



America's Charities®

**MEMBERSHIP
ASSEMBLY**

**A VOTE OF CONFIDENCE:
Increase Your Share of
Donor Dollars with
Workplace Giving**

Welcome Members!



Thank you to our exhibitors



PR Newswire

United Business Media

MultiVu™

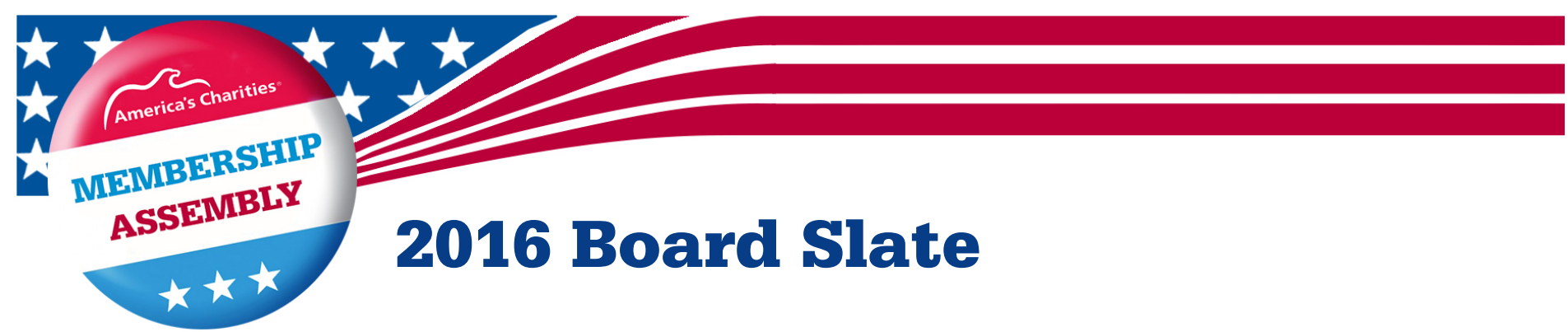
The Washington Post



State of the Organization

Presented by:

Marcia Bullard, *Board Chair, America's Charities*



2016 Board Slate



Greg Borkowski, Secretary,
Children First - America's Charities
Northwestern University



Michael Coburn, Chair,
Health First - America's Charities
Research!America



Stacy Pagos Haller, Chair,
Children First - America's Charities
BrightFocus Foundation



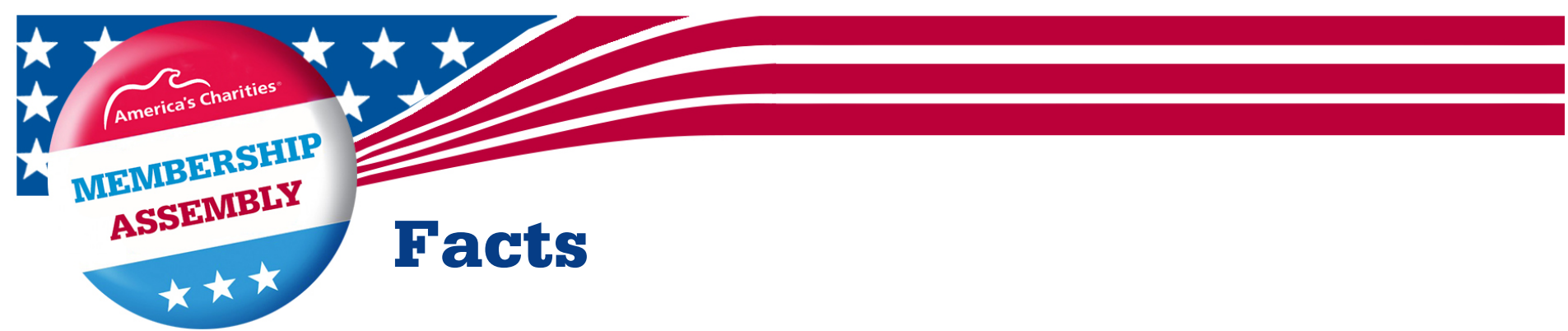
Matthew Kaudy, Director,
America's Charities
EECU Credit Union



David G. Phillips, Director,
America's Charities
Custom Development Solutions, Inc.



Randall Touré, Treasurer,
Children First - America's Charities
Strategies 4 Tomorrow



Facts

- **5-10x** more pledge volume delivered for Members
- **\$598** average gift per donor
- **700** unique invitations to charity fair opportunities extended to Members in 2014
- Expanded social media outreach on behalf of member charities.
- **98%** customer service satisfaction rate; **95.65%** of members are very likely, likely, or somewhat likely to recommend
- New technology platform
- **5.3% AFR**



Welcome to the Family, New Members!



Of Central and South Texas



#ACNP16



Proud to Continue Supporting our 140+ Members, Including:



View full member list: www.charities.org/charities

#ACNP16



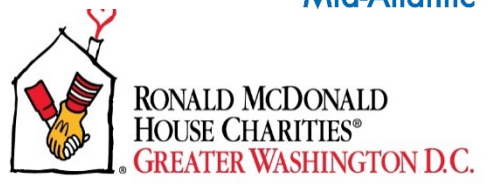
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View full member list: www.charities.org/charities

#ACNP16



Agenda:

- Welcome & State of the Organization
- The Future of the CFC
- Megatrends: Their Impact on Your Organization
- Inside Look, Featuring A Wider Circle
- New Partnerships & Member Opportunities
- Small Group Conversations with Our Team



Presented by:

Steve Delfin, *President and CEO, America's Charities*



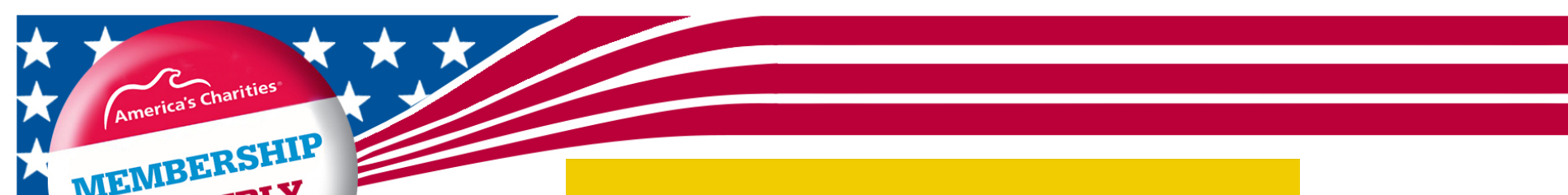
let's talk.

change

A VOTE OF CONFIDENCE
Increase Your Share of
Donor Dollars
with Workplace Giving



A VOTE OF CONFIDENCE
Increase Your Share of
**Employer and Donor
Resources**
with Workplace Giving



SNAPSHOT 2015

**The New Corporate DNA:
Where Employee Engagement
and Social Impact Converge**

www.charities.org/snapshot2015

#ACMA16



Most Important to Corporate Leaders

- ✓ **PROVIDING YEAR-ROUND EMPLOYEE GIVING** and volunteering opportunities.
- ✓ **ABILITY TO MEASURE ROI** in terms of employee engagement.
- ✓ **CONNECTING EMPLOYEES** with corporate signature programs.
- ✓ **SUPPORT FOR EMPLOYEES** to serve on nonprofit Boards.
- ✓ **ABILITY FOR EMPLOYEES TO CHOOSE** the causes/charities they give to.
- ✓ **OPPORTUNITIES FOR EMPLOYEES** to connect with peers around causes.
- ✓ **EXTERNAL RECOGNITION.**
- ✓ **STRONG NONPROFIT LEADERSHIP** committed to transparency, accountability and good governance.



