



UNITED STATES MARINE CORPS
MARINE CORPS AIR STATION
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CHERRY POINT, NORTH CAROLINA 28533-0003

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AIR STATION BULLETIN 5340.1

From: Commanding Officer, Marine Corps Air Station, Cherry Point
To: Distribution List

Subj: 2022 COMBINED FEDERAL CAMPAIGN

Encl: (1) 2022 Campaign Worker Guide

1. Situation. The Combined Federal Campaign (CFC) is the world's largest and most successful annual workplace charity campaign. Pledges made by Federal military and civilian donors during the campaign season support eligible non-profit organizations. As a result of mergers and consolidations to regionalize the CFC program, Marine Corps Air Station Cherry Point (MCAS CHERPT) is now part of the Carolinas CFC Zone 25.

2. Mission. Effective immediately, until 15 January 2023, MCAS CHERPT in conjunction with tenant commands will conduct an efficient fund drive that educates, fosters, and encourages 100 percent participation in order to promote and support individual philanthropy in support of the CFC.

3. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent. This Command will conduct the 2022 CFC fund drive ensuring that 100 percent of the Service Members and civilians associated with MCAS CHERPT are aware of the mission and goals of CFC, and have the opportunity to support non-profit organizations that provide health and human service benefits throughout the world via charitable contributions.

(2) Concept of Operations

(a) 2022 CFC Open Season. The 2022 CFC Season began on 1 September 2022 and will close on 15 January 2023.

(b) Sequence of Events

1. 30 September 2022. Unit coordinator and key worker representative information provided to the MCAS CHERPT CFC Fund Manager, Mr. Wayne Snell, Manpower Directorate, (252) 466-4866, or via e-mail: wayne.snell@usmc.mil.

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2. 30 September – 20 October. One time, mandatory one hour virtual training for unit coordinators and key worker representatives each Monday – Thursday during aforementioned period. Unit coordinators and key worker representatives will complete the mandatory one hour training session at <https://carolinasfc.givecfc.org/calendar-month>.

3. Donors have three methods to contribute: online, via the mobile application, or paper pledge. The online CFC web-based donor pledging systems allows donors to contribute via payroll deduction, credit/debit cards, and e-Check options. By utilizing the mobile application method, donors can visit their cellular phone application store and download the “CFC Giving” Mobile App and follow the instructions provided. In an effort to reduce costs and in the spirit of the Paperwork Reduction Act (PRA), CFC is phasing out the paper pledge forms over the next couple years. As of this year, CFC does not provide the paper pledge forms. If a donor prefers this method, a CFC representative or key worker can download the form from the CFC website <https://carolinasfc.givecfc.org/campaign-resources#all>, and assist the donor by mailing it to the appropriate location.

(c) Tasks. The following commands located aboard MCAS CHERPT shall oversee the administration of this campaign for assigned units and subordinate commands:

1. Commanding Officers (COs), 2d Marine Aircraft Wing (MAW) Subordinate Commands. Commanders are requested to designate at least an officer or Staff Non-Commissioned Officer or civilian equivalent to serve as the CFC coordinator at the Squadron/Group level and task subordinate units to assign coordinators and sufficient key workers to supervise unit campaigns by 30 September 2022. Provide designated coordinator information to the Fund Drive Manager by 30 September 2022 to Mr. Wayne Snell, Manpower Directorate, (252) 466-4866, or via e-mail: wayne.snell@usmc.mil.

2. CO, Headquarters and Headquarters Squadron (HQHQRON). Request the CO of HQHQRON assign a CFC coordinator and sufficient key workers to supervise unit campaigns no later than 30 September 2022. Provide designated coordinator information by 30 September 2022 to the Fund Drive Manager Mr. Wayne Snell, Manpower Directorate, (252) 466-4866, or via e-mail: wayne.snell@usmc.mil.

3. CO, Naval Health Clinic (NHC), MCAS CHERPT. The CO is requested to designate at least an officer or Staff Non-Commissioned Officer or civilian equivalent to serve as the CFC coordinator and assign coordinators and sufficient key workers to supervise unit campaigns by 30 September 2022. Provide designated coordinator information by 30 September 2022 to the Fund Drive Manager Mr. Wayne Snell, Manpower Directorate, (252) 466-4866, or via e-mail: wayne.snell@usmc.mil.

