



MEMBERSHIP ASSEMBLY

WELCOME!



"Level up your employee giving strategy"



What's Next for the CFC: Digging into the Federal Government's Restructured Workplace Giving Program

Robyn Neal, *Vice President of Client Engagement Solutions, America's Charities*

Keith Willingham, *Director of the Combined Federal Campaign, OPM*

Dr. Rebecca Hardin, *Performance Improvement Consultant and
Federal Employee Volunteer Program Director*

Anthony DeCristofaro, *Deputy Director/Senior Compliance Specialist,
Office of the Combined Federal Campaign (MSAC), OPM*

Volunteerism in the Federal Workplace: A Case Study

Dr. Rebecca Hardin
Federal Sector
State and Local Affairs



Agenda

❖ Background Dissertation:

What is the ROI of volunteering?



❖ Program Design:

Can federal government do it? If so, how?



❖ Next Steps:

Timeline for CFC volunteer integration

What is the ROI of volunteering?



Background: Dissertation Study

MEPP provides ROI → Consider scaling

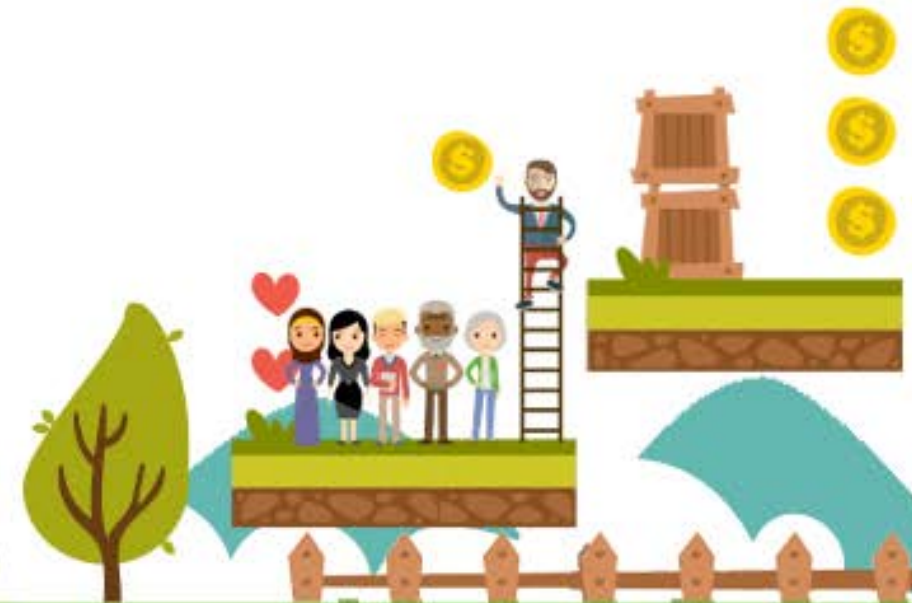
The more satisfied employees are with their MEPP experience, the more committed they are likely to be to the Agency

*Average satisfaction level was 4.35 on a 5-pt scale

The more committed employees are, the more citizenship behaviors they are likely to display at work

*Relationship is stronger with volunteers than non-volunteers

Amount of volunteer activity was not predictive (emphasizes quality over quantity)