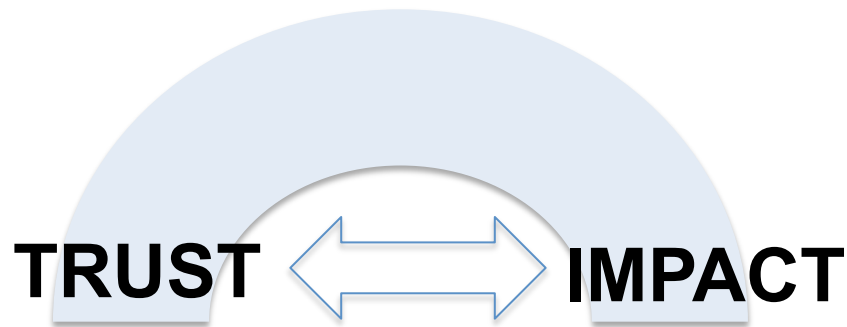


Most Important to Employees

- ✓ **EMPLOYER COMMITMENT** to CSR.
- ✓ **TIME OFF** to volunteer.
- ✓ **AN EFFECTIVE GIVING PROGRAM** that's engaging and empowering.
- ✓ **CONNECTING WITH FELLOW EMPLOYEES** with like interests.
- ✓ **ABILITY TO USE EMPLOYER RESOURCES** to support favorite causes.
- ✓ **GIVING AND VOLUNTEERING EXPERIENCE** that mirrors that they can have outside the workplace (technology implications).

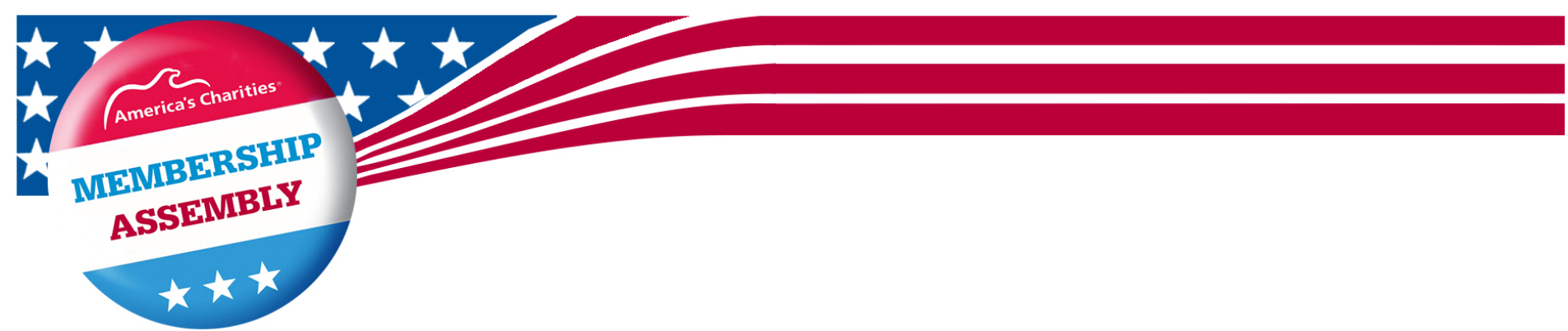


Overarching Themes



Accountability
Transparency
Excellent governance
Effective leadership

Clear desired social impact
Evidence that progress is being made
Use of data for “proof of life”
Robust capacity to tell story



FORBES – On Leadership

The Coming End of Corporate Charity, and How Companies Should Prepare

“The end of corporations giving money to charities and getting nothing in return is close at hand. As the pressure to quantify all results intensifies, businesses are finding that the most meaningful social change happens when they stick to the business of business.”

-- Paul Klein, President & CEO, Impakt



✓ 1. Create a 5-YR exit strategy.

✓ 5. Move CSR to Finance or Operations.

✓ 2. Begin investing in social change in other ways.

✓ 6. Focus on value.

✓ 3. Focus on opportunities that deliver ROI.

✓ 7. Embed social change in your business.

✓ 4. Stop funding charities that don't get results.



verb

APPROACH

IMPACT

NEWS

TEAM

CONNECT



Suzi Sosa

Co-Founder & CEO

“Ask not what the world needs, ask what makes you come alive, because what the world needs is people who have come alive.”

– Howard Thurman

<https://www.dropbox.com/s/86djis6pqd5uy7q/100-BBCON2015.mp4?dl=0>

bbcon 2015



Suzi Soza
Co-Founder, Verb

bbcon 2015
Conference for the Philanthropic Community

blackbaud®



SNAPSHOT 2015

The New Corporate DNA:

**Where Employee Engagement
and Social Impact Converge**



Tools & Resources



- [America's Charities](#)
- [Stanford Social Innovation Review](#)
- [Social Velocity](#)
- [Realized Worth](#)
- [Corporate Responsibility Magazine](#)
- [3BL Media](#)
- [LinkedIn Groups](#)
- [Just Means](#)
- [Corporate Citizenship Briefing](#)
- [Triple Pundit](#)
- [Center for Corporate Citizenship @ Boston College](#)
- [VeraWorks](#)
- [Common Impact](#)





**The Future of the CFC:
The Nuts and Bolts of the
Federal Government's
Workplace Giving Program**

Presented by:

Keith Willingham, *Director of the Combined Federal Campaign (CFC) at the U.S. Office of Personnel Management*
Rama Latin, *Charitable Campaigns Administrator at the Department of the Navy (DON)*





America's Charities Membership Assembly

*Keith Willingham, Director
Office of Combined Federal Campaign
Office of Personnel Management*