4. CO, Fleet Readiness Center East (FRC-E). The CO is requested to designate at least an officer or Staff Non-Commissioned Officer or civilian equivalent to serve as the CFC coordinator and assign coordinators and sufficient key workers to supervise unit campaigns by 30 September 2022. Provide designated coordinator information by 30 September 2022 to the Fund Drive Manager Mr. Wayne Snell, Manpower Directorate, (252) 466-4866, or via e-mail wayne.snell@usmc.mil.

5. CO, Center for Naval Aviation Technical Training (CNATT). The CO is requested to designate at least an officer or Staff Non-Commissioned Officer or civilian

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equivalent to serve as the CFC coordinator and assign coordinators and sufficient key workers to supervise unit campaigns by 30 September 2022. Provide designated coordinator information by 30 September 2022 to the Fund Drive Manager Mr. Wayne Snell, Manpower Directorate, (252) 466-4866, or via e-mail wayne.snell@usmc.mil.

6. CO, Combat Logistics Company 21 (CLC-21). The CO is requested to designate at least an officer or Staff Non-Commissioned Officer or civilian equivalent to serve as the CFC coordinator and assign coordinators and sufficient key workers to supervise unit campaigns by 30 September 2022. Provide designated coordinator information by 30 September 2022 to the Fund Drive Manager Mr. Wayne Snell, Manpower Directorate, (252) 466-4866, or via e-mail: wayne.snell@usmc.mil.

7. Command CFC Coordinators

- a. Identify subordinate unit CFC representatives and key workers as required.
- b. Submit a letter or email listing of names, grades, units, and telephone numbers of unit coordinators and key worker representatives to the CFC Fund Manager (Attn: Wayne Snell, Manpower Directorate, MCAS Cherry Point) by 30 September 2022.
- c. Complete mandatory virtual one hour training session at <https://carolinasfc.givecfc.org/calendar-month> between 30 September – 20 October. Information provided at this training session will be critical to the success of the campaign.
- d. Ensure subordinate representatives and key workers complete mandatory virtual one hour training session at <https://carolinasfc.givecfc.org/calendar-month> between 30 September – 20 October.
- e. Oversee the fund drive efforts of subordinate representatives and key workers and ensure the achievement of 100% contact with all personnel.

b. Coordinating Instructions

(1) The MCAS CHERPT CFC Fund Drive Manager will provide guidance and oversight for the campaign to ensure conformance with the CFC regulations and the policies established by the Office of Personnel Management (OPM).

(2) Unit COs and supervisors are encouraged to promote campaign activities and participate in the campaign; however, Federal fund-raising regulations prohibit the solicitation of employees by supervisors. Unit coordinators and key workers will conduct the campaign and solicit pledges.

(3) All military personnel and Department of Defense (DoD) civilian employees shall be afforded the opportunity to support the charitable agencies of their choice.

(4) The group solicitation method will require one key worker per 100 employees, and the individual solicitation method will require one key worker per 20 employees.

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4. Administration and Logistics. The Fund Drive Manager for the 2022 MCAS Cherry Point Combined Federal Campaign is Wayne Snell, Manpower Directorate, (252) 466-4866, or via e-mail wayne.snell@usmc.mil.

5. Command and Signal

a. Command. This Bulletin is applicable to MCAS CHERPT and its subordinate and tenant commands. The CO, MCAS CHERPT maintains overall responsibility for the fund drive; all other commands are supporting.

b. Signal. This Bulletin is effective the date signed.



B. C. BURKS

DISTRIBUTION: MCAS CHERPT
HQQRON
2d MAW
NHC
FRC-E
CNAAT
CLC-21



2022 Campaign Worker Guide

Combined Federal Campaign (CFC)
Hosted by the U.S. Office of Personnel Management



Why the CFC Matters

The Combined Federal Campaign (CFC) is a federal tradition and one of the world's largest and most successful charity workplace campaigns. The CFC is an opportunity for all of us in the federal community to pledge monetary donations and volunteer time to our favorite charities. Here are some great reasons to give:

Give through
PAYROLL DEDUCTION



Give to
MULTIPLE CHARITIES



Give for
COLLECTIVE IMPACT



Looking for even more reasons to give through the CFC?

Tax-Deductible Giving • Unrestricted Funds for Charities • Easy to Renew •
Long-Standing Federal Tradition • Volunteer Hour Pledges • Secure Online Giving Platform •
Thousands of Vetted Charities • Makes Fundraising Easier for Charities

Impact of the CFC...

