



CVC – Campaign Planning Guide for Agency Coordinators

Step ONE:

Thank you for serving as your agency's CVC Coordinator during this campaign!

Thank you for volunteering as an Agency Coordinator for the Commonwealth of Virginia Campaign! Volunteering to lead your agency in raising funds for deserving charities is a huge contribution to our state. Real and noticeable changes will result from your leadership and will impact countless individuals whose lives will be improved through the charities receiving CVC donations. CVC charities are counting on YOU to carry on the torch that so many before you held. The CVC is governed by [Executive Order 27-2014](#), which charges state agency heads to appoint employees to serve as the Agency Coordinator(s) tasked with organizing the annual employee workplace giving campaign within the workplace. Below is the checklist to assist you with running your agency's campaign.

Campaign Checklist

Before the Campaign

- ☐ Enlist the support of your agency head and executive leadership.
- ☐ Participate in CVC Coordinator Training(s).
- ☐ Organize a committee(s) to establish your team(s).
- ☐ Make a campaign plan based upon past successes.
- ☐ Set a challenging, but realistic agency campaign goal.
- ☐ Establish a campaign timetable.
- ☐ Publicize the campaign.

During the Campaign (*Campaign starts annually statewide on the first Wednesday in October and runs through the end of the calendar year.*)

- ☐ Kickoff the campaign by hosting a themed charity fair and/or CVC fundraiser event.
- ☐ Provide all employees the opportunity to participate in the campaign.
- ☐ Keep awareness high and have a visible campaign.
- ☐ Send CVC reminders and follow ups before the campaign is over.
- ☐ Complete transmittal reports periodically, and as needed. Keep a copy of each transmittal for your records.

Post Campaign



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- ☐ Thank you recognize employee donors, volunteers and your team.
- ☐ Complete final event reporting forms and send final transmittal forms.
- ☐ Adhere to deadlines for direct giving and volunteer hours reporting by February 1st.

Step TWO:

Recruit Your Campaign Team

Running a campaign could be a difficult task without the support of other key employees representing your agency's various departments, divisions and locations. Here are some ideas for sharing the workload:

1. Organize a Campaign Committee.

Use a Campaign Committee to distribute the workload and keep enthusiasm high. The Committee can help you set your campaign goal, plan campaign events and recruit volunteers. The number of Committee members depends on the size of your agency. When recruiting your team, please consider:

- Employee representatives from every department/division and/or location
- Employees who have worked on previous campaigns
- Employees admired among their peers
- Employees with specific expertise (HR, marketing, public relations, fundraising, event planning, etc.), and
- Last year's Agency CVC Coordinator (to serve as a Consultant)

2. Educate your team.

Build an effective team by helping them to get to know each other and educating them about the Commonwealth of Virginia Campaign (CVC). Help them understand their importance/value to the campaign by:

- Taking them on a tour of a local charity
- Requesting a local charity representative to speak at your first meeting
- Watching the campaign video (if available) together at one of your meetings
- Reviewing the campaign materials together

3. Let the DHRM CVC Staff help you.

The DHRM CVC Staff works closely with all state agencies to help them plan their annual agency campaigns. Take advantage of their experience and "catalog" of creative ideas and involve them in your campaign planning.



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Step THREE:

Plan Your Campaign in Advance

You should develop a comprehensive plan for your campaign, with your Campaign Committee. The following suggestions may assist you:

1. Meet with last year's agency CVC Coordinator to review the results of past campaigns and discuss the strengths and weaknesses of your agency's campaign. Ask the following questions:

- What goal was set for last year's campaign and was it met?
- What contributed to the success of the campaign?
- What challenges were faced?
- Are there any suggestions for improvement?
- Was your agency head supportive?
- Which employees were enthusiastic helpers and might be willing to help again?
- How was the campaign promoted?

2. Review last year's numbers to determine where you may be able to increase your agency's employee giving.

- How much was raised?
- How did the total increase/decrease compare to the previous year's campaign?
- What was the participation percentage (number of givers divided by number of employees)?
- What was the average gift (amount raised divided by number of givers)?

3. Set a challenging, but realistic goal.

Many coordinators are reluctant to set a goal for their agency because they feel that employees may feel pressured to give or that they will have failed in their job if their agency does not make its goal. Experience has shown us, however, that most people are motivated by a goal and feel that their gift counts more when it contributes to meeting a goal. Here are a few questions to consider when setting a campaign goal for your agency:

- Will the number of employees at your agency be increased or decreased by time you run your campaign?
- Will a significant number of employees be retiring in the next few months? (These employees are likely to have given larger gifts in past campaigns.)