*Washington, DC
May 13, 2016*

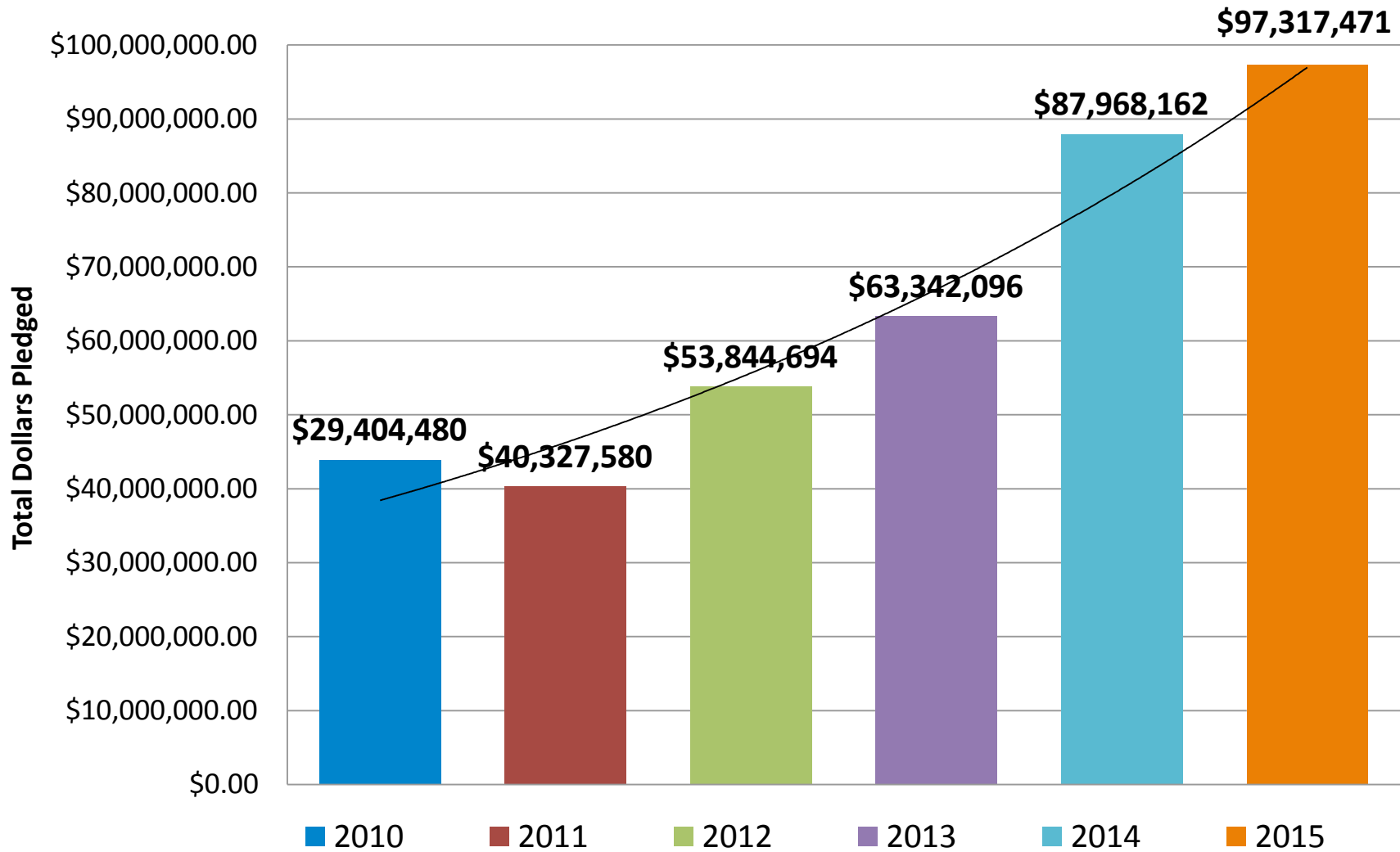


2014 & 2015 Campaign Results

	2014 CFC	2015 CFC	Percent Change
Pledges	\$193,244,326	\$177,781,964	-8.7%
Participation Rate	14.1%	12.4%	
Average Gift	\$340.29	\$365.59	5.6%
Number of Campaigns	151	137	-7.4%

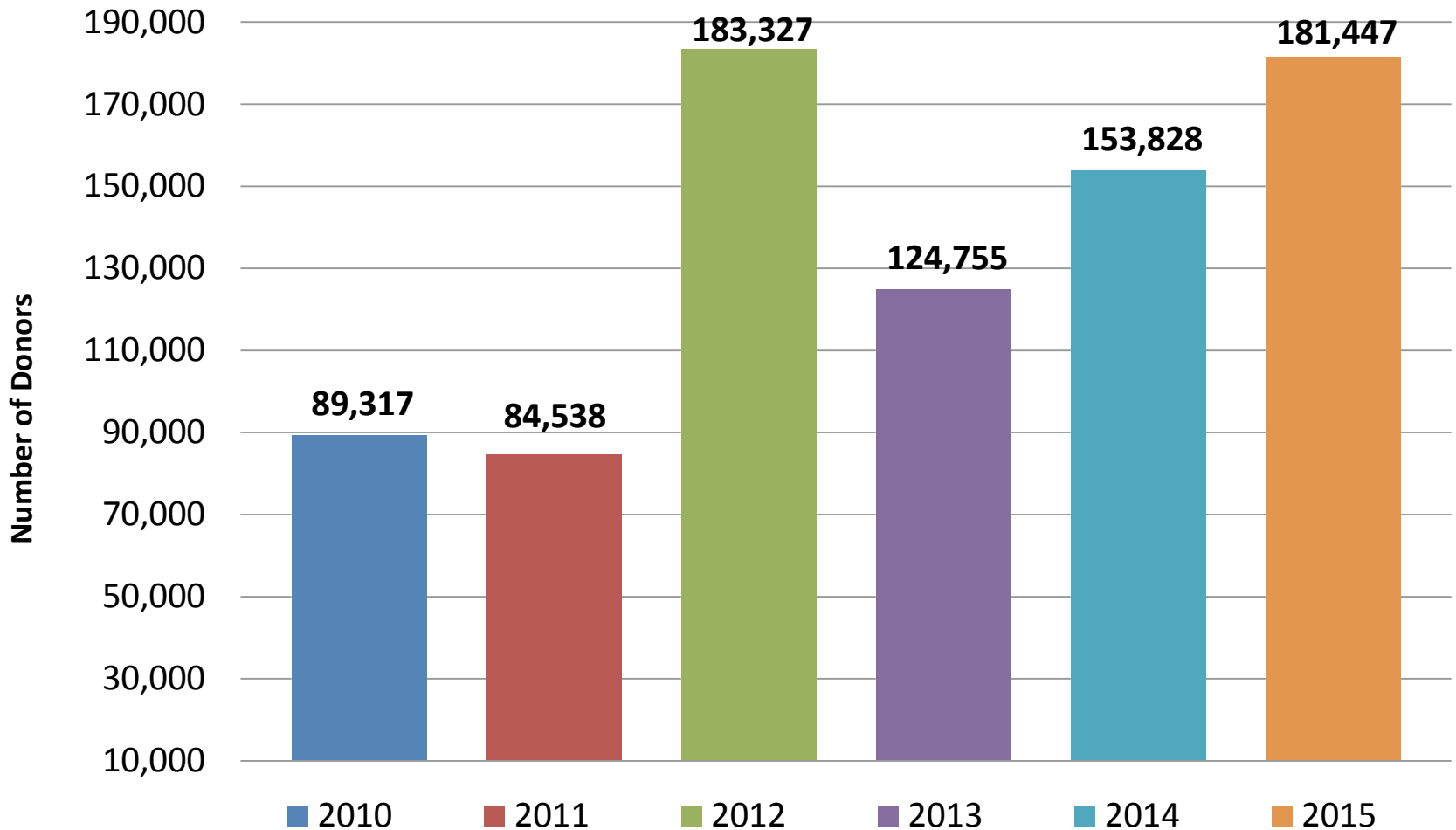


2010–2015 CFC e-Giving Results (dollars)





2010–2015 CFC e-Giving Results (donors)