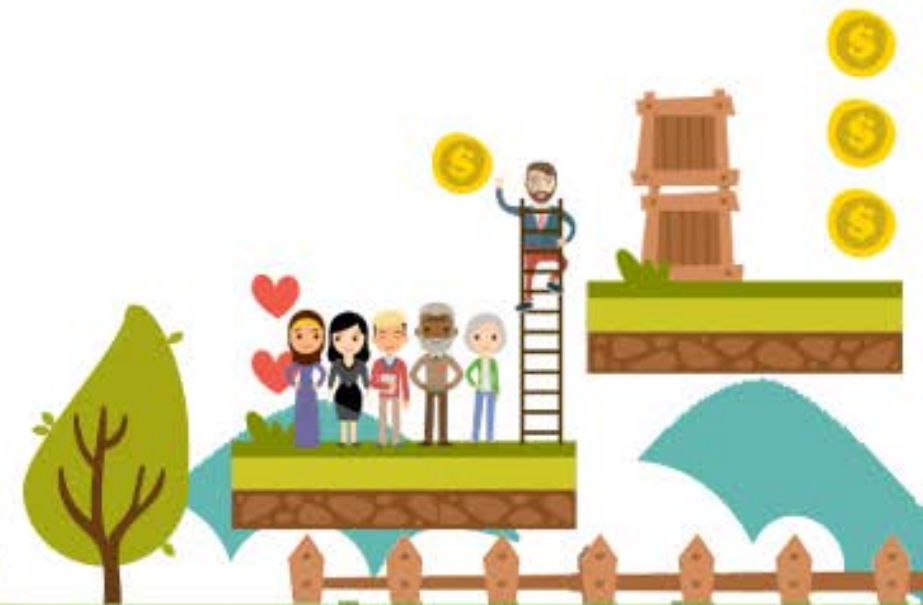
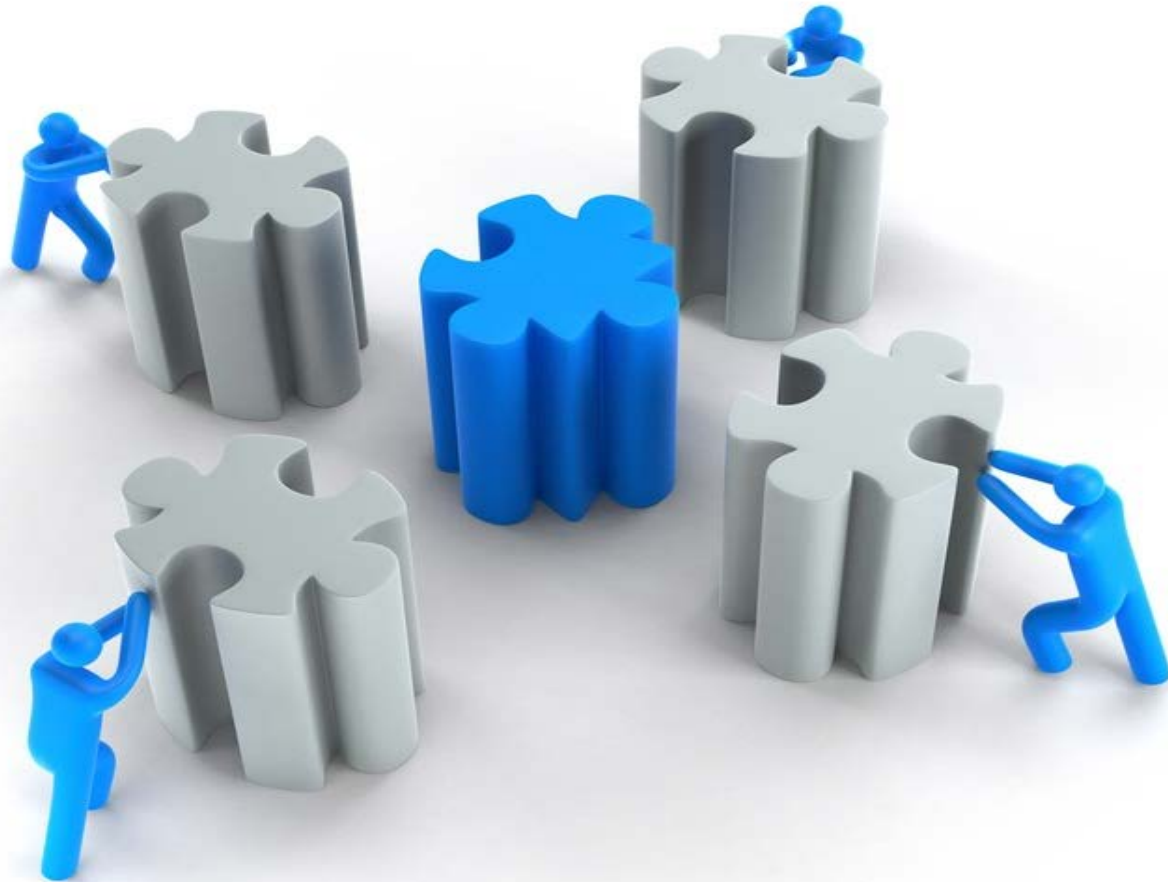


