



 America's Charities®

WORKPLACE GIVING
SHAPE *the*
FUTURE

www.charities.org/shapethefuture

Member Rally 2015



Welcome & Updates

A large, stylized blue wave graphic that flows from the top left towards the bottom right, filling the background of the slide. The wave is composed of several overlapping, curved bands of varying shades of blue, creating a sense of movement and depth.

Events

Leveraging Campaign Events

Leveraging Events: Cultivating Prospective Donors

Public and Private Sector Events

Sign-Up Process

Best Practices

Promotional Items that Work

Leveraging Events: Public and Private Events To Raise Your Visibility



Fall Campaign Events: CFC – State and Local – Private Sector

CFC in the Region

- National Capital Area
- Potomac
- Chesapeake Bay

State and Local

- Montgomery County
- State of Virginia (CVC)
- DC One Fund

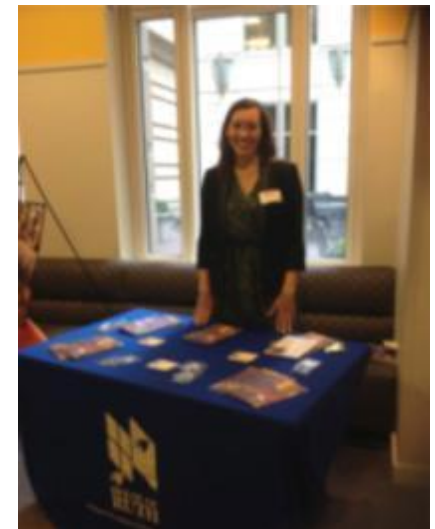
Private Sector

- AARP
- Legal & General America
- Lockheed Martin
- SHRM
- And More...



August 2015 through December 2015

- CFC campaign dates are September 1 - December 15.
- Private campaigns generally follow the CFC's timeframe.
- October is the busiest month!



Fall Campaign Events: Event Sign-Up

Signing Up for Fall Campaign Events

- ✓ America's Charities will send an email notification.
- ✓ Decide quickly if you can attend.
- ✓ Reply quickly to the notification.
- ✓ Mark your calendar!
- ✓ Re-check the event notification for details before going.

Fall Campaign Events: Getting Ready



- ✓ Pack your materials.
- ✓ Bring your picture ID.
- ✓ Arrive early to the event.
- ✓ Practice your elevator speech.
- ✓ Introduce yourself to the campaign coordinator.
- ✓ Confirm the details with the campaign coordinator.

A decorative graphic consisting of several overlapping, wavy, light blue shapes that resemble a stylized wave or a ribbon, set against a solid blue background. The shapes are positioned on the left and bottom-left side of the slide.

Promotional Items

Best practices with promotional items

Best Practices with Promotion Items:

- ✓ Do your promotional items spark interest and conversations?
- ✓ Is there an item that relates to your mission?
- ✓ Can it be used by donors personally or at their desk?
- ✓ Is your item easy to transport?



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Marketing

Amplify Your Story With
America's Charities

Talk About Workplace Giving on Your Website

- Do you talk about workplace giving and the Combined Federal Campaign as giving options on your website?
- Is it easy to find on your website?
- If you never heard of giving through workplace giving and read your content, would you understand it and be compelled to give at work?
- Do you link to information on America's Charities website?

Social Media

Charity Fairs and Speaking Engagements:

- **Take photos** of charity fair event turnouts, your charity fair table, and employees learning about your charity
- **Tweet @AmerCharities** and let us know what fair you're at as a way to recognize the employer and employees

It provides a fun, “behind-the-scenes” look at:

- what charity fairs are,
- why people should attend them if their employer offers them, and
- it also gives America's Charities the opportunity to feature your charity in action

Submit PledgeFirst Charity Dollars @ Work Stories

Where company can choose to feature your organization in PledgeFirst

The screenshot shows the user interface for an employee. The top navigation bar includes 'Home', 'Getting Started', 'Give', 'Browse Charities', and 'My Account'. Below this, there's a 'My Account Manager' section with options for 'Edit Personal Information', 'My Pledge History', and 'My Pledge Confirmation'. The main content area is titled 'Welcome, [Employee name]' and features a 'Charity Search' section with a search box and filters. A red arrow points from the orange callout box to the 'Charity Dollars @ Work' section header.