CFC Reforms - Transition Council

By-Laws & Consolidations

Kim Ainsworth

Glenn Costie

Colleen Henry

Jamie King

Communication Strategy & Pledge Processing

Tony DeCristofaro

Robert Jennings

Lisa Makosewski

Mark Boudreaux

Curtis Rumbaugh

Outreach Coordinator

Selection & Responsibilities

Larry Hisle

Vince Micone

Louis Foehrkolb

Cynthia Wallace

Campaign Budgets

Linda Siegle

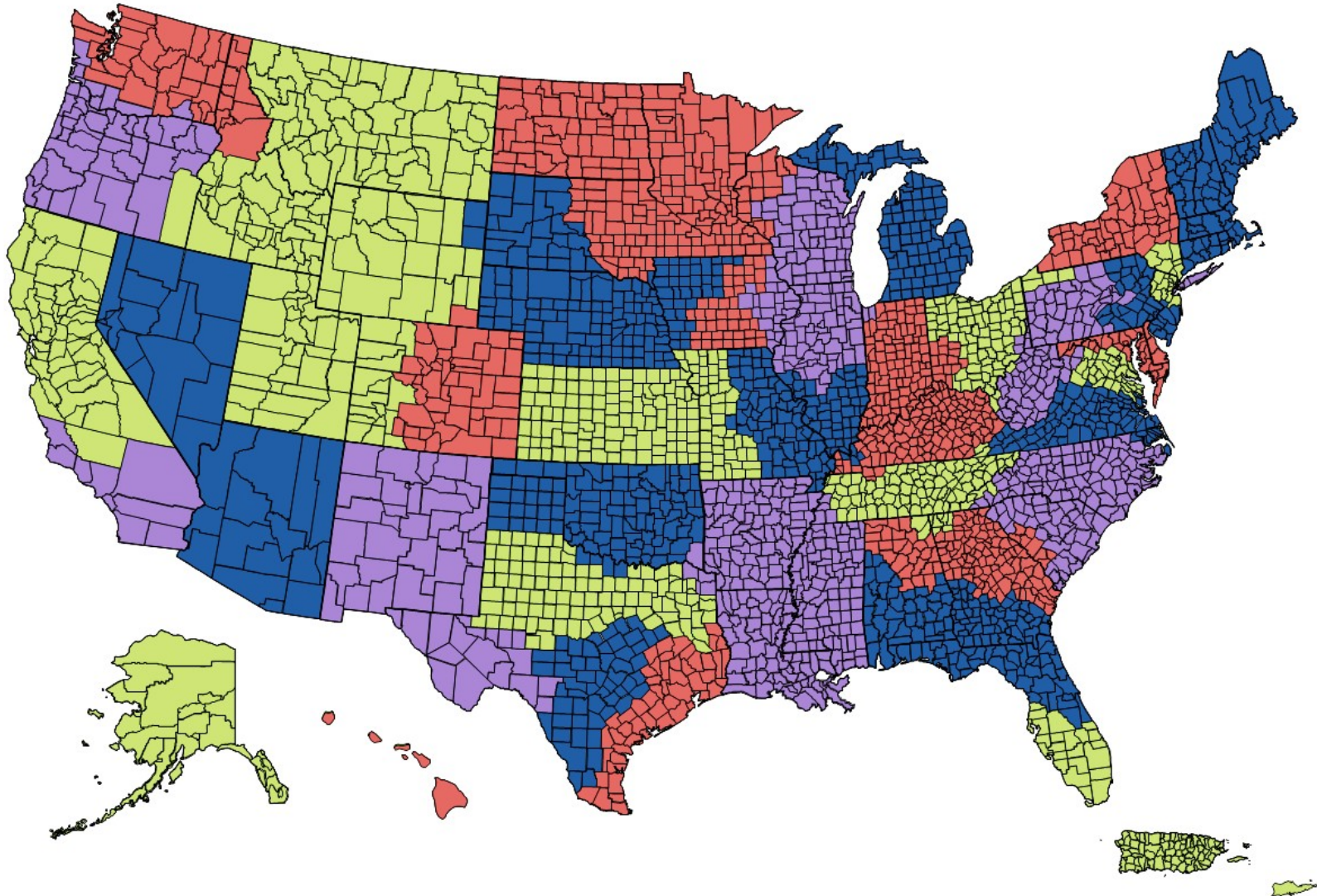
Lori Sharf

Darcey Kendl

Kathrene Hansen



CFC Reforms – 2017 Zone Map





CFC Reforms: Projected Key Milestones

January 2016	<ul style="list-style-type: none">• Awarded CCA contract• Communicated CCA vendor to CFC industry
May 2016	<ul style="list-style-type: none">• Issue Sources Sought Notice and RFP for Outreach Coordinators
June – August 2016	<ul style="list-style-type: none">• Charity testing of online CFC application module
July – September 2016	<ul style="list-style-type: none">• Office of CFC staff work with LFCCs on consolidation of campaign areas for the 2017 campaign period.
October 2016	<ul style="list-style-type: none">• Release Application fee structure• Release Budget Caps for New Zones
September – November 2016	<ul style="list-style-type: none">• OPM and CCA training for charities on the 2017 application process
December 2016	<ul style="list-style-type: none">• Online charity application system opens• LFCC selection of OCs



CFC Reforms: Projected Key Milestones

January 30, 2017	<ul style="list-style-type: none">• Online LFCC training module• Charity Application Deadline
May – July 2017	<ul style="list-style-type: none">• OPM Appeal Review Period
July 31, 2017	<ul style="list-style-type: none">• Release of 2017 Approved Charity Lists
September 2017	<ul style="list-style-type: none">• Online E-Giving System Opens on CFC Website



CFC & The Future

- Presidential Executive Order – Retirees and Volunteerism
- New CFC Platform





Megatrends: Their Impact on Your Organization

Presented by:

Jeff Moore, *VP of Strategy and Interim Co-CEO, Independent Sector*

Sampriti Ganguli, *CEO, Arabella Advisors*



THREADS: Insights from the charitable community





MEGATRENDS: Their Impact on Your Organization



Jeff Moore

VP of Strategy, Interim Co-CEO
Independent Sector




Sampriti Ganguli

CEO
Arabella Advisors

Nine Key Trends Affecting the Charitable Sector


THREE ASSUMPTIONS ABOUT NATIONAL AND GLOBAL LEVEL FORCES



Disruption from inequality and environmental degradation



Greater ethnic diversity and new generations of leadership




Technology transforming learning, gathering, and associations


THREE ASSUMPTIONS ABOUT THE CONTEXT FOR PURSUING SOCIAL IMPACT



Swarms of individuals connecting with institutions




Business becoming increasingly engaged in social and environmental issues




New models for social welfare and social change


THREE CRITICAL UNCERTAINTIES ABOUT GOVERNMENT



Will there be a resurgence of the public's voice in policymaking



Will the primary focus for policy development be at the local or national level?



How will government balance competing priorities and revenue pressures



Three Key MEGATRENDS Affecting the Charitable Sector

THREE ASSUMPTIONS ABOUT NATIONAL AND GLOBAL LEVEL FORCES



Technology
transforming learning,
gathering, and
associations

THREE ASSUMPTIONS ABOUT THE CONTEXT FOR PURSUING SOCIAL IMPACT



Business becoming
increasingly engaged in social
and environmental issues



New models for social
welfare and social change



First, A Word from our Founder

“What we have before us are some breathtaking opportunities disguised as insoluble problems.”

- John Gardner, 1965 speech

“The prospects never looked brighter and the problems never looked tougher. Anyone who isn't stirred by both of these statements is too tired to be of much use in the day ahead.”

