 a.m.
COMBINED FEDERAL CAMPAIGN



How to Become a CFC Agency

- FERC belongs to Combined Federal Campaign for the National Capital Area (CFCNCA). Website www.CFCNCA.org
- US divided up into regional CFC.
- Need to fulfill statutory rules and regulations rules, IRS certificate as a bona fide tax exempt cause, charter, board of directors, and recent audit.
- Catalogue of Caring contains 4000 causes local, national and international.



The Value of CFC locally Nationally and Internationally

- Video shown government wide a few years ago.
- Sue, insert video link here



Questions



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