Each fall, the federal community gives generously through the CFC to make a difference in our local communities, across the nation, and around the world! Here are the results of the 2021 campaign year:

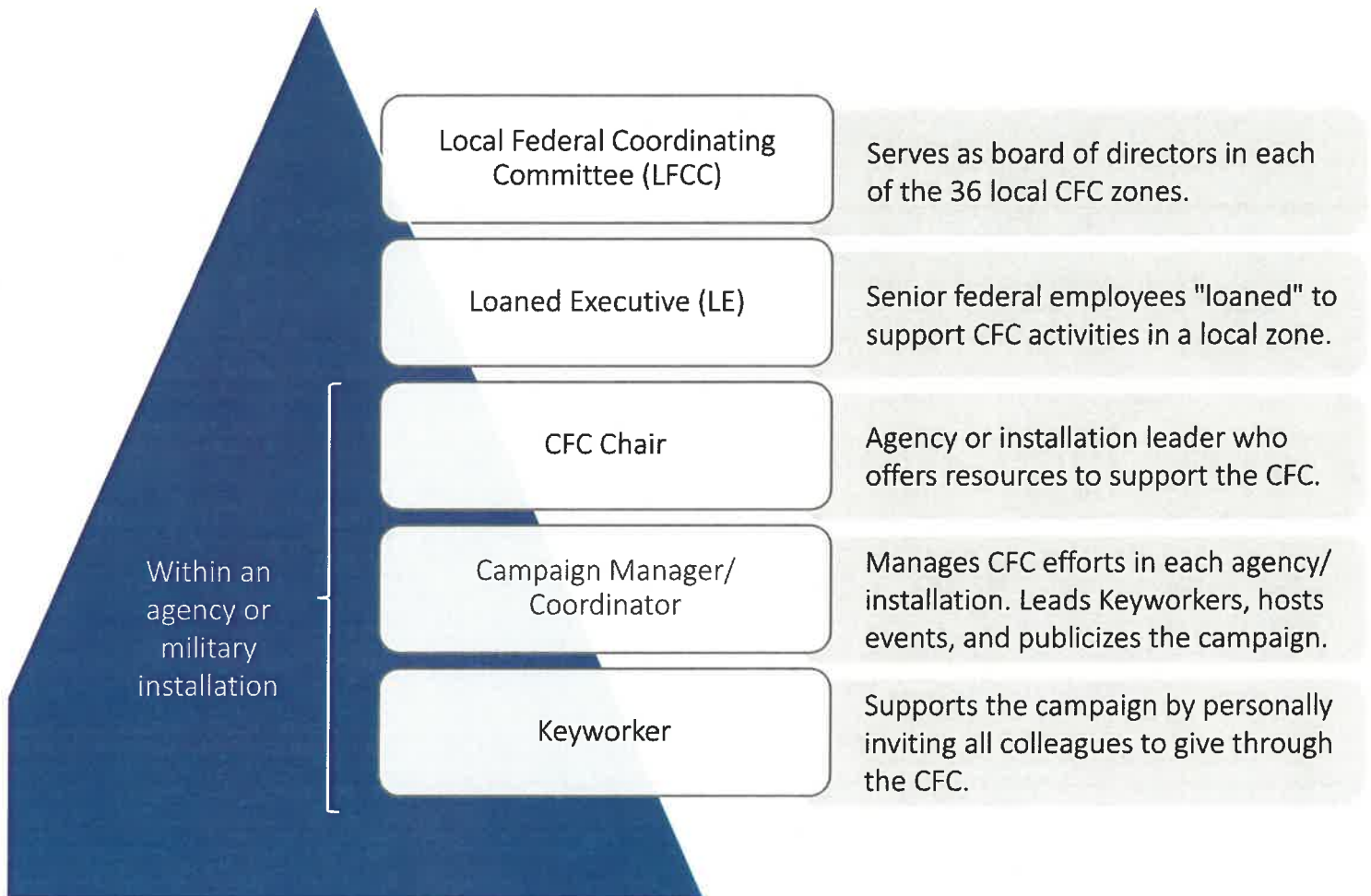
\$78.1
MILLION

80,000
VOLUNTEER
HOURS

5,000+
CHARITIES

Campaign Roles

Federal employees like you, who volunteer their time to serve as campaign workers each fall, make the CFC a success. This guide focuses on the roles of the Campaign Manager/Coordinator and Keyworkers in an agency/office or military installation/unit. Here is the hierarchy of federal employee CFC roles:



More terms to know:

Office of Personnel Management (OPM)

OPM's Office of CFC Operations oversees the entire CFC program.

