
Coast Guard Mutual Assistance Campaign 2016



Fundraising Guide

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

★ Need for a Fundraising Campaign

Each year the Annual Fundraising Campaign gives CGMA the opportunity to publicize and raise awareness about the variety of assistance programs available to the Coast Guard family. Without an annual infusion of funds, CGMA would very quickly deplete its resources and be unable to continue providing assistance. A great overview of available programs and application instructions is available online: www.CGMAHQ.org.

★ Command Support

Campaigns are more successful when the leadership endorses its value. In his campaign message, the Commandant has stated the importance he places on the CGMA Fundraising Campaign. It is vital that unit CO's/OIC's support the Campaign as well.

It's important to alert each unit CO/OIC, as well as Reserve leadership, of the upcoming Campaign and to provide them updates as the Campaign progresses.

Please encourage unit CO's/OIC's to reinforce the significance of the Campaign by participating in "kick-off" activities and in any other ways they deem appropriate.

★ Organize for Success

April is CGMA Campaign Month. Kick-off will be Friday, April 1. Start planning and identifying unit Key Workers early.

Key Workers are crucial to the success of the Fundraising Campaign. It is important that Campaign Coordinators select/request individuals who are motivated, knowledgeable and trustworthy.

Whenever possible, Key Workers should be individuals who have volunteered to serve in that capacity and are familiar with CGMA.

Ideally, at units where there are civilian employees, some of the Key Workers should be civilians. Key Workers should contact their Child Development Center (CDC) and Morale, Welfare, and Recreation (MWR) employees and employees at Coast Guard Exchange Systems (CGES).

Note: The Recruiting Command contacts Recruiters directly, so unit key workers **do not** need to contact Recruiters in their area.

The campaign should wrap up no later than Friday, April 29. Please plan accordingly to end the Campaign on time.

★ Publicity

Publicity plays a major role in the campaign's success. CGMA-HQ provides resources (posters, brochures and a PowerPoint presentation) to give your unit plenty of exposure to campaign details.

Determine where to hang posters in high-traffic common areas (i.e. restrooms, break rooms etc).

Electronic copies of campaign resources are available at: www.CGMAHQ.org

CGMA-HQ can provide funds to cover the cost of banners, balloons, and other promotional items for a kick-off ceremony. The *Coordinator's Preparation Instructions* outline the steps to request these funds.

Commands are encouraged to publicize the campaign through the plan of the day, a campaign newsletter, broadcast email, local intranet, or other internal communication methods to ensure wide exposure. Publicity might include an initial announcement, planned campaign events, and periodic progress reports.

★ Kick-off Activities

Hosting a kick-off ceremony is the recommended way to publicize the Campaign, providing a forum to present the story of CGMA to as many people as possible.

Some steps to consider:

- ❑ Arrange for location, refreshments, decorations, etc
 - ❑ Line up keynote speaker
 - ❑ Announce the kick-off well ahead of time in the Plan of the Day or other local communication medium
 - ❑ Arrange for public affairs/media coverage, if appropriate
 - ❑ Develop a program for the ceremony, perhaps featuring the following elements:
 - Introduction by the Campaign Coordinator or CGMA Representative
 - Keynote speaker
 - PowerPoint presentation
 - Hand out campaign brochures and pledge forms (one in the hands of each attendee)
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★ Solicit Contributions

The heart of the campaign is the actual contact with individual active duty and civilian/CDC/MWR/CGES employees. This is where Key Workers will:

- ❑ Explain the CGMA assistance concept, “Coast Guard People Helping Coast Guard People”
- ❑ Hand each member a brochure and Pledge Form (CGMA Form 33)
(Credit card donations are processed securely at www.CGMAHQ.org, click ‘Donate Now’)
- ❑ Receive and process the completed Pledge Form from each donor

Those who wish to continue their allotments/payroll deductions at the current amount do not need to submit a pledge form. On-going contributions will be included in the tally for each unit. CGMA-HQ provides continuing allotment numbers to Coordinators for campaign wrap-up. The pledge form is necessary if a donor wants to increase a contribution allotment.

Anyone with questions about their allotment donation may call CGMA-HQ: 800.881.2462.

The campaign goal is to make personal contact with 100% of personnel assigned to each unit.

Please note the following best practices/restrictions when soliciting CGMA contributions:

- Establishing personal dollar goals and quotas or requiring 100% participation is prohibited
 - Solicitation of members by their supervisor or by other individuals in their supervisory chain of command should be avoided wherever possible
 - Supervisors should not be given specific information as to the contribution activity of any individual under their supervision. However, they may receive a collective summary of contribution activity in their unit, department, office, shop, etc.
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★ Organize Fundraising Events

Local fundraising events are encouraged. Planned activities should appeal to a wide cross section of assigned personnel, be in good taste, and not place an undue burden on the command or individuals.

Fundraising events differ from the kick-off ceremony. Typically, kick-off ceremonies are held during the first week of the campaign to provide a starting point for publicizing the campaign. Fundraising events are usually done during the campaign to raise additional contributions.

Fundraising events can foster morale and build unit cohesion while generating funds in support of the Coast Guard family. Suggestions for activities/events others have found successful:

- **Food Sales** – chili cook off, ice cream social, bake sale, hot dog sale, or taco sale
- **Car Washes** – This is generally a popular event – particularly when the CO, XO or senior enlisted personnel participate in the washing
- **Sporting Events** – polar bear plunge, volleyball tournament

Remember, contributing to Coast Guard Mutual Assistance is voluntary. So, the key to protecting CGMA against illegal fundraising activity is to let the contributor determine the donation amount. For example, one person may decide that \$25 dollars is what they will donate for a car wash, and another may decide that \$12 is reasonable.

Note: *Although CGMA may accept funds from outside the CG family, it does not actively solicit such funds.*