Proposal

- Give Agency employees the opportunity to volunteer beyond academic institutions to the broader charitable sector while networking, team building, and engaging in areas of professional development to enhance skills
- Give Agency employees the opportunity to positively impact societal change on behalf of the federal agency



Program Design: Can federal government do it? If so, how?



Authorities

Congressional

- **2006** President Bush signed EO13401, which states each Agency shall designate a liaison for volunteer community service and promote community service with federal employees, including those approaching retirement, and the use of skilled volunteers.
- **2016** President Obama signed EO13743 on Charitable Fundraising, which now states that federal employees and members of the uniformed services can also be solicited to make [CFC] pledges of volunteer time.

Federal

- **2012** OPM guidance encourages workplace flexibilities for volunteering during Administrative Leave or Excused Absence as long as 1 of the following criteria are met:
 1. Directly related to department or agency mission
 2. Officially sponsored by head of department or mission
 3. Clearly enhances the professional development or skills of employees
 4. Is of interest to the Agency



Volunteer Opportunity Details

❖ Who would we serve?

- CFC charities

❖ Where would we serve?

- Local commuting areas

❖ When would we serve?

- Up to 12 hours of Excused Absence per employee per calendar year and/or connect donors with charities to volunteer on their own time

❖ How would we serve?

- Individual or group participation in *management-sponsored* volunteer activities received from charities