Outreach Coordinator (OC)

Government contracting agency selected to support outreach and marketing efforts within each zone.

Central Campaign Administrator (CCA)

Maintains the national CFC online giving system, receives pledges, and distributes funds to charities.

(The CCA can be contacted at: 800-797-0098 (toll-free), 608-237-4898 (local/international), or cfcgiving.opm.gov/contact.)

Campaign Worker Checklist

As a campaign worker, you will inspire your colleagues by sharing the impact of the CFC. Attending a CFC training, using the provided resources, and following this checklist will ensure you have a successful campaign season.



Your #1 task as a campaign worker is to invite all of your colleagues to give through the CFC.

How does a Campaign Manager/Coordinator support this?

☐ Recruit Keyworkers

- *Reference Leadership Section of Campaign Worker Toolkit*
- *Ask leadership to assist in recruiting*

☐ Motivate Keyworkers

- *Invite to training provided by the CFC*
- *Hold regular team meetings*

☐ Engage leadership

- *Reference Leadership Section of Campaign Worker Toolkit*

☐ Share results

- *Use weekly pledge report provided by the CFC*
- *Keep Leadership and Keyworkers informed of campaign progress*

How does a Keyworker support this?

☐ Engage colleagues

- *Send weekly emails provided by the CFC*
- *Present the CFC briefing slides in a meeting*
- *Talk to your colleagues and answer questions about the CFC*

☐ Inform leadership

- *Reference Leadership Section of Campaign Worker Toolkit*

If you want to do even more to make sure the CFC is a success, check out the following sections in this guide: [promote the campaign](#), [host a CFC event](#), [campaign closeout](#), [ways to give](#), and [submit paper pledges](#).



Promote the Campaign

Make sure your co-workers know it is CFC season by promoting the campaign EVERYWHERE you can! Here are a few ways Campaign Workers can increase public visibility within your campaign.



All promotional materials and digital resources are available on the GiveCFC.org website.

Promote the CFC In Person:

- Print and hang campaign posters and banners in prominent areas.
- Track campaign progress with a physical barometer poster.
- Print and place donor cards and flyers on people's desks or in high-traffic areas.
- Use splash screen on digital signage and public monitors.
- Coordinate with your Public Affairs Office to place CFC articles and ads in publications.

Promote the CFC Virtually:

- Develop a CFC section on your intranet highlighting the benefits of giving, inspiring stories, photos of campaign activities, and progress toward campaign goals.
- Promote splash screens on everyone's computer when they log in for the day.
- Engage with the CFC's social media accounts by liking, commenting, and sharing.
- Send out the pre-drafted weekly emails from the Campaign Worker Toolkit.



DO

- ✓ Promote voluntary giving.
- ✓ Have leaders demonstrate visible and tangible support.
- ✓ Share campaign results.
- ✓ Keep list of donors who are eligible to receive a thank you gift.
- ✓ Set cumulative campaign goals.



DON'T

- ✗ Use coercion for giving.
- ✗ Allow leaders to directly ask donors to participate.
- ✗ Share individual pledges.
- ✗ Share list of donors or non-donors.
- ✗ Set 100% participation requirement or set dollar amount per person.

Host a CFC Event

Campaign events are important! **Whether a virtual event or an on-site gathering, well done events can:**

- Give colleagues the opportunity to hear directly from the charities they support.
- Increase participation in the campaign.
- Give employees opportunities to learn about the CFC.
- Motivate campaign workers.
- Increase donations for charities.
- Make you (the organizer) look like a rock star to your leadership.
- Boost morale in your workplace.

Now, more than ever, reaching remote or telework employees is essential in hosting an event.



Use our Events Guide and Checklist for detailed instructions and more tips and tricks on hosting CFC Events.



Events can be fun, but we must remember to play by the rules. Here are a few of the best practices for CFC events.

CFC Events should ALWAYS:

- ✓ Promote employee engagement.
- ✓ Educate about the CFC and participating charities.
- ✓ Boost morale and camaraderie.
- ✓ Take place during duty hours.
- ✓ Contribute to reaching every federal employee.
- ✓ Participation should remain voluntary.
- ✓ Be approved by your ethics officer.
- ✓ Abide by health and safety guidelines.