- John Gardner, “Self Renewal”



Nine Trends Shaping Our Sector

THREE ASSUMPTIONS ABOUT NATIONAL AND GLOBAL-LEVEL FORCES

1

Disruption from inequality and environmental degradation

2

Greater ethnic diversity and new generations of leadership

3

Technology transforming learning, gathering, and associations

THREE ASSUMPTIONS ABOUT THE CONTEXT FOR PURSUING SOCIAL IMPACT

4

Swarms of individuals connecting with institutions

5

Business becoming increasingly engaged in social and environmental issues

6

New business models for social welfare and social change

THREE CRITICAL UNCERTAINTIES ABOUT GOVERNMENT

7

Will there be a resurgence of the public's voice in policymaking?

8

Will the primary focus for policy development be at the local or national level?

9

How will government balance competing priorities and revenue pressures?



Three Key **MEGATRENDS** Affecting the Charitable Sector

1. **Technology transforming learning, gathering and associations**
2. **Business becoming increasingly engaged in social and environmental issues**
3. **New models for social welfare and social change**





**Inside Look:
How a Small Nonprofit
Leveraged Workplace Giving
to Become a Big Success**

Presented by:

Mark Bergel, *Founder and Executive Director, A Wider Circle*



WE WON'T STOP UNTIL IT'S

POVERTY

A WIDER CIRCLE



**Member Opportunities:
Raising Your Visibility and
Amping-up Donor
Engagement**

Presented by:
America's Charities



A New Approach

- Diversifying Member Revenue
- Team-based Account Management
- America's Charities and Causecast



America's Charities powered by Causecast

Dashboard

Volunteer

Give

Campaigns

News & Announcements

Members

Platform Metrics

Nonprofits

Platform Settings

FAQ

Hello, Jenna

Search For an Opportunity

Show Me:
 Open Spots Open Waitlist Allows Guests

Country * United States Postal Code 20151 Start Date End Date

Search Opportunities

Let's Get STEM in Schools
Join our team as we use our skills to impact our nation's kids.
Volunteer

Get Involved [VIEW ALL CAMPAIGNS](#)

CAMPAIGN
April is Financial Literacy Month

29 days left!
Thousands of organizations support youth financial literacy. Find an organization in your area this month, and help increase financial education opportunities for children locally.

Goal: 100.00 Hours Volunteered
0% 50% 100%

Get Involved

News & Announcements [VIEW ALL NEWS & ANNOUNCEMENTS](#)

Donating Through Redwood Gives Back
Submitted by Causecast Admin on January 7, 2016 at 4:04 PM
Whether you are an AGENT or an EMPLOYEE you are encouraged to donate through this portal. Here's how... As an AGENT your giving options are Credit Card, Paypal or a deduction from Commission. If you want to make a donation from your comm...

Things To Do, Just For You

- Verify Your Hours
You have outstanding volunteer hours to verify. [VERIFY NOW](#)
- Give Now TO PROJECT HEALING WATERS FLY FISHING INC
- Giving Activity
[SEE ALL YOUR GOOD](#)

Your Company's Activity

- Deme CommLead just signed up for various positions available. 7 months ago
- Deme CommLead has created an opportunity. Various positions available. 7 months ago
- Causecast Admin has created an opportunity. Sponsor an ASPAN Client Birthday. 2 months ago

Your Impact

\$253
Donations

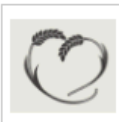
4
Volunteered Hours For
Sponsor An ASPAN Client Birthday

4

More ways for members to:

- Raise Money
- Get Volunteers
- Share Your Story and Impact with Employee Donors

Food for Others



★ FEATURED

Location: Fairfax, Virginia

Our Mission is to obtain and distribute free food to the hungry of Northern Virginia and to support food programs of other community-based organizations. We provide a channel for people to volunteer their services to help their neighbors in need.

Website: <http://www.foodforothers.org/> [♥ ADD TO FAVORITES](#)

Make a Donation

You can help this nonprofit further by making a donation.

\$ USD

[Donate Now](#)

[♥ Add To Favorites](#)

Your Company's Impact

\$100.00

Donated By Your Colleagues

3

Colleagues Have Favorited This Nonprofit

Find a Nonprofit

Keyword/Name/EIN Featured

Postal Code

Country *

[Search Nonprofits](#)

Your Contribution To Food for Others

Select Payment Type

Credit Card Payroll Deduction PayPal

Add Donation Amount

Donation Amount: \$ 100 Frequency: For 26 Pay Periods
Yearly Total: \$ 2,600.00

Select Donation Options

Pay the transaction fee
Donate \$103.09 to cover the nonprofit's transaction fee (optional).
 Apply your employer's match
Your employer will match your donation by \$100.00.

[Include contact information](#)

Donation Breakdown	
Donor Total	\$103.09
<i>This is a recurring amount.</i>	
Transaction Fee	-\$3.09
Match Amount:	+\$100.00
Total given to Food for Others	\$200.00



Ways to Raise Money & In-Kind Gifts

- **Workplace Giving Campaigns**
- **Donating Matching**
- **Fundraising & Crowdfunding**
 - Employees can host fundraisers to collect donations from family and friends outside the workplace
- **Global Giving**
 - Employees based outside the U.S. can donate to you more easily (e.g. site translation; currency conversion via Ammodo integration)
- **In-Kind Giving Drives**
 - In addition to donating money, employees can donate items
- **Adopt a Cause Campaign**

“Adopt-a-Campaign” = Cause Awareness

Campaign Library



May 20: Bike to Work Day

✓ Adopt This



America's Charities
Children Cause Fund

✓ Adopt This



16,000 children and teens
will be diagnosed with
cancer this year in the U.S.

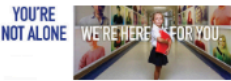
Childhood Cancer
Awareness Month

✓ Adopt This



September is Hunger
Action Month


✓ Adopt This



YOU'RE
NOT ALONE WE'RE HERE FOR YOU

National Bullying
Prevention Month

✓ Adopt This



together we can solve hunger.™

September is Hunger Action Month
1 in 7 Americans is struggling with hunger. This month, we support the organizations working to eliminate that figure.

Hunger Action Month in Action

September is Hunger Action Month, when food and hunger agencies ask everyone in America to take action to fight hunger in their community, all month long. Hunger Action Month is your opportunity to join a movement that has a real and lasting impact on our effort to feed more Americans than ever before. Whether it's by advocating and raising awareness, making donations, or volunteering, you can find the way that's right for you to make a difference during Hunger Action Month. Together, we can solve hunger.

Volunteer to Support Hunger Agencies

There are currently no opportunities available for this campaign.

Donate to a Hunger Agency

Meals on Wheels America	\$ 0 <input type="text"/>	.00	Donate Now
Feeding America	\$ 0 <input type="text"/>	.00	Donate Now
Share Our Strength	\$ 0 <input type="text"/>	.00	Donate Now
Feed The Children	\$ 0 <input type="text"/>	.00	Donate Now
Food for Others	\$ 0 <input type="text"/>	.00	Donate Now

Who We're Supporting

- Meals on Wheels America
- Feeding America
- Share Our Strength
- Feed The Children
- Food for Others

Donation Matching Eligibility

America's Charities will match 100% of all donations made to this campaign, with a maximum of \$500.00, per member.