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- Has your agency campaign been growing or decreasing over the past five years? If it is increasing, at what rate?
- What is your participation rate? (If it is less than 65%, you have a lot of potential for growth by encouraging more employees to participate. If it is more than 65%, keep doing what you're doing and always strive for 100% participation).
- Has your agency already incorporated a number of the “steps” outlined in this guide into your campaign, or is there potential for improvement?

4. Pick a slogan or theme for your campaign.

- This is optional, as **“Virginia is for Givers”** is the official CVC slogan/theme. There are several state agencies that feel that having a slogan or theme for their campaign will help you focus your marketing efforts and will help communicate a consistent message to all employees.

5. Plan to promote ways to donate! e-Pledge (online) through payroll deduction and credit are the easiest and fastest ways to donate.

The best way you can ensure that every employee has an opportunity to contribute to the campaign is to have an organized plan to promote giving. By following these simple steps, you will increase your agency's giving while making sure that no one who wants to give is left out:

- We understand that there are some state agencies that have employees that work in the field and may not have access to e-Pledge. If you require paper pledge cards, personalize them. Some agencies may choose to download and print pledge cards listed with their agency code and employee's name.
- Have an organized distribution/collection plan. Decide whether you are going to distribute/collect pledge cards at group meetings or individually through your volunteers. Do not ask employees to merely drop their pledge cards in a box in HR or elsewhere. Most of them will not make the effort.
- Have one or two team members responsible for processing pledge cards and compiling internal reports. Appoint one or two members of the Planning Committee to process the pledge cards, report weekly totals to the Campaign Committee and compile any final reports for the CVC fiscal processor.
- With **e-Pledge**, everything is automated and captured online, so you'll be able to access your giving totals and reports, in real-time.

6. Timing is Everything!



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Sit down with a calendar and plan everything out from meeting dates and events to when articles should appear in newsletters/internal communications. This will help ensure that all members of your committee know when deadlines are to be met, and your campaign will stay on schedule. Additionally, you may want to limit your campaign to a few weeks to keep awareness and enthusiasm high. Also, check your agency's calendar before you schedule your campaign to ensure that it will not conflict with other major events or activities.

Step FOUR: Make it Personal

The most effective campaigns incorporate both group meetings and one-on-one solicitation. After a group meeting or other event, have campaign volunteers follow up individually with everyone. This “personal touch” allows you to answer questions employees might not have felt comfortable asking during the meeting and share information with employees who were unable to attend.

1. Recruit Volunteers.

The volunteers you recruit should be enthusiastic and committed. Every agency, department/division/location has those loyal, “behind-the-scenes” employees who keep things running smoothly. They are the people who are first to reach out to troubled co-workers or gather the troops to celebrate an employee's birthday/milestone. Everyone with whom they work with, respects them. These are the people you want for your campaign. Your volunteers will assist you with all aspects of your campaign. We recommend that volunteers be responsible for no more than 50 of their co-workers.

2. Train your Volunteers.

Help them feel comfortable answering questions about the campaign and asking their co-workers to participate. Take them to tour a local CVC charity. Invite a local charity representative to speak to the group during training. The DHRM CVC Staff can assist you with planning your volunteer training.

Step FIVE: Communicate the Need

When employees understand the impact of their gifts can make in the lives of people in our community, they feel more motivated to give and better appreciated. Help them make informed decisions about their charitable giving through the following:



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1. Group Meetings.

In addition to one-on-one meetings with volunteers, give employees the opportunity to attend group campaign meetings. Invite representatives from local charities to speak and provide an impact video or CVC video. There are many advantages to conducting group meetings:

- Information is provided quickly and efficiently.
- A consistent message is delivered.
- Less follow-up work is required.
- Meetings can be scheduled to accommodate the work schedule of a particular division, department or location.
- Employees are removed from the distractions of their work area.
- Employees can ask questions directly to CVC and charity representatives.
- You can schedule one or more meetings for all employees and allow the campaign committee members/volunteers to host group meeting for their respective work areas.