This section can provide a link to your charity website, a story, or include a picture or video

The screenshot shows the PledgeFirst website interface. The top navigation bar includes 'Home', 'Getting Started', 'Give', 'Browse Charities', and 'My Account'. Below this, there's a 'My Account Manager' section with options for 'Edit Personal Information', 'My Pledge History', and 'My Pledge Confirmation'. The main content area is titled 'Charity Dollars @ Work' and features a 'Real Life Stories About Charities' section. A red arrow points from the orange callout box to the article content.

Charity Dollars @ Work
 Powered By PledgeFirst
 Real Life Stories About Charities
[print this article](#)
[e-mail this article](#)

Making Cancer a National Priority: LIVESTRONG Presidential Cancer Forum

Since President Richard Nixon declared war on cancer in 1971, the disease has never drawn any significant political attention or opposition. Until now.

In August 2007, the Lance Armstrong Foundation invited all of the presidential candidates to address the cancer burden in our country at the LIVESTRONG Presidential Cancer Forum. Six candidates pledged to renew the war on cancer and to make cancer a national priority.

The presidential candidates who participated were Senator Sam Brownback (R), Senator Hillary Clinton (D), Senator John Edwards (D), Governor Mike Huckabee (R), Congressman Dennis Kucinich (D) and Governor Bill Richardson (D).

Thanks to the LIVESTRONG Presidential Cancer Forum, cancer has become a ballot box issue. The Foundation ran targeted newspaper ads leading up to early primaries asking the presidential candidates to be committed to our health and well-being and have the political will to do something about it.