147

Days Left

🕒 **Campaign Period**
Apr. 28, 2016 – Oct. 1, 2016

Example: Fundraising

- Volunteer
- Give
- Giving History
- Recurring Donations
- Donation Matching
- Manage Fundraisers
- Company Perks
- Campaigns
- News & Announcements
- Nonprofits

Give 10 minutes Give 10 hours

Dec 01

Tuesday

A Day Tue Give

#GIVINGTUESDAY

givingtuesday.org

Our Company's Fundraiser: Strengthening the Communities Where We Live

Goal:	Amount Raised:	Days Left:	% Of Goal Met:
\$25,000	\$7,500	29	30%

Total Donations

0%

50%

Company XYZ has 50 office locations across the United States - that's 50 communities we have the power to support through our gifts of generosity this #GivingTuesday.

Now through #GivingTuesday (December 1), help us strengthen these communities by lifting others up. Our goal is to raise \$25,000 for nonprofits that address poverty. We encourage all 50 offices to create an individual office fundraiser to benefit a specific charity in your community. And for employees with a real passion for this cause, we you can create an individual fundraiser of your own supporting your favorite poverty charity. What's cool about these fundraisers, is we can all raise money together and have a huge collective impact for one cause while supporting multiple charities.

On the individual fundraiser pages, you will notice there are social media and email share links. This means you can invite your friends and family to join in our #GivingTuesday fundraising effort!

[Click here](#) to create an individual fundraiser and to join our fundraising team.

Team Leaderboard

- Haymarket Regional Food Pantry needs your support!**
 By Roseanne Wark
 raised: \$20.31
- Warm Winter - Coats for Kids**
 By Kimberly Young
 raised: \$0.00
- Food for Thought**
 By Michelle Dabney
 raised: \$0.00

Fundraiser by Sarah Ford

Shape the Future this Giving Tuesday

Goal:	Amount Raised:	Days Left:	% Of Goal Met:
\$5,000.00	\$0.00	29	0%

0%
50%
100%

\$0.00 Total Donations

Dress for Success is turning #GivingTuesday into #GivingShoesDay on Tuesday, December 1, 2016, to honor this day of giving. For the fourth year in a row, #GivingShoesDay encourages women to donate their professional shoes to one of more than 135 Dress for Success affiliates across the world. Last year, Fergie Footwear partnered with Dress for Success to give something back to those that donate their shoes on this distinguished day of charity. The top 50 individual shoe donors from around the world received a complimentary pair of limited holiday edition Raegan heels.

I participated in the #GivingShoesDay shoe drive last year, and this year I am upping the ante and challenging you to do the same!

Please help me raise \$5,000 for this outstanding charity. Below are just a handful of the ways our collective effort will help support Dress for Success and the women they help:

- \$2,000 provides a woman with access to ALL of our programs, plus allows her to participate in our Success Summit, a transformative three-day women's leadership conference
- \$1,000 provides a woman with Lifelong Learning programs to help her manage her money
- \$750 provides a woman with access to our Employment Retention programs to help her keep her job
- \$500 provides a woman with access to our Workforce Development programs to help get her hired
- \$100 gives a woman the experience of her first Sutting, complete with a personal shopper
- \$50 helps a woman prepare for her job search with a mock interview at the Dress for Success Career Center

Many people think that Dress for Success simply helps women get back to work, but what they really do is change lives. Below is the story of the impact that we've had on Terry, Dorothy, T.L., and Heather. And they have served more than 850,000 women just like them!

Make a donation

Q: Donates matching eligible

\$ USD

Make a donation

Share This Fundraiser:

Who I'm Supporting

Dress for Success Worldwide

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and career development tools to thrive in work and life. Dress for Success has more than 110 affiliates in nine countries and has served more than 550,000 women.

Donation Matching

America's Charities Causecast Platform will match 100% of all donations with a maximum of \$500.00

Join A Fundraising Team



Ways to Get Volunteers

- **YOU can create volunteer opportunities that populate into America's Charities powered by Causecast**
- **Dollars For Doers**
 - Employer offers grant to nonprofit based on employee volunteerism
- **In-Kind Gifts from Companies**
 - When an employee volunteers specific number of hours, they can request their company send in-kind gifts to the organization where employee volunteered
- **VolunteerMatch Integration**

Teach Students Financial Literacy

FAVORITED

JUNIOR ACHIEVEMENT OF NEW YORK

NEW YORK, New York

Post-Event Photos Volunteer Check-Ins Description

Description

Volunteer role models and mentors are the heart of the JA mission. JA New York's 5,000+ corporate and community volunteers come from a diverse range of occupations, backgrounds, and age groups, including business professionals, parents, retirees, and college students. They all share a common vision to inspire and prepare young people to succeed in a global economy.

It's the volunteers' stories and experiences that bring the JA concepts and lessons to life for the nearly 70,000 students we serve. They help students make connections between what they learn in the classroom, and how it is applied in the "real world".

How Does It Work?

You attend a free training session/volunteer orientation where you receive detailed best practices, program overview, and classroom management tips. After completion of the training, we provide you with a traditional grade appropriate program kit and/or digital resources, and place you in a NYC or Long Island classroom where students and educators are excited to welcome your volunteer and mentoring support.

Throughout your experience, a JA New York program manager will provide ongoing support to ensure that your JA volunteer event is a successful and rewarding experience for you and the students we serve.

This Opportunity Is ...



Good for groups



Wheelchair accessible



Good for seniors 65+

Other Requirements

Check In

Unregister

Make a Donation

You can help this nonprofit further by making a donation.

\$ USD

Donate Now

Let people know you're signed up!



Attendees

Recently Added Volunteers



2

Registered Volunteers

ROSTER OF ATTENDEES

DOWNLOAD ROSTER (.CSV)



Sharing Your Story & Impact

- News Stories
- Adopt Cause Campaigns
- Social Media
- Built-in Employee Chat and Photo Sharing
- Campaigns and Fundraising



Causecast for Nonprofits

CAUSECAST FOR NONPROFITS

Your Organization

Your Causecast Profile

Edit Profile

Organization Settings

Account Settings

Volunteering

Donations

Logout

Edit Profile

Click or drag and drop to upload
JPG or PNG.
Max file size 200KB
Recommended size: 270px x 270px

Organization Name:

Website URL:

Description:

Every 40 minutes a child is diagnosed with cancer. T
So, the search for cures happens NOW. EVERY NO
CureSearch challenges you to solve this problem with
Your actions can help accelerate the search for cures and provide childre
with access to lifesaving treatment.

