



2014 Combined Federal Campaign Department of Defense (PGC, SAOG and HCSB)

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Anthony DeCristofaro
Assistant Director
Voluntary Campaign Management Office



CUSTOMER FOCUS • INNOVATION • INTEGRITY

COLLABORATION • EMPLOYEE FOCUS • RESULTS



A Look Back...



- 2013 “perfect storm” issues are in the past (furlough, sequestration, weather closures); others remain.
 - DoD restructuring in MILDEPS and OSD; declines in strength expected across the board
 - New units (DHA and NGB) personnel from MILDEPS and others
- Personal financial stability is still tenuous; income is not keeping pace as expenses increase
- Overall giving by individuals throughout the nation remains flat as percent of disposable income (1.9%) and as percent of GDP (2%) (according to Giving USA 2014).



What Lies Ahead

- Some categories of individual giving rebounding
 - Giving to “Health and Human Services” surpassed all-time high; a potential good sign for CFC
- New technologies have had a year to be market-tested and begin getting wider acceptance
- Campaign can implement familiar programs under classic rule (5 CFR 950) while changes are pending for 2016 and beyond
- Volunteer recruitment strong and ahead of schedule (Chairs, Vice Chairs, Campaign Managers and Loaned Executives)



CFC 2014 Key Facts



- Dates: 1 SEP through 15 DEC
 - No word from OPM on any extension plans
- Regional Goal: \$52 million
- Kickoff: Featuring DEPSECDEF Work
 - 4 SEP in PNT Auditorium
- Charity Speaker:
 - David Coker, Fisher House Foundation



Goal Rationale and Approach



2014 goals account for a new charitable giving climate and strive to make the federal government a place where employees choose to give because of:

- Universal Giving – In the 2014 CFC, donors will have the ability to give to their hometown charities through Universal Giving; CFC donors will have upwards of 24,000 charity selections available to them online.
- myPay eGiving 2.0 – Donors again have the ability to make confidential gifts that reduce campaign overhead through myPay; 50% of DoD dollars pledged in 2013 were pledged through myPay, with increased exposure and familiarity this number should increase in 2014
- Reachable goals for all MILDEPS and agencies that are lower than the amounts raised last year (accounting for personnel cuts, reorganizations and command moves).



2014 Dual CFC Goal



Goal 1: QUALITY CAMPAIGN

- Continuous quality improvement with use of best practices; 100% quality solicitation
- Increase number of pledges in all organizations by 2%
- Increase number of myPay pledges in all organizations by 2%

Goal 2: DOLLAR TARGET

- Adjusted to reflect new baseline established in 2013
- More aggressive than rationale used elsewhere in government



2014 Goal



1. \$11.3M DoD goal is 4% higher than 2013 result
2. Proposed organizational goals:
 - Do not exceed 2013 pledge totals for any DoD organization
 - More aggressive than NCA goal which is only 0.3% higher than 2013 result
3. Supports collaborative goal setting with our customers; acknowledges their concerns about the challenging economic climate and sets them up for success

Organization	2014 Unit Goals
Navy / Marines	\$2,500,000
Army	\$1,740,000
Air Force	\$1,340,000
OSD / OSD FA	\$1,200,000
DIA	\$950,000
NGA	\$590,000
DLA	\$390,000
JCS	\$361,000
DHA	\$300,000
DTRA	\$230,000
WHS	\$200,000
DoDIG	\$172,000
DARPA	\$150,000
USUHS	\$135,000
PFPA	\$68,000
DCAA	\$63,000
DSCA	\$48,000
MDA	\$46,000
NGB	\$43,000
DoDEA	\$39,000
DCMA	\$18,000
DFAS	\$16,000
DISA	\$14,000
DSS	\$7,000
DoD Misc	\$680,000
Department of Defense	\$11,300,000

\$11.3M DoD CFC Goal