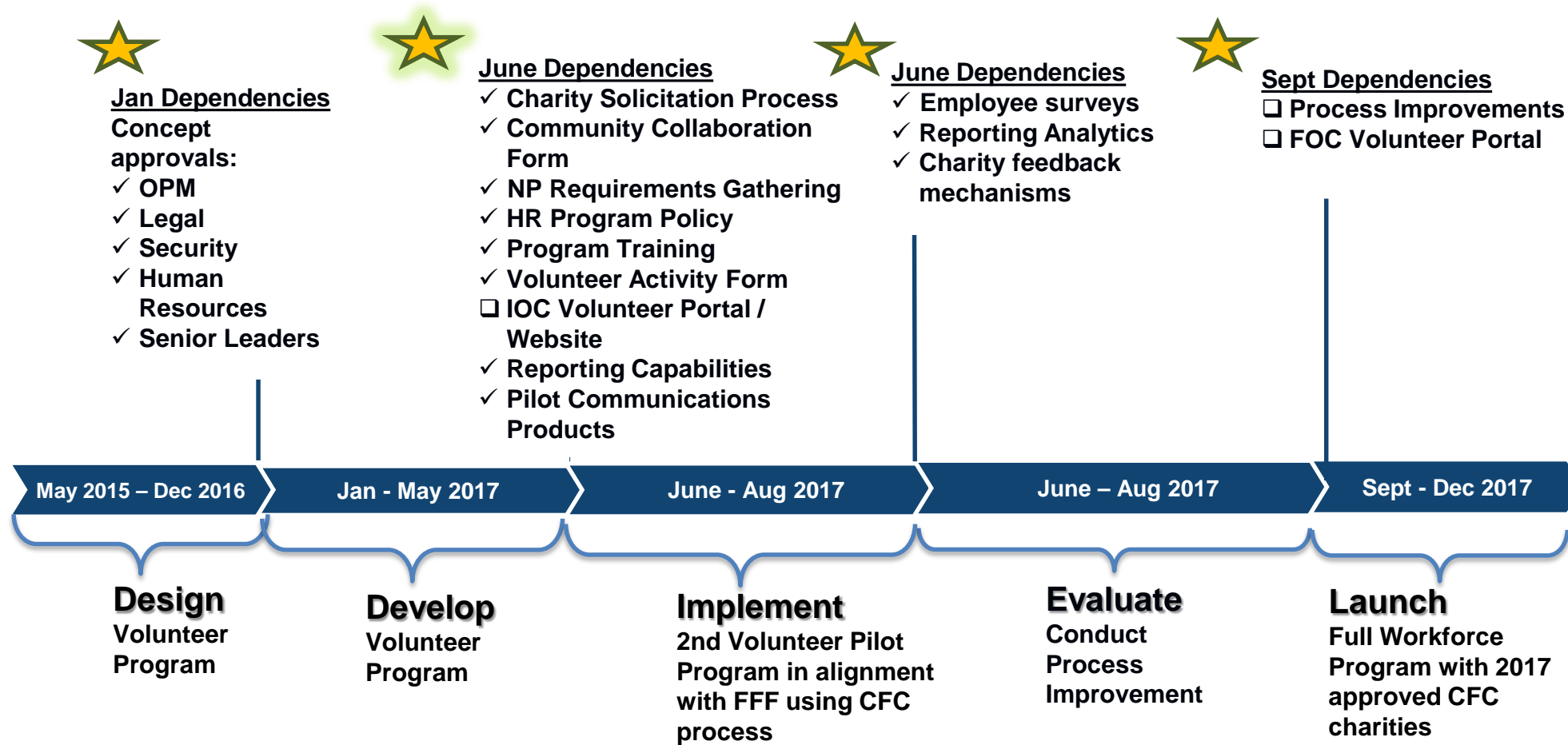


Legal Cautions and Mitigations

1. Tracking employee time for audits
 - ✓ Volunteer portal will track volunteer activities and participation
 - ✓ Timesheet documentation will track official hours used; captured in reporting
2. Creating a clearly defined policy on what types of events will be considered *management-sponsored*
 - ✓ HR FAQs / Security training will clearly define the volunteer opportunities
 - ✓ Volunteer activities will be gathered from the charities, managed by the PMO, and advertised to employees in the portal
3. Headline/Congressional risks – what will public/overseers feel about using duty time for volunteering
 - ✓ Measurement strategy will continually assess the ROI for the Agency and the Community to validate the opportunities are effective use of excused absence



Timeline for CFC Volunteer Integration



In 2016, the Agency mobilized **67 employees** into our community
 Serving **204 hours** for **5 nonprofits** across **7 volunteer opportunities**
Valued at over \$9,500



Office of Personnel Management Report

Keith Willingham, Director
Anthony DeCristofaro, Deputy Director
Office of Combined Federal Campaign
May 2017



Agenda

- **Volunteerism in the CFC**
- **Why expand the CFC?**
- **What can retirees contribute?**



Volunteerism in the CFC

2016 Millennial Impact Report

PERSONAL IMPACT

How much impact do you think a person like you can have in the U.S. to make it a better place to live?



5%

No impact at all

23%

A small impact

37%

A moderate impact

30%

A big impact

5%

Don't know

MILLENNIAL CAUSE ENGAGEMENT

46% had volunteered for a cause affiliated with a social issue they care about in the past month

52% had donated to a cause affiliated with a social issue they care about in the past month

64% had signed petitions for issues they care about in the past month



Volunteerism in the CFC

Partnership for Public Service – Federal employees volunteer more than for-profit or other workers.

Author (Year)	Source of Data	N	Rate of Volunteering	
			Government workers	For-profit/Other workers
Lee, Y (2012)	Current Population Survey	13,664	34.7%	21.4% (for-profit)
Ertas, N (2012)	Americans Changing Lives	1,787	66.7%	51.4% (other)
Houston, D (2005)	General Social Survey	893	60.8%	43.0% (private)



Volunteerism in the CFC

2017 CFC Application Questions

Yes No

Please indicate if your organization provides volunteer opportunities.

If “yes”, please indicate if your organization would like to solicit volunteer time from federal employees.

