

Coast Guard Mutual Assistance Campaign 2016



Key Worker's Preparation Instructions

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

Key Workers,

The 2016 CGMA Fundraising Campaign runs throughout the month of April. This quick reference guide provides instructions for conducting the campaign. Please refer to the accompanying *Fundraising Guide* for further information. Contact your campaign coordinator with questions.

✓ Prep Checklist - complete before the campaign begins April 1st

- ❑ Name of your **Campaign Coordinator:** _____
- ❑ **Information Resources**
 - CGMA Campaign 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 a question arise that you can't answer, contact your Campaign Coordinator for guidance, then follow-up with those who asked.

- ❑ **Recruit** Assistant Key Workers

The more help you have, the easier the campaign will be. Prepare a list of the Key Workers at your location, showing Grade/Rank, First Name, MI, and Last Name and provide it to your campaign coordinator. Remember to include your own name. Update your Campaign Coordinator with any key worker changes as the campaign progresses. Key Workers' names are gathered for recognition at the conclusion of the campaign.
- ❑ **Schedule** campaign kick-off and other campaign activities
- ❑ **Organize** fundraising events (example: bake sale, car wash, ice cream social)
- ❑ **Display** campaign posters in prominent, high-traffic locations at your unit

| Distribution schedule for campaign materials | |
|---|--|
| Provided by Campaign Coordinator | |
| 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, Posters |
| April: | <input type="checkbox"/> 2016 Key Worker Report (<i>CGMA Form 31</i>) <input type="checkbox"/> Key Worker's Wrap-Up Instructions |

✓ Campaign Checklist: 1 April - 29 April 2016

- ❑ Campaign kick-off activities and fundraising activities
- ❑ Provide a *Campaign Brochure* and a *Pledge Form* (CGMA Form 33) to each Active Duty member and Civilian/CDC/MWR/CGES employee
 - Advertise timeline for returning completed pledge forms. Allow yourself enough time to prepare your report and submit it to your Campaign Coordinator NLT 6 May
 - Run out of materials? Need more brochures, forms, or posters? Contact your Campaign Coordinator

CAMPAIGN GOAL

Make personal contact with 100% of all personnel assigned to or employed at each unit.
Give each member a pledge form and brochure.

Note: Key Workers should contact Child Development Center (CDC); Morale, Welfare, and Recreation (MWR); and Coast Guard Exchange Systems (CGES) employees. The Coast Guard Recruiting Command contacts Recruiters directly. Key workers are not responsible for contacting Recruiters.

Processing Cash Receipts and Pledge Forms (CGMA Form 33)

- Safeguard** all cash and check contributions
- Convert** cash to check or money order--payable to CGMA
Purchase a money order using collected funds
- Review** forms for completion

Donor's name, unit, and other essential information should be legible on all copies:

Cash and Personal check:

- Amount contributed

Allotment and Payroll Deductions:

- Allotment or payroll action requested
- The last four digits of the donor's Social Security Number /or the donor's entire Employee ID
- Donor's signature

CGMA-HQ conducts a direct-mail campaign to reach Selected Reserve, Retired and Auxiliary members. Remind them of the campaign and encourage them to give using the contribution form and return address envelope they receive in the mail so their contributions will be counted among others in their member category.

In the event a key worker receives contributions from such individuals, the contribution should simply be forwarded with a note and sent with other cash receipts to the Campaign Coordinator.

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)*

Thank you for your campaign efforts!