Suggested Group Meeting Agenda

Distribute pledge cards or provide a CVC flyer with Giving QR code

Introductions

- By the Agency Campaign Coordinator, Campaign Committee Members and/or Volunteers

Endorsement

- By the Agency Head

Testimonials (*Charity Impact Statement*)

- By Charity Representative or Agency Employee

Q&A

- By Charity Representative and Agency Campaign Coordinator

Quick Review of ePledge & CVC Directory (Online @ <https://cvc.virginia.gov/>)

- By Agency Campaign Coordinator, Campaign Committee Member or Volunteer

Announcements

- By Agency Campaign Coordinator, Campaign Committee Member or Volunteer
- Upcoming events such as charity fairs, fundraisers, charity lunch & learns, drawings, etc.

CVC “Why I Give” Video (if applicable)

- You may want to introduce the CVC “Why I Give” video (*if available*).

Thank You

- By Agency Head, Agency Campaign Coordinator, Campaign Committee Member or Volunteer

2. Staff Meetings



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Invite representatives from local charities or CVC volunteers (CVCAC member, DHRM CVC Staff) to speak at weekly, monthly or quarterly staff meetings.

3. Tours

Schedule tours of local charities for your employees.

4. Volunteer Projects

Ask employees who volunteer at local charities to put together a daylong or half-day group project at their charity and help them recruit other volunteers.

5. Newsletters

Devote an entire issue of your agency's newsletter to the CVC or run a series of stories on your campaign.

6. Testimonials

Send out communication to all internal employees asking if anyone has received services from a local charity (included in the directory) and if they would be willing to share their positive experience at a group meeting or in a newsletter article.

7. Lunch & Learns (In-person or Virtual)

Invite employees to bring their lunch to a comfortable meeting room and listen to a speaker from a local charity. Set up a live webinar, invite a speaker from a local CVC charity and invite employees to log in while they eat their lunch and listen to the speaker from the local charity provide information about their charity and how CVC donations impact their organization.

8. Email Communications

Send out daily or weekly email messages with important facts about local charities and/or the campaign before and throughout the campaign season.

Step SIX: Get the Best Return for Your Efforts

To ensure that all of your hard work brings success, the following tips are important components to your plan.

1. Promote payroll deduction via e-Pledge.

A payroll deduction gift is generally seven to 10 times larger than the average cash gift.

2. Educate.



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A small payroll deduction contribution can reap great rewards. Help employees understand the power of their donor dollars and the efficiency of giving through the CVC.

3. Appreciate.

Remember to thank everyone for his or her participation at every opportunity. Be sincere, specific and timely.

Step SEVEN: Make it Fun!

Increase your campaign's visibility and "fun factor" with special events such as:

1. CVC Kickoff Event/Charity Fair

A kickoff event is a terrific way to announce the start of your campaign and to generate enthusiasm. Include a speaker from a local charity or host a themed charity fair. Invite various CVC charities from your region to come out to provide information to employees, as they seek exposure to be in front of potential donors. See the [Charity Fair Process document](#) for more information. Ask your agency head to host the event.

2. Prize Drawings

Hold drawings throughout your campaign to encourage employees to donate via payroll deduction through e-Pledge.

Best Practice: *Ensure that drawings are not "games of chance". "Raffles" in which employees are encouraged to "buy a chance" to win an item are **not permitted**. Holding "drawings" for door prizes from a basket of names who attended an event, with no expectation to personal gain are permitted and encouraged as a means to improve participation.*

The solicitation of door prizes must not be conducted by any state employee with procurement authority. Agencies may not provide mailing lists or other preferential treatment or promises of future state business. Participating sponsors may be listed on a poster or program for the event.

3. Fundraisers and Auctions

Ask employees to donate homemade goodies, crafts and personal services (such as pet sitting or lawn services) for a sale or auction.

Best Practice #1: *Fundraising sales that primarily benefit the vendor handling the sale are not recommended. Projects such as donut sales that are designed for non-profit fundraising are permitted. Agencies may also create/develop items for sale (greeting cards, holiday letters, candy grams, etc.) that do not involve the use of state funds.*



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Best Practice #2: Try scheduling special sale and/or silent auctions toward the end of your campaign, as some employees will view their purchase as their entire CVC contribution/gift.

4. Theme Parties and Casual Days

Pick your theme and incorporate it into events, decorations, publicity, dress, refreshments, etc. Encourage other employees to participate by awarding prizes for most creative costume, the spiciest chili, international food day, etc. Ask your agency head to authorize a special casual day for a small donation.