CureSearch for Children's Cancer is a national non-profit foundation whose
mission is to fund and support targeted and innovative children's cancer

Organization Name:

Website URL:

Description:

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CureSearch for Children's Cancer is a national non-profit foundation whose
mission is to fund and support targeted and innovative children's cancer

Contact Name:

Contact Email Address:

Contact Phone Number:

Your Causes:

Alliance & Advocacy Group Entrepreneurship Professional Associations

Search Results

AMERICA'S CHARITIES MEMBER

CureSearch for Children's Cancer - National Childhood Cancer Foundation

Bethesda, Maryland

Every 40 minutes a child is diagnosed with cancer. That's 36 children a day. So, the search for cures happens NOW, until cures are found. CureSearch challenges you to solve this problem with us, one step at a time. Your actions can help accelerate the search for cures and provide children with access to lifesaving treatment. CureSearch for Children's Cancer is a national non-profit foundation whose mission is to fund and support targeted and innovative children's cancer research with measurable results, and be the authoritative source of information and resources for all those affected by children's cancer. CureSearch accelerates the search for cures by driving innovation, eliminating research barriers and solving the field's most challenging problems. To do this, we annually pose, and provide funding for, scientific research questions that challenge the status quo and promote collaboration to push the children's cancer research field closer to a cure. And, because clinical trials are the means to saving the lives of infants, children, and adolescents with cancer today, CureSearch continues to fund therapeutic clinical trials at hospitals across the country. Ultimately, CureSearch is working to change the odds for those children most at





- Benefits and Discount Partners
- Member Advertising Campaign
- Member Resources:
 - Toolkits
 - Webinars
- Sharing Your Impact:
 - Blog
 - Dollar buy impact statements & success stories



Benefits and Discount Partners

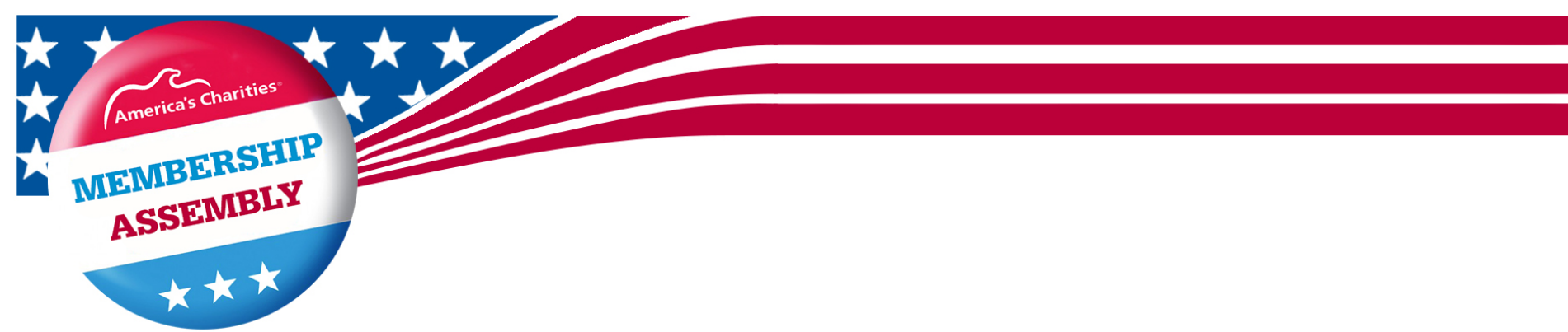


Discounts on NCR's charitable solicitation registration and renewal services, sales tax exemption services, statutory representation and state corporate compliance services



- 20% discount on volunteer vetting services (with no setup or annual fees)
- Free volunteer management software

<https://www.charities.org/partners>



PR Newswire

United Business Media

MultiVu™

The Washington Post



2016 Fall Advertising Packages

Campaign Period: September 1 – December 31, 2016

Reserve Your Ad Package at www.charities.org/advertising

- Sign-up by May 27th for 10% early bird discount

DID YOU KNOW?

On average, members that have started advertising with America's Charities performed as much as **16.65% better** than members that did not advertise.

>> [View More Findings From Our Ad Impact Analysis](#)

- Reach:
 - Private sector employees
 - Active-duty military and Federal employees in:
 - Washington, D.C. market (D.C., Maryland, Virginia) and
 - Overseas (Germany, Italy, England, Korea, Okinawa, Japan, and Guam).



Member Resource Portal

<https://www.charities.org/members>

The screenshot shows the website's navigation bar with the following links: Find a Charity, Cause Funds, Solutions, Resources, News & Blog, and About. The main content area is titled "News Feed" and features a sub-navigation bar with "News", "Resources", "Membership Application", and "Reports".

The "News" section displays three articles:

- May 5, 2016**
America's Charities and National Corporate Research Partner to Offer Discounted Charitable Solicitation Registration/Renewal and Related Services
- April 26, 2016**
Member Fall Advertising Campaign: Limited Time Only! Register by May 27th to Receive 10% Discount
- February 24, 2016**
Registration Now Open! Join us for America's Charities Membership Assembly 2016

The right sidebar contains four promotional tiles:

- Share a Story with Us**: Accompanied by a photo of a smiling woman.
- Staff Contacts**: Accompanied by a group photo of staff members.
- 2016 Member Calendar**: Accompanied by a calendar graphic.
- Download Federation Logos**: Accompanied by the America's Charities logo.



Member Toolkit

Complete with templates, best practices, and examples, the following guide is designed to help you:

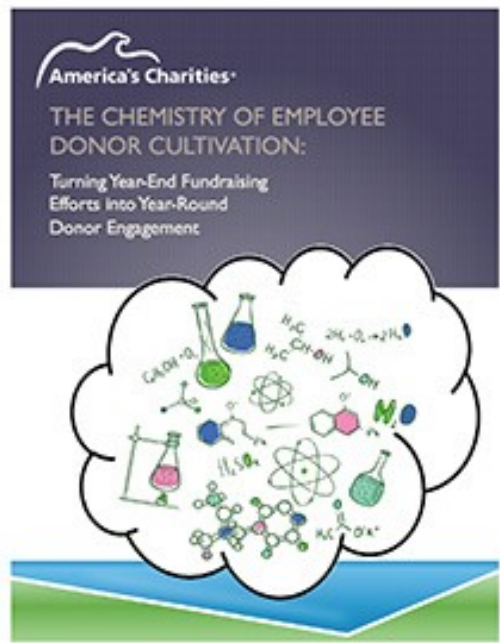
- Understand America's Charities' range of programs, services, and member benefits,
- Familiarize your team with member resources and events available to you, and
- Promote the Combined Federal Campaign (CFC), State and Local campaigns and private sector workplace giving as a way for donors to support you.

<https://www.charities.org/members/resources/member-toolkit>



Webinars, Toolkits and More

<https://www.charities.org/resources>



Webinar Recording



Presentation PDF:
[Click here](#) to download a PDF copy of the presentation.