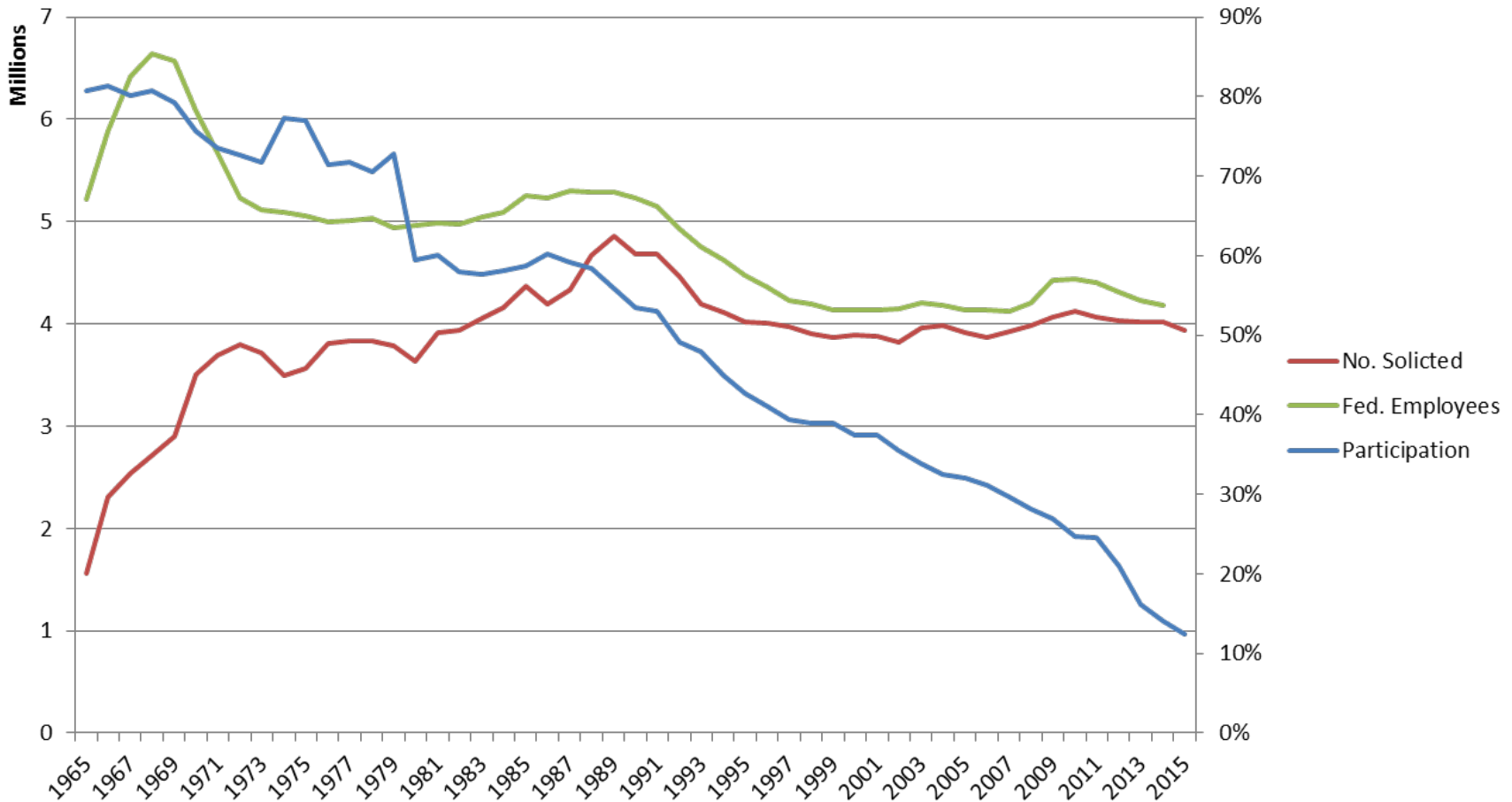
\$. If yes, what is the estimated monetary value to your organization per hour of volunteer time.



Why Expand the CFC?

Employee Participation

2014 – 14.1% 2015 – 12.4%





Why Expand the CFC?