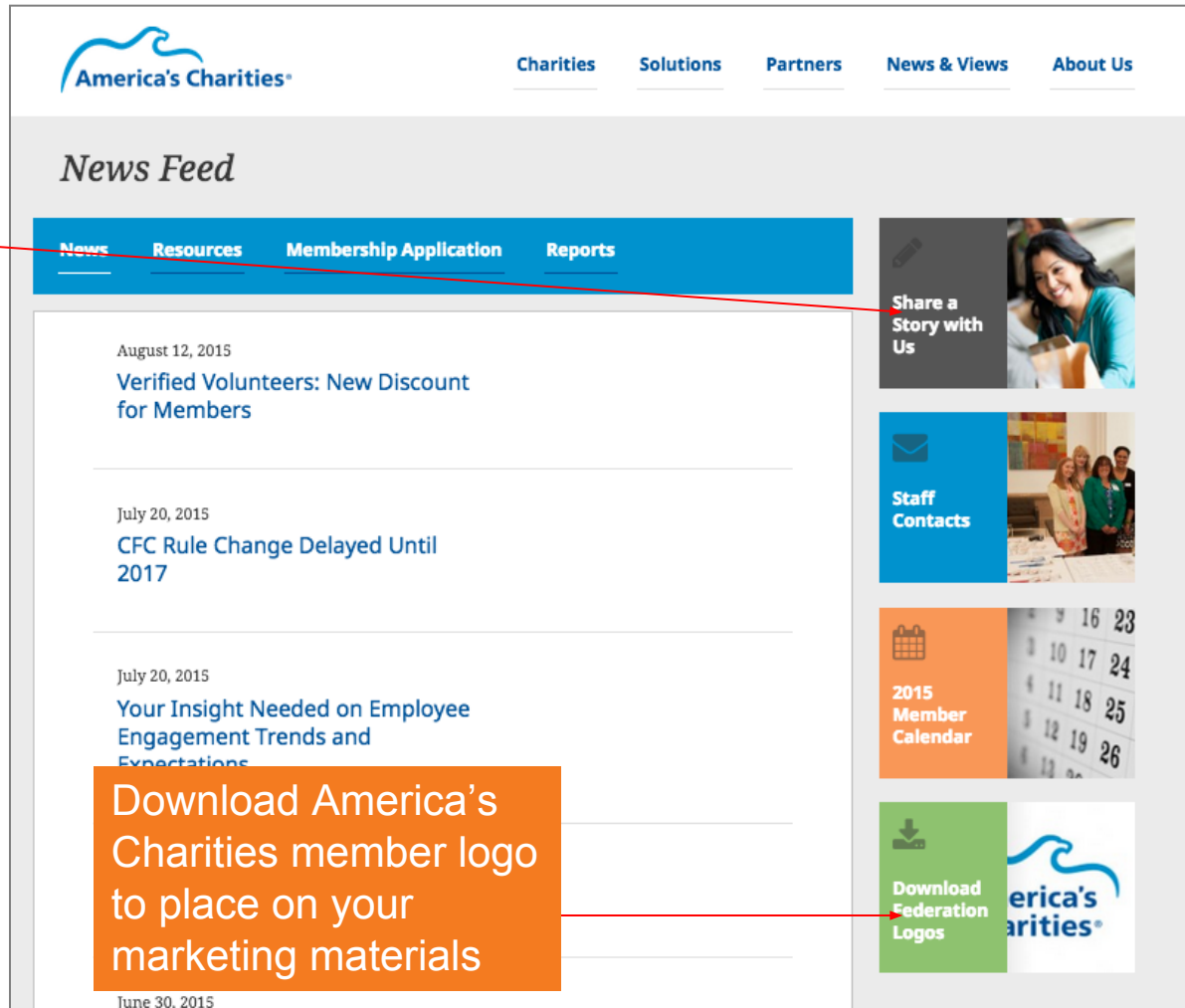
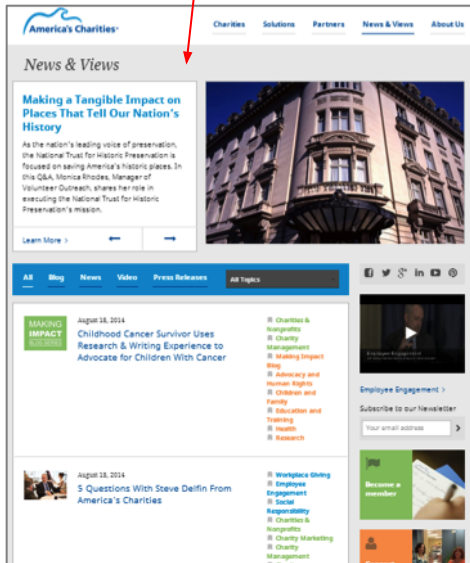
The LIVESTRONG Army will continue working on this critical dialogue leading up to the presidential election and into the next Administration. It is time to turn the number one killer of Americans under 85 into the number one election issue.

More Stories

- 08/27/2013 **Our Impact**
- 08/27/2013 **Making Cancer a National Priority: LIVESTRONG Presidential Cancer Forum**
- 08/27/2013 **The Helpline Life Line**
- 08/27/2013 **HOME AGAIN! The Bennett Family Home Update**
- 08/27/2013 **From the side of the road to a transport on a Rescue Waggin'@ Vehicle**

Member Portal Marketing Resources

Submit news and stories about your impact to be published on our website



Download America's Charities member logo to place on your marketing materials

Your Charity Profile



Give Now



Our Teaching Tolerance program is working to foster school environments that are inclusive and nurturing — classrooms where equality and justice are not just taught, but lived. The program points to the future, helping teachers prepare a new generation to live in a diverse world.

