

CFC KEYWORKERS AND PAYROLL COORDINATORS

The Role of the Keyworker

CFC Keyworkers are the *go-to persons* for their departments. In many instances, Keyworkers also have the very important role of making "the ask," i.e., the invitation to participate in the annual workplace giving campaign by reaching out to everyone with the CFC message so as to ensure that the "100% ask" goal is realized. The number-one reason a potential donor doesn't participate in the CFC is because they were not asked.

Additionally, Keyworkers often coordinate campaign presentations, charity speakers, and special events for their respective Federal agency location or departments, utilizing the assistance and counsel of the Loaned Executive (LE) assigned to their Federal agency location.

In some instances, especially within larger Federal agency locations, a Federal agency employee volunteers or is selected by management to assist in the facilitation of the CFC and assumes the role of **CFC Coordinator**. The CFC Coordinators play a key role in the CFC because it is, ultimately, their responsibility to reach out to all Federal civilian, military, and postal employees in the workplace.

Coordinators would also recruit Keyworkers to assist in the planning and execution of the agency's CFC effort.

Basically these campaign volunteers plan and execute their campaign, including

- Setting a dollar and/or participation goal;
- Establishing the agency's campaign start and end dates;
- Confirming agency leadership support and endorsement of the agency's campaign and plan;
- Promoting the campaign;
- Planning campaign meeting/s/presentation/s to educate colleagues about CFC;
- Organizing fundraising (special) events that educate colleagues about CFC, the participating charities, how to make a pledge;
- Achieving the 100%-ask goal and distributing materials (*Charity Lists* and pledge forms)
- Collecting and processing pledges;
- Acknowledging and thanking donors.

Additional Responsibilities Required for Online Pledging

The Key Worker that is identified for your Agency is responsible for logging into the online pledge website and processing all online pledges so that the deduction can be entered into the payroll system. The online pledging site identifies this administrative role as a Payroll Coordinator. The Payroll Coordinator (Key Worker) is the only Federal employee to receive this pledge information. If the person assigned as the Payroll Coordinator on the Nexus site is not the person directly responsible for entering deductions into the payroll system, he/she will need to forward the information onto the appropriate person/location (the Agency's payroll center) just as he/she would for a regular paper pledge form. Pledge processing must be timely in order for deductions to begin on the first payroll of the year. In this role the Payroll Coordinator is responsible for confidential information and will have access to view and print detailed campaign reports from the online pledge website.

For more information, please contact PCFO Representative Carli Wilke at 608-246-5482 or carli.wilke@uwdc.org.