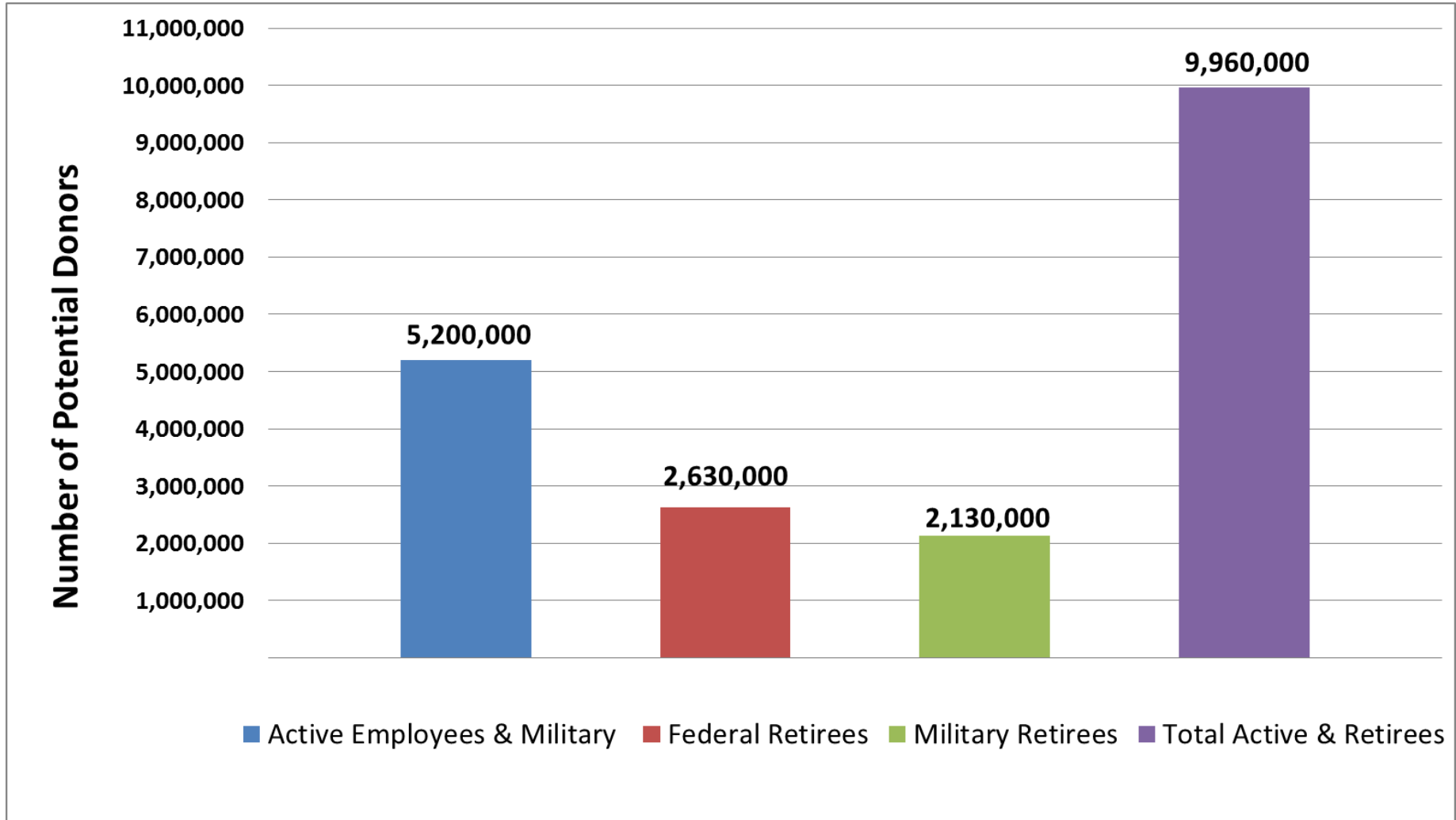
CFC – 50 Commission recommended:

“OPM should expand the community of individuals who can be solicited through the CFC. That a comprehensive system be designed for all retirees, allowing an annual donation option, monthly allotments through the retiree annuity system, credit-card billing (both one-time and recurring), perpetual donating from year-to-year, and universal giving capability.”