5. Employee Picnics

Have everyone bring a favorite dish and hold competitive events. Use this opportunity to thank the contributors and donors. Ask a representative from a local charity to speak to the group.

6. Other Special Events

Be creative. Run a cornhole or a horseshoes tournament, gather staff baby or pet photos and award prizes for correct guesses of who's who, or even organize an employee talent show. How about an ice cream or popcorn social, an employee chili cook-off, cookbook or an executive car wash? Fun activities like these draw interest and can assist with raising funds for your agency. Here is also a list of [fundraiser ideas](#) to assist you in your campaign.

Please Note: Special CVC fundraising events such as auctions, bakes sales, carnivals, athletic events or other activities are permitted during the annual campaign season from October-December if approved by the appropriate agency head or official and are consistent with the agency's ethics regulations.

In all special fundraising events, the donor should have the option of designating to a specific participating charity/federation or will be advised that the donation will be counted as an "undesignated contribution" and distributed to the [Virginia State Employee Assistance Fund \(VSEAF\)](#), according to CVC regulations. When in doubt about the appropriateness of a CVC special event or fundraiser, please contact the [DHRM CVC Staff](#) prior to advertising the event.

7. Competition

Encourage friendly competition between divisions, departments and/or other locations within your agency. Please feel free to connect and compete against other similar sized state agencies, and offer prizes for the most money raised or the largest group of donors, the best bake sale or the most interesting group meeting.

Best Practice: A few agencies/universities have several special awards for the highest gift, highest participation rate, and most improved participation presented at a luncheon provided by the President of the University or Agency Head.



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Step EIGHT: Keep Awareness High

In order to keep awareness high, it is important to report your progress throughout the campaign. Here are a few suggestions on how to get the word out:

1. Campaign Thermometers

Post campaign [thermometers](#) in each office area, division and/or sublocation to chart your agency's progress. Ask Campaign Committee members to update the thermometers for their respective areas, weekly.

2. Email Messages

Send weekly email updates to all employees in your agency.

3. Intranet

Use your agency's internal intranet to promote the campaign and chart your agency's progress electronically.

4. Keep your Agency Head and Leadership Informed

You may report on the progress of a particular division, department or location to chart their campaign progress while maintaining the confidentiality of each person's donation. According to CVC guidelines established by the CVC Advisory Council, you may not share information about an individual employee's gift with their supervisor or anyone else.

5. Contact the DHRM CVC office as Needed

They are there to help you plan and coordinate your campaign. Keep them in the loop and they can help you troubleshoot, if necessary.

6. Charity Fairs

Many agencies host CVC charity fairs-with several charities represented to educate employees about the services they provide in the community. Care should be given to invite a wide variety of charities and to pick different charities each year to give as many charities as possible an opportunity to participate.



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Step NINE: Show your Appreciation

One of the most important things to do at the end of your campaign is to thank volunteers, committee and donors for their involvement and concern for their community. Keep in mind that any “thank you” activity should occur promptly. Various ways to thank employees include:

1. Send personal notes to volunteers and contributors.
2. Place a thank you notice to key workers and the success of your campaign in your agency’s newsletter or by email.
3. Hold a thank you event for all contributors.
4. Hang a giant thank you card or banner in your lobby or employee common area.
5. Ask your agency head to recognize volunteers and contributors at a leadership meeting, staff meeting, thank you event or even through a letter.
6. Distribute a small recognition item to all contributors as a thank you.

Step TEN: Wrap it Up Neatly

Your campaign experience will be more rewarding for you and your Campaign Committee if you make sure that the closing of your campaign is done just as well as the execution of it. The more time you let pass, the more difficult it will be to recall numbers, locate any paperwork, etc. You have worked hard, so wrap up your campaign promptly and neatly knowing you have accomplished so much for your community!

1. Report preliminary campaign results to your agency head
2. Complete any final event reporting and transmittal reports, make copies and return it to the CVC Staff.
3. Hold a debriefing with your Campaign Committee and make notes of recommendations for next year’s agency CVC Coordinator.

Step ELEVEN: Post Campaign

1. If you’re not returning as your agency’s CVC Coordinator for the next campaign, please provide the new Coordinator the campaign results and feedback from the last campaign. Agencies are charged in June to provide nominations/re-nominations for Coordinators for the next campaign.
2. By **February 1st**, all direct giving and volunteer hours must be reported.
3. Please look out for communications in mid-February regarding the annual CVC Awards & Recognition luncheon for agency CVC Coordinators, volunteers and leadership who



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championed CVC during the campaign. This is the time we celebrate you for all your hard work! DHRM CVC will also provide the award criteria for CVC nominations.