Southern Poverty Law Center (SPLC)

<http://www.splcenter.org>

EIN: 63-0598743 CFC Number: 10352

>> Give at Work

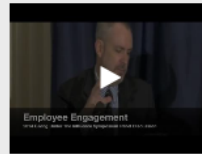
The Southern Poverty Law Center (SPLC) is dedicated to fighting hate and bigotry and to seeking justice for the most vulnerable members of our society. Using litigation, education, and other forms of advocacy, the SPLC works toward the day when the ideals of equal justice and equal opportunity will be a reality.

We employ a three-pronged strategy to battle racial and social injustice:

1. We track the activities of hate groups and domestic terrorists across America, and we launch innovative lawsuits that seek to destroy networks of radical extremists.
2. We use the courts and other forms of advocacy to win systemic reforms on behalf of victims of bigotry and discrimination.
3. We provide educators with free resources that teach school children to reject hate, embrace diversity and respect differences.

Donate Through Workplace Giving

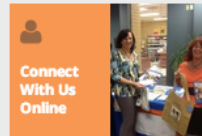
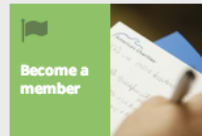
One of the best ways to support SPLC is to donate to us through your workplace giving



Employee Engagement >

Subscribe to our Newsletter

Your email address



Tweets

America's Charities @AmerCharities 18h
Childhood cancer, Robin Williams, Hunger in America & More Charity News - eepurl.com/1mxXH

America's Charities @AmerCharities 18h
Behind the scenes interview with #ChildhoodCancer Survivor Tania Low-Hecht from @CureSearch:

News & Blog Tools & Research Contact Info



August 19, 2014
Detention centers should end excessive isolation of young people

Advocacy and Human Rights
Bullying and Violence
Children and Family



August 11, 2014
American Bar Association honors SPLC board chair

Individual Giving
Advocacy and Human Rights



August 5, 2014
Stories from the field: New Florida law backed by SPLC helps young immigrants pursue dreams

Advocacy and Human Rights
Children and Family
Education and Training



July 29, 2014
SPLC lawsuit: Tennessee deprives residents of Medicaid coverage

Advocacy and Human Rights
Children and Family
Health



July 28, 2014
Idaho Indian Tribe Drops Ted Nugent Citing Rocker's Racist Legacy

Advocacy and Human Rights
Bullying and Violence

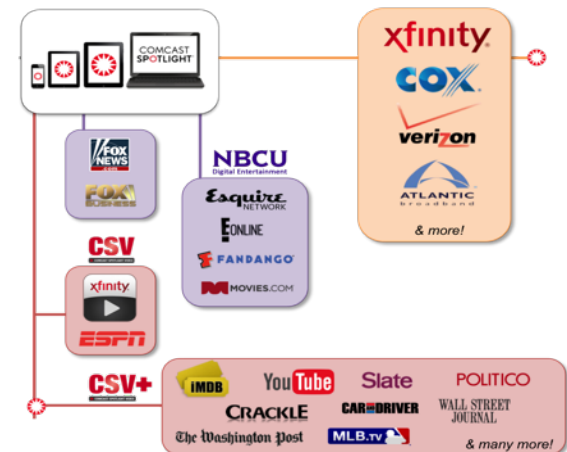
1 of 5 next >

News & Blog Tools & Research Contact Info

Teaching Tolerance Blog
Hatewatch Blog
Sign up for Email Alerts
Financial Information

Fall Advertising

Save room in your budget to participate in next year's 2016 Fall Advertising Campaign! Contact Marcom@charities.org for more details.



A large, stylized blue wave graphic that flows from the left side of the page towards the right, curving downwards. It is composed of several overlapping, semi-transparent blue bands of varying shades, creating a sense of movement and depth. The wave starts high on the left and tapers off towards the right.

Verified Volunteers

New Member Benefit

Verified Volunteers

What is Verified Volunteers?

The only background screening platform tailored to the specific needs of the service sector and the first online community to mobilize repeat, vetted volunteers.