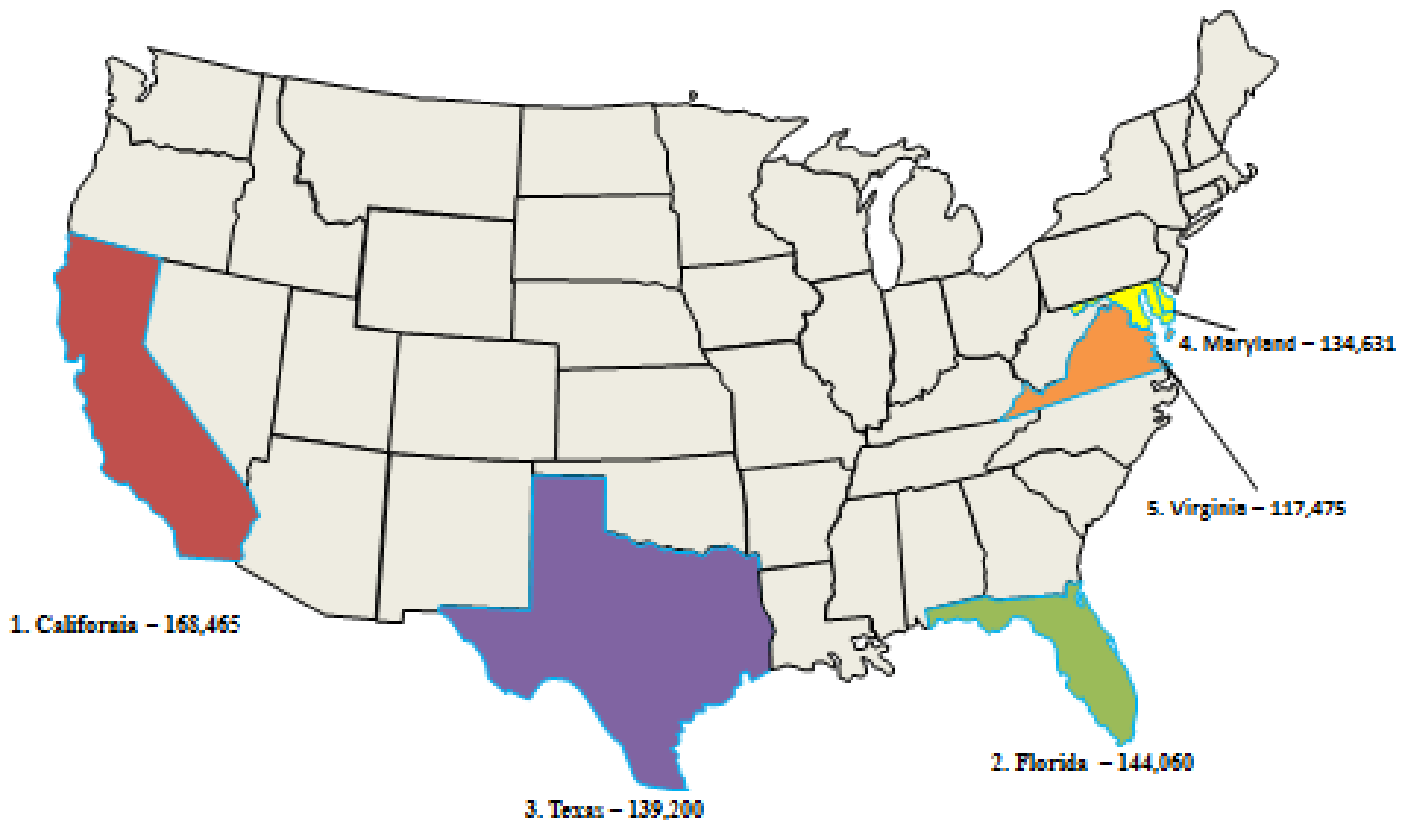
What Can Retirees Contribute?





What Can Retirees Contribute?

States Where Most Civilian Annuitants Live