CVC Awards

Agency, Team, or Individual Awards

Each April, the CVC will host the CVC Awards and Recognition Luncheon. During the event, the following awards will be presented. Agency Awards are based on final numbers from the campaign, while Team and Individual awards will

Agency Level Awards

1. Philanthropy Excellence Award: given to agencies who raise the most amount of money
2. Collective Impact Award: given to agencies who have the highest employee participation
3. Heart of the CVC Award: two awards given separately to the agencies with the highest number of items donated during the campaign or the highest number of volunteered hours during the campaign.

Individual/Teams Awards

1. Innovation Award

Criteria: This award goes to a team or individual at an agency that created and implemented a process, tool, or event that helped move the CVC campaign forward at their agency (excludes those related to use of technology). Nomination form and one note of support for nomination are required.

Example: Different Ingredients Make a Tasty Dish

Employees of an agency in Northern Virginia celebrated the diversity of its workforce by hosting an International Luncheon, which included foods from 8 different countries and was presented with other items representing the culture and heritage of the people from that country.

2. Community Connection

Criteria: This award goes to a team at an agency that partnered with a CVC charity on a project to benefit the charity. This could involve spending volunteer hours on a group project or finding a way to connect the services of the state agency with that of the charity in their community. Nomination form and one note of support for nomination are required.

Example: Award Name: “Walk a Mile in their Shoes -The Portsmouth Soup Kitchen Experiment”
- The Portsmouth Social Services office of Child Support Enforcement sponsored a “Soup



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Kitchen Experiment” for their employees. They purchased soup bowls from Goodwill and cooked several types of soup. A soup line was set up and employees donated \$5 for their meal.

3. Teamwork

Criteria: This award goes to a team at an agency that worked together to create an event to help move the CVC campaign forward at their agency. Please submit a nomination form and one letter or note of support for nomination with a Teamwork nomination.

Example: Employees from five different VDOT divisions worked together to design and implement a special Chili Cook Off event resulting in an increase of participation.

4. Rookie of the Year

Criteria: This award goes to an individual or team that took on the campaign for the first time at an agency and made significant improvements in the process or the results. Nomination form and one letter of support for nomination are required.

Example: An employee volunteered (or was assigned) to serve as the agency CVC chair or coordinator for the first time and completed a successful campaign.

5. CVC Champion Award

Criteria: This award goes to an individual whose efforts went far beyond the minimum expectation for this role and for whom no other award would be appropriate. A limited number of Champion Awards are made each year and are identified by the DHRM CVC Director. No nomination forms or letters of support will be required.

All letters of support must be emailed to the CVC mailbox by the posted deadline.

Based on the final results post campaign, CVC will award Platinum, Gold, Silver & Bronze Awards for: highest agency totals and employee participation (Participation awards are based on the size of the state agency/university, from 0-100, 101-500, 501-1000, 1000-1500 & larger than 1501)

CVC Jargon

Pledge Card (Paper & Electronic)

This is used to record an employee’s pledge amount, method of payment and charity designations. Distribute one to each employee at your agency (printable). Some agencies may



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use the electronic version of the CVC pledge card. In these cases, care must be taken to ensure that both payroll and the pledge processing center receives copies of this information.

Transmittal Form

This form is used to **batch** CVC pledge cards to be sent to the CVC Processing Center in Richmond. This form is essential to proper recording of your agency's donations.

CVC Charity Directory (Online @ <https://cvc.virginia.gov>)

Published annually, provides important information about the CVC as well as local, national and international charities approved to receive donations from the campaign. Ensure that all employees have access to the electronic directory on the CVC website and provide a hard copy of the directory for employees without easy access to the internet. The charity directory may also be accessed from your smartphone.

CVC Video (if applicable)

Produced locally as a joint state agency effort, the CVC video can be used during campaign events, group meetings or staff meetings. If you have not already received one, you can request one through the CVC Staff. The video should be available around September 15th.

CVC Poster (Online)

CVC posters may be available to help you promote your campaign. We recommend one poster for every 50 employees. Posters should be available around September 1st.

Campaign Thermometer

Post your agency's campaign goal and chart your progress on a campaign thermometer. We recommend one for every department, division and location. One or more formats will be made available electronically to Coordinators for use in their agency.