Share Your Story

Email us anytime at marcom@charities.org and use the Membership Application to share:

- Dollar buy statements
- Videos
- Photos and infographics
- Success and impact stories
- Cause months and events
- Interest in being featured in our blog

Get Started				
STEP 1 - Federation *				
STEP 2 - Contact Information *				
STEP 3 - Charity info *				
STEP 4 - Description of Services	Descriptions *	One-Page Description *	Promotional & NTEE Code *	Marketing & Promotion Opportunities
STEP 5 - Attachments	<h3>Marketing & Promotion Opportunities</h3> <p>This information will be shared with public and private sector clients for use with their employee giving campaign marketing and communications, and will also be used by America's Charities in promoting your organization throughout the year.</p>			

[Hide row weights](#)



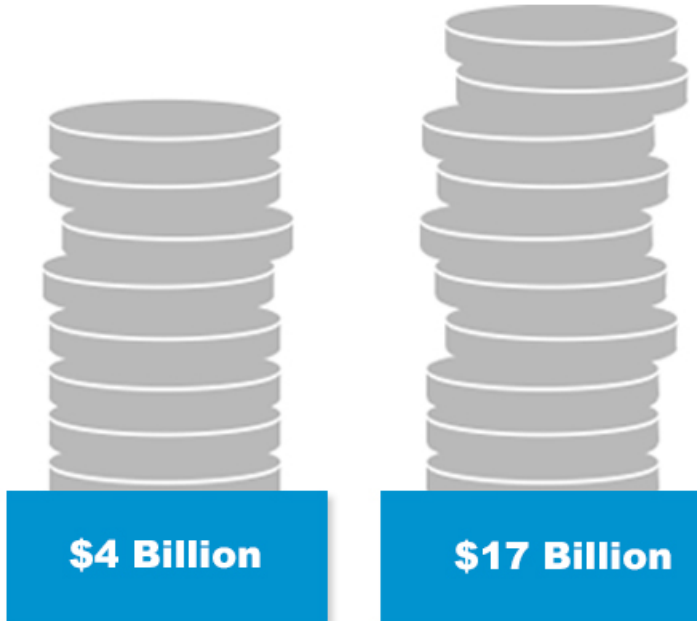


Jim Starr



Snapshot 2015

www.charities.org/snapshot2015



Employee Engagement Programs

account for more than \$4 billion in charitable contributions and companies give more than \$17 billion to nonprofit organizations each year.

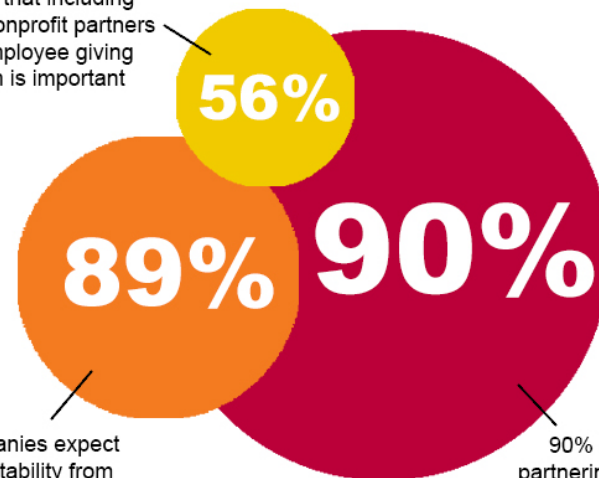


69% of companies expect great accountability from nonprofit partners to demonstrate impact.

66% of companies have higher expectations of nonprofit partners as it relates to accountability



56% say that including strategic nonprofit partners in the employee giving program is important



89% of companies expect great accountability from nonprofit partners to demonstrate impact.

90% indicated that partnering with reputable nonprofit organizations enhances their brand

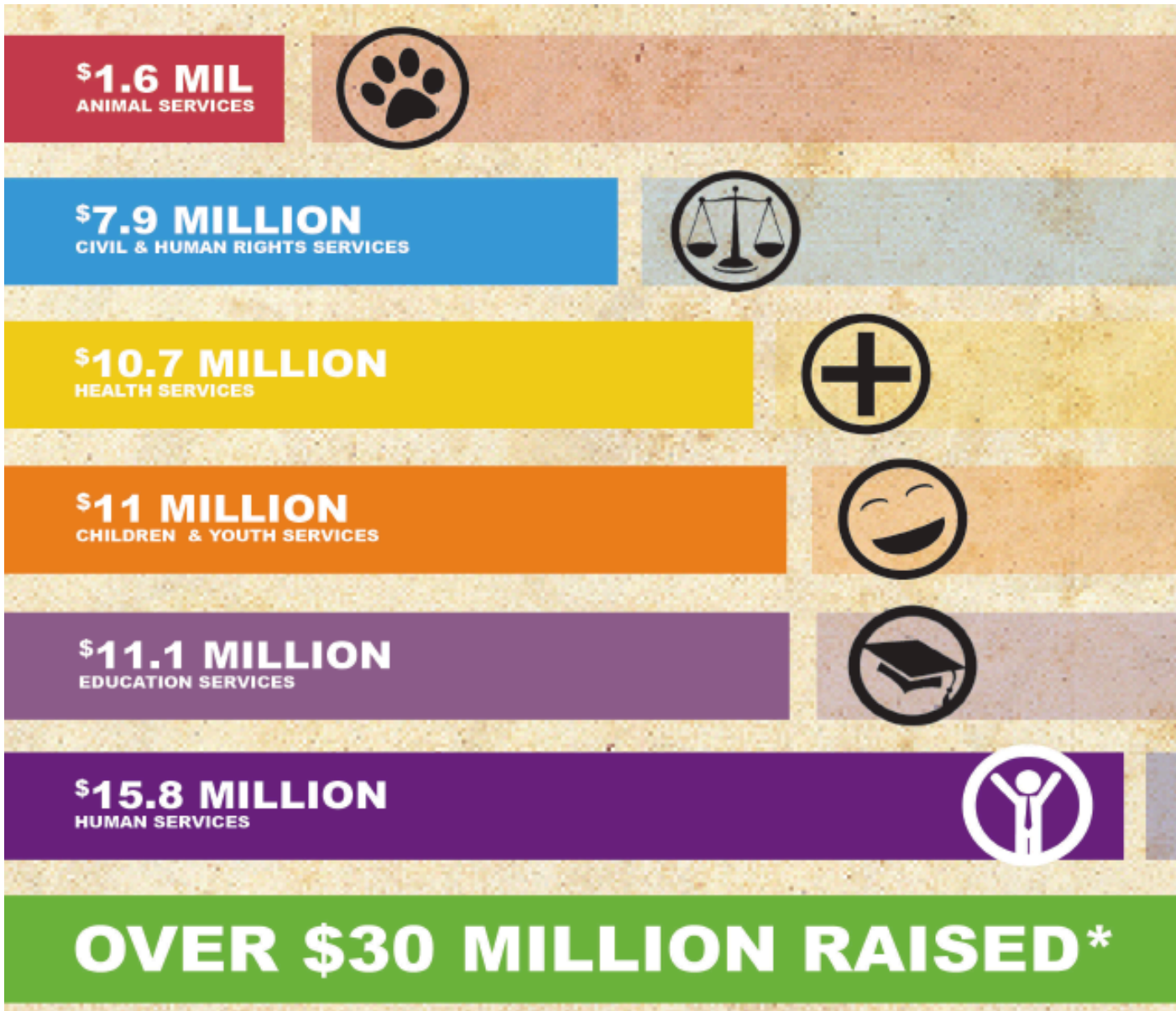


Source: America's Charities 2015 Snapshot

#ACNP16



2014 Giving by Cause Group





Flash drive content

Advertising

- Fall advertising packages

Campaign Events

- National Capital Area events sign-up form
- Call for promotional items
- CFC acronyms, terms and definitions

Partnerships and Discounts

- NCR, Verified Volunteers, Do More 24, MultiVu

Toolkits and Reports

- Member toolkit
- Donor cultivation toolkit
- Snapshot 2015



Discussions

- Marketing and advertising
- Events
- Member applications
- Causecast partnership



**Talk to America's Charities team about:
Marketing and advertising, events, Member applications and more!**