Member Benefits Include:

- Eligible for a 20% discount on Verified Volunteers' vetting services (with no setup or annual fees), enabling your organization to vet volunteers more safely, easily, and cost-effectively.
- Benefit from Verified Volunteers' free volunteer management software.
 - Hosted in the cloud,
 - Volunteer tracking tools,
 - Filters and reminders help to significantly reduce administrative time.
- Verified Volunteers' programs save 13 minutes on average per onboarded volunteer.

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Reports

Accessing Pledge and Donor Reports

Reports:

Membership – Pledge and Donor Data – Timelines

Access to Reports and Data

Distribution Calendar

Engaging Your Donor

Fiscal Center: Available Reports



<https://www.pledgefirst.org/charitylogin>

- Access to your reports, donor data and information
- Enter your assigned user name and password.
- Contact the Help Desk at help@charities.org if need help with your login and password.

America's Charities®

Charity Reports

USERNAME

PASSWORD

LOG IN >>>

Cookies must be enabled to view reports. To learn more about cookies and to view instructions to adjust your internet settings to enable cookies, please visit Microsoft Internet Explorer or Firefox.

For questions about your report please contact help@charities.org. Please include your user name in all correspondence.

America's Charities - 14150 Newbrook Drive, Suite 110 - Charity, VA 20151
Phone: 800-450-9505 - Fax: 703-223-3907
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ADMINISTRATION

America's Charities®

VIEW REPORTS

Reports

Select the report you would like to run

1. [Pledge and Donor Report](#)
2. [Distribution Report](#)
3. [Member Distribution](#)
4. [Pledge Summary Report](#)
5. [Donor Acknowledgement Report](#)

Share a Story with Us

Become a High Performing Charity!
>> Click Here

2014 Member Calendar

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Fiscal Center: Available Reports

Available Reports

1. Pledge and Donor Report
2. Distribution
3. Member Distribution
4. Pledge Summary
5. Donor Acknowledgement



1. **Pledge and Donor Report and Donor Acknowledgement Report**
– All donors who pledged to your organization
BUT only personal/contact data for any donor has opted in to provide their information
2. **Distribution Report**
Amount to be disbursed to your organization for Private Sector campaigns managed by America's Charities, includes payment detail for each donor
3. **Member Distribution**
Amount to be disbursed to you from CFC, State/Local Campaigns, and Private Sector campaigns where you are featured
4. **Pledge Summary Report**
Total amounts pledged to your organization in each campaign
5. **Donor Acknowledgement Report**
Only those donors who opted in to receive an acknowledgement/thank you from your organization

Pledge and Donor Report and Donor Acknowledgement Report

> ADMINISTRATION

America's Charities®


VIEW REPORTS

Pledge and Donor Report

Please enter begin and end dates


Begin Date
format: mm/dd/yyyy

End Date
format: mm/dd/yyyy



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[>> Click Here](#)



2014 Member Calendar

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Members:

Pledge/Data and Distribution Calendar

PLEDGE DATA & INFORMATION DATES

Every Month	Visit Member Portal monthly to obtain updated donor lists and regularly acknowledge new donors for their 'pledge'	Monthly
January - March	Pledge results from Fall 2014 begin to arrive	Monthly
April - June	Send donor acknowledgements to new donors for their 'pledge' Peak months for pledge results	Monthly
July - September	Send donor acknowledgements to new donors for their 'pledge' Pledge results winding down but continue to arrive until final results in September	Monthly
October	Member fees calculated based on pledges received	

DISTRIBUTION DATES

January - April 2015	Monthly distributions from Fall 2013 Fall Campaigns (No fees deducted from final distributions in March and April)	Monthly
May 2015 - April 2016	Monthly distributions from 2014 Fall Campaigns (No fees deducted from final distributions in March and April)	Monthly

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Thank you! Questions?

We will have roundtable discussions during lunch to elaborate on any questions you have about each topic covered today.



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