CVC Website (<https://cvc.virginia.gov>)

The CVC website has crucial information for employee donors, Coordinators and CVC charities. Please check it out as it will show the campaign's progress during the campaign. Coordinators will be able to access their agency's campaign progress and totals.

A Typical CVC Letter or Email to Agency Employees

Example:



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Dear (Employee's Name):

Have you ever provided a homeless family with a warm and safe place to sleep, or delivered a hot meal to a homebound senior? Have you ever given a group of children a safe place to play away from the street, or helped a disabled adult realize their potential to be an active member of their community? If you have ever given to the CVC, the answer is a "yes".

The Commonwealth of Virginia Campaign (CVC) gives each of us an opportunity to create a positive change in our community. I donate to the CVC because I believe that the charities supported by the campaign are making a difference in many lives in our community, our country and around the world.

Our agency's CVC campaign will kick off on _____. During the campaign, I encourage each of you to take a few minutes out of your busy day to attend a campaign event or listen to a speaker from a local charity to learn about the vital services that nonprofit organizations are providing in our community. I hope that you will also consider participating in the campaign. Your donation is a gift, where you are giving for the first time or are increasing last year's contribution, helps strengthen our community.

Thank you for all that you do for our agency and our community. Together, we make a difference!

Sincerely,

Agency Head's Name

CVC Donation FAQs

1. Are charities charged with administrative fees?

The Commonwealth of Virginia Campaign's low administrative cost (10% of current year campaign funds) is a lower percentage than most charities spend on fundraising and administrative costs themselves. In 2017, The CVC Advisory Council voted to hire a third-



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party vendor to manage CVC donations, volunteers and the VSEAF grant website. A 10% administrative fee was implemented with the 2020 campaign chargeable to participating charities. Participating charities may opt to have their 10% administrative fee reduced from their disbursement from CVC.

2. How are undesignated funds distributed?

CVC policy is that **all undesignated funds** will go to the Virginia State Employee Assistance Fund (VSEAF).

3. Are CVC donations tax-deductible?

All monetary donations **are 100% tax-deductible** to the extent allowed by law.

4. Can I make a donation to an agency team?

Yes. You can make a donation to an individual fundraiser on an agency team, or you can make a general CVC undesignated donation.

5. Where should I mail donation checks?

All donations should be mailed with a printout of the pledge card, transmittal report and fundraiser (if applicable) to the CVC Processing Center at:

Commonwealth of Virginia Campaign
PO BOX 96906
CHARLOTTE NC 28296-6906

6. Who should I make my check out to?

Please make all checks payable to: **Commonwealth of Virginia Campaign.**

7. Do all donors who mail their donations receive a receipt?

Any donor who mailed their donation and provided an email address will receive a receipt via email once the donation has been processed.

8. Do all donors who contribute online receive a receipt?

Yes, anyone who donates online, regardless of the amount, will receive a receipt via email.

9. What is CVC's Tax ID Number?

A Tax ID number identifies your designated charity as a 501(c)(3) non-profit Organization. **CVC is not a charity and doesn't have a TAX ID number.**



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10. What does it mean to give online?

Employees will be able to donate online via payroll deduction and credit card for the next campaign.

Payroll deduction: If employees would like to donate via payroll deduction, you pledge to give a yearly amount that will be divided and deducted over 24 paychecks starting in January. For example, if you wanted to give \$240 to Virginia State Employee Assistance Fund, you would select the charity, and designate \$240, and you will see the amount that will be deducted from each paycheck, which in this case would be \$10 per paycheck. **The last day anyone can give via payroll deduction on the third Tuesday in December, annually.**

Credit card: For credit card donations, employees will supply their credit card information through a third-party vendor, securely. Credit card information is not stored on any government devices or databases. No fees are associated with credit card transactions for donors. **The last day anyone can give via credit card is December 31st, annually.**

11. Can a non-salaried, wage employee give by payroll deduction?

We do not encourage wage employees to give via payroll deduction. Payroll deductions are made in consistent amounts each paycheck, which can impact wage employees based on a variable paycheck amount. We encourage wage employees to give a one-time donation via credit card, direct giving, or by volunteering time.

12. What About Paper Pledge Cards?

CVC is encouraging employees to donate online over paper pledges during the campaign. Donors can donate instantly online and not worry if their donation has been made. CVC does understand that there may be instances where a paper pledge card would suffice. So, for agencies that need paper pledges, please download the [individual pledge card](#), and print as many as you need for your donors. Along with the transmittal report, pledge card(s) and payment method, please mail to the CVC Processing Center address for processing.