Virtual Event Tips

- Choose your platform
- Get help
- Communicate
- Keep it short
- Include visuals
- Allow questions
- Practice
- Get creative
- Involve charities

Campaign Closeout

Some of the campaign's most important activities take place after the campaign has ended. Recognition and appreciation build morale and a strong foundation for your campaign for years to come.

Provide Recognition

Campaign Managers/Coordinators:

- Thank your Keyworkers through a nice note or email.
- Plan and host a CFC awards ceremony to thank participants, showcase your results, and recognize Keyworkers.
- Recognize campaign workers for their service by providing a signed CFC certificate.

Keyworkers:

- Distribute any donor recognition items, if available in your zone.
- Always thank everyone for their time and for considering a donation by sending the CFC Thank You card.

Campaign Closing Activities

Campaign Managers/Coordinators:

- Prepare a "lessons learned" report for future Campaign Managers/Coordinators.
- Provide feedback, when asked, to help improve the campaign.

Keyworkers:

- Collect, review, and submit paper pledge forms.
- Attend event ceremonies.
- Provide feedback, when asked, to help improve the campaign.



Ways To Give

Federal employees have the opportunity to pledge money and volunteer time. There are three ways to pledge; all methods are easy, safe, and secure ways to give through the CFC!



Online Giving

Give through:

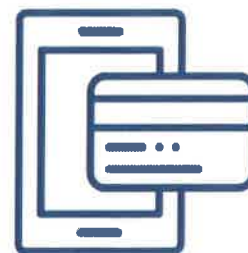
- Payroll deduction
- Credit/debit card
- E-check/bank transfer
- Volunteer hours



Paper Pledge Form

Give through:

- Payroll deduction
- Check
- Volunteer hours



CFC Giving Mobile App

Give through:

- Payroll deduction
- Credit/debit card
- E-check/bank transfer
- Volunteer hours

For a detailed walk-through with screenshots, see the How to Give Online and CFC Giving Mobile app presentations on the website.



Interested in volunteering?

In addition to your monetary donation, you can pledge volunteer hours to charities accepting them. Contact your chosen charity to fulfill your time VIRTUALLY or IN PERSON.

Charities accepting volunteer hours will be designated with a hand icon in the charity listing.

Submit Paper Pledges

To submit completed paper pledge forms:

1. Download and print the CFC Pledge Report Summary form from the website.
2. Complete and enclose the Pledge Report Summary form with completed pledge forms and mail to: **CFC Processing Center, P.O. Box 7820, Madison, WI 53707-7820**

Review Paper Pledges

Forms should be reviewed for legibility, details, and calculation of the charity allocations. Pledge forms missing required information will experience processing delays and/or potentially will not be able to be processed. Make sure all required fields are completed and doublecheck:

- A. CFC unit code and ZIP code** for your unit/office are correct.
- B. Overseas Employees box** should only be checked if you are physically located in an overseas command (*AFRICOM, CENTCOM, EUCOM, INDOPACOM, SOUTHCOM*).
- C. Reporting unit information** is filled in and correct.
- D. Social Security number** is provided for a payroll deduction pledge.
- E. Total gift and charity designation amounts** should match.
- F. Funds must be designated** using a 5-digit charity code.
- G. Authorization portion** is signed.
- H. This section is optional.** By completing it, donors are agreeing to release some of their personal information to their chosen charities.

OFM Form 1504

**2022 Combined Federal Campaign
Federal Employee Pledge Form**

Please use black ink. Sections marked with * are mandatory.

Full instructions on reverse. Submit this original Pledge Form to your Keyserver as early as possible to allow time for processing or send to: CFC Processing Center, P.O. Box 7820 Madison, WI 53707-7820. Keep a copy for your records. OFM accepts online pledges through Jan. 15, 2022, at cfcgiving.com/gov. CFC organizations do not provide goods or services in whole or partial consideration for any contributions made to the organizations via this pledge.

