
Coast Guard Mutual Assistance Campaign 2016



Coordinator's Preparation Instructions

Proud to be CGMA: It's who we are; It's what we do.

Campaign Coordinator,

The 2016 CGMA Fundraising Campaign runs throughout the month of April. This quick reference provides preparation instructions for coordinating the campaign for your CGMA Area of responsibility (AOR). Please refer to the accompanying *2016 Fundraising Guide* as well.

Contact CGMA-HQ (703.581.5297) with questions.

✓ Checklist - complete before the campaign begins April 1st

- ❑ **Verify the list of CGMA Service Units** assigned within your CGMA AOR.
To view your assigned service units: www.CGMAHQ.org ⇒ left-side menu ⇒ Rep's\Campaign Info
Or log into CMP ⇒ Reports ⇒ Local Service Units
If you do not have access to CMP, contact your CGMA Rep, Assistant Rep or CGMA-HQ.
Report discrepancies to Erica Chapman: Erica.J.Chapman@uscg.mil

- ❑ **Information Resources**

- Campaign 2016 PowerPoint Presentation
- FAQ's
- www.CGMAHQ.org

Download the PowerPoint Presentation and modify it to meet your local campaign needs. The *PowerPoint Presentation, FAQ's* and your job experience should prepare you to answer most questions about CGMA. Should questions arise that you need help to answer, contact CGMA-HQ for guidance then follow-up with those who asked.

- ❑ **Designate and brief Key Workers** for units in your AOR.

Emphasize the campaign goal of personally contacting **100%** of personnel at each unit.

When you have identified key workers at your unit and at outlying units in your CGMA AOR, prepare a list showing their rate/rank, first name, middle initial and last name, and e-mail it to Erica.J.Chapman@uscg.mil. As changes occur, please send updates.

- ❑ **Request Kick-off funds** to purchase items for kick-off ceremony.

Funds could be used for decorations and refreshments (juice, coffee, donuts). These funds are *not intended* for fundraising events, i.e. car wash or bake sale. If a fundraising event has a related expense, please retain it from the proceeds.

Kick-off Funds must be approved in advance by CGMA-HQ.

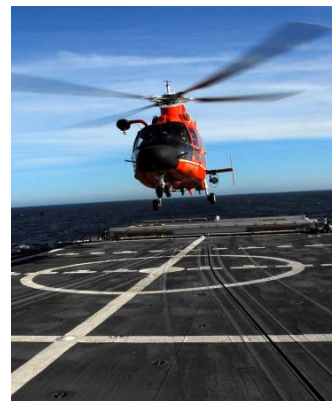
- For approval, contact: Erica Chapman: Erica.J.Chapman@uscg.mil or 703.581.5297

Guidelines for reimbursement of approved Kick-off funds:

- Scan/fax the receipts of items purchased to CGMA-HQ
Email: Erica.J.Chapman@uscg.mil or
Fax number: 703.875.0344
- Indicate to whom the check should be made payable

"Coast Guard Mutual Assistance is a valuable resource to support the well being of our Coast Guard Family – an effective and ready tool for getting help to those in need."

Paul F. Zukunft
Commandant, U.S. Coast Guard



- Distribute campaign materials** to Key Workers as they become available.

CGMA-HQ will provide:

March:	<input type="checkbox"/> Fundraising Guide <input type="checkbox"/> Coordinator’s Preparation Instructions <input type="checkbox"/> Key Worker’s Preparation Instructions <input type="checkbox"/> Pledge Forms (<i>CGMA Form 33</i>) <input type="checkbox"/> 2016 Campaign Brochures and Posters
April:	<input type="checkbox"/> Key Worker 2016 Fundraising Report (<i>CGMA Form 31</i>) <input type="checkbox"/> Consolidated 2016 Fundraising Report (<i>CGMA Form 30</i>) <input type="checkbox"/> Coordinator’s Wrap-Up Instructions <input type="checkbox"/> Key Worker’s Wrap-Up Instructions

CGMA-HQ will provide campaign materials to supply your unit and the Service Units in your AOR. If you do not receive your materials or have an insufficient supply, contact CGMA HQ at 703.581.5297 or Erica.J.Chapman@uscg.mil.

Provide to your Key Workers:

March:	<input type="checkbox"/> Fundraising Guide <input type="checkbox"/> Key Worker’s Preparation Instructions <input type="checkbox"/> Pledge Forms (<i>CGMA Form 33</i>) <input type="checkbox"/> Campaign 2016 Brochures and Posters
April:	<input type="checkbox"/> Key Worker’s Wrap-Up Instructions <input type="checkbox"/> Key Worker 2016 Fundraising Report (<i>CGMA Form 31</i>)

Help avoid waste and keep fundraising costs to a minimum by **carefully** distributing quantities (perhaps splitting shrink wrapped brochures) only as needed at each location. Sufficient materials are sent so each member can receive a pledge form and brochure.

Campaign Resources available at www.CGMAHQ.org

- *Campaign PowerPoint*
- *Frequently Asked Questions (FAQ’s)*
- *Fundraising Guide*
- *Sample Kickoff Remarks*
- *CGMA Video – Al Roker*
- *Coordinator’s Prep Instructions*
- *Key Worker’s Prep Instructions*
- *Coordinator’s Wrap-Up Instructions*
- *Key Worker’s Wrap-Up Instructions*
- *Key Worker 2016 Fundraising Report (CGMA Form 31)*
- *Consolidated 2016 Fundraising Report (CGMA Form 30)*

Thanks to your efforts the campaign will be a success!

Send recommendations to improve these instructions to Erica Chapman or Ron Wolf:
Erica.J.Chapman@uscg.mil, 703.581.5297, or Ronald.C.Wolf@uscg.mil, 703.547.7163.