CVC Fundraising FAQs

1. Need Fundraising Ideas?



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Please refer to the fundraiser ideas document [here](#) , which is also located in the “For Coordinators” section on the CVC website.

2. Can I donate by check online?

No. Checks must be mailed to CVC address below, after downloading the Transmittal Report, which can be found on the “For Coordinators” section of the CVC Website. The status of the check will be pending until the check is received and processed by the Commonwealth of Virginia Campaign.

3. What if I receive a cash donation?

4. If cash is collected at a CVC Fundraising Event, please convert the cash to money order or check, and mail it to the CVC's Processing Center along with a transmittal report. For any other questions, please contact cvcsupport@dhrm.virginia.gov.

CVC Processing Center

Commonwealth of Virginia Camp
PO BOX 96906
CHARLOTTE NC 28296-6906

5. A donor is requesting a Tax ID number, what is that and how can I get it?

A Tax ID number identifies your designated charity as a 501(c)(3) non-profit organization. Many donors will request this number to validate their donation as tax-deductible. To find the Tax ID of your charity, please contact the CVC charity directly.

6. Business CVC Solicitation Letters

CVC is not a charity and doesn't have a TAX ID number. If you wish to solicit businesses for donations, please contact the charity that you're raising funds for and request a solicitation letter, which will include the charity's TAX ID number.

7. How Do I Collect & Report CVC Fundraisers?

Regarding special events/CVC fundraisers, please collect cash from the event and convert over to a check/money order, made payable to the “Commonwealth of Virginia Campaign (spelled out, please). You will use the CVC Event Reporting Form to upload any event tracking forms, donation receipts, and paper pledges. Any checks/money orders will be mailed along with a CVC transmittal report to the CVC Processing Center



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address, which you will find on the CVC website under the “For Coordinators” section. Please retain copies for your records.

8. CVC Swag

Agency Coordinators may utilize the CVC logo and procure your own promotional/swag items to distribute at your CVC events. VCE has the blue/green, black and white silk screen print of the CVC logo, so you wouldn’t have to pay a charge for that, but for the swag items you want. Please refer to your agency’s policy regarding the use of logos on any agency promotional/marketing materials and procurement through VCE. Please contact cvcsupport@dhrm.virginia.gov if you have any questions.

9. Can my agency volunteer/partner with a CVC charity?

Yes. Please refer to DHRM Policy 4.40 School Assistance and Volunteer Service Leave. Coordinators may encourage volunteering with a CVC charity. Coordinators should contact the charity directly, request volunteer opportunities for a team/group and coordinate with the Volunteer Coordinator to plan the event. After the event(s), Coordinators report volunteer hours, submit photos and the volunteer letter from the CVC charity, which should show the total hours volunteered, agency and names of the volunteers to cvcsupport@dhrm.virginia.gov.

Furthermore, depending on the Toys for Tots workload and smaller food banks, these organizations may not be able to provide Coordinators with a receipt, instantly. CVC recommends Coordinators to record the date of the event, number of toys collected and photos from the event and send to cvcsupport@dhrm.virginia.gov. We will refer to your special event request for details. Agencies will be recognized during the post campaign CVC recognition event for their direct giving.

CVC Dates & Deadlines

January 31st – CVC Volunteer Hours & Fundraiser Reporting Deadline

February 1st – CVC Direct Giving Reporting Deadline

Mid-February – CVC Award Criteria & Nominations

Mid-April – CVC Awards Nominations Due



CVC – Campaign Planning Guide for Agency Coordinators

Late April - CVC Awards & Recognition Luncheon Event

May – CVC Awards mailed out to agencies that didn't attend the CVC Awards & Recognition event

June – Agency CVC Coordinator(s) Nomination Letters sent to Agencies for the 2024 campaign

July – Agency CVC Coordinator(s) Nominations Deadline from Agencies

September - CVC Coordinators & Charity Training (In-person & tentative schedule)

October 1st – CVC e-Pledge portal opens annually (payroll deduction, credit card)

1st Wednesday in October – CVC Statewide Kickoff and DHRM Charity Fair

November – Mid-campaign push

December – End of campaign push

3rd Tuesday in December – Last day for donations via Payroll

December 31st – Last Day for All Pledges