Donor Information (required)

1. Primary Email Address (official government) *		2. Donor Type *	
		<input type="radio"/> Civilian <input type="radio"/> Active Duty Military	
3. Name (first name) *		(last name) *	
4. CFC Unit Code (six digits)	5. ZIP Code (or APO/FPO) of Your Office/Unit *		6. Overseas Employee
			<input type="checkbox"/> I am located in a foreign country/territory.
7. Your Department/Branch of Service (no acronyms) *			
8. Your Agency/Command (no acronyms) *			
9. Your Office/Unit (no acronyms) *			

Pledge Information (required)

10. Allotment Source *		11. Amount Per Deduction	12. Total Annual Gift *	13. Charity Designation *																																												
<input type="radio"/> Payroll		\$	\$	If you would like to donate to more than seven charities, visit cfcgiving.com/gov to complete an online donation or attach another copy of this form with the total annual contribution amount appearing on copy 1 of X. <table border="1"><thead><tr><th>CFC Charity Code</th><th>Annual Amount</th><th>Volunteer Hours</th></tr></thead><tbody><tr><td></td><td>\$ _____</td><td></td></tr><tr><td></td><td>\$ _____</td><td></td></tr><tr><td></td><td>\$ _____</td><td></td></tr><tr><td></td><td>\$ _____</td><td></td></tr><tr><td></td><td>\$ _____</td><td></td></tr><tr><td></td><td>\$ _____</td><td></td></tr><tr><td></td><td>\$ _____</td><td></td></tr><tr><td colspan="2">SSN (only required if electing payroll) [] - [] - [] [] [] []</td><td>Check your payroll frequency: <input type="radio"/> Monthly (x12) <input type="radio"/> Semi-monthly (x24) <input type="radio"/> Bi-weekly (x26)</td><td>(Amount per deduction multiplied by the payroll frequency)</td><td></td></tr><tr><td colspan="2"><input type="radio"/> Check Make checks payable to "Combined Federal Campaign" and attach to this form.</td><td>N/A</td><td>\$ Check Amount</td><td></td></tr><tr><td colspan="5">Authorization * If I chose payroll deduction as my payment source, I hereby authorize any agency of the United States Government by which I may be employed during 2022 to deduct the amount(s) shown above from my pay each pay period. My deductions will be in effect for one full year starting with the first pay period after January 15 and ending with the last pay period that includes January 15 of the following year. I authorize my payroll service provider to pay the amounts shown to the Combined Federal Campaign. I understand that I may revoke this authorization in writing at any time before it expires. I also acknowledge that I have the right to receive a notification if the amount(s) scheduled to be transferred differ(s) from the amount(s) displayed above. If I choose check, I hereby authorize Give Back Foundation or, on behalf of the Combined Federal Campaign, to process my paper check as an electronic funds transfer (EFT) on the payment amount elected.</td></tr><tr><td colspan="2">Signature: _____</td><td>Date: _____</td><td>Total Annual Contribution \$ _____</td><td></td></tr></tbody></table>	CFC Charity Code	Annual Amount	Volunteer Hours		\$ _____			\$ _____			\$ _____			\$ _____			\$ _____			\$ _____			\$ _____		SSN (only required if electing payroll) [] - [] - [] [] [] []		Check your payroll frequency: <input type="radio"/> Monthly (x12) <input type="radio"/> Semi-monthly (x24) <input type="radio"/> Bi-weekly (x26)	(Amount per deduction multiplied by the payroll frequency)		<input type="radio"/> Check Make checks payable to "Combined Federal Campaign" and attach to this form.		N/A	\$ Check Amount		Authorization * If I chose payroll deduction as my payment source, I hereby authorize any agency of the United States Government by which I may be employed during 2022 to deduct the amount(s) shown above from my pay each pay period. My deductions will be in effect for one full year starting with the first pay period after January 15 and ending with the last pay period that includes January 15 of the following year. I authorize my payroll service provider to pay the amounts shown to the Combined Federal Campaign. I understand that I may revoke this authorization in writing at any time before it expires. I also acknowledge that I have the right to receive a notification if the amount(s) scheduled to be transferred differ(s) from the amount(s) displayed above. If I choose check, I hereby authorize Give Back Foundation or, on behalf of the Combined Federal Campaign, to process my paper check as an electronic funds transfer (EFT) on the payment amount elected.					Signature: _____		Date: _____	Total Annual Contribution \$ _____	
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Signature: _____		Date: _____	Total Annual Contribution \$ _____																																													

Information Release (optional)

14. By completing the information below, I authorize the CFC to release my name and the following to my designated charity(ies):			
Personal Email Address		Pledge Amount Release	
		<input type="radio"/> Yes <input type="radio"/> No	
Home Address	City	State	ZIP Code

Individuals may pledge online at cfcgiving.com/gov and may contact the CFC Help Desk Monday through Friday from 8 a.m. until 6 p.m. Central Time at 800-797-0098 (toll-free) or 608-237-4898 (local/international) with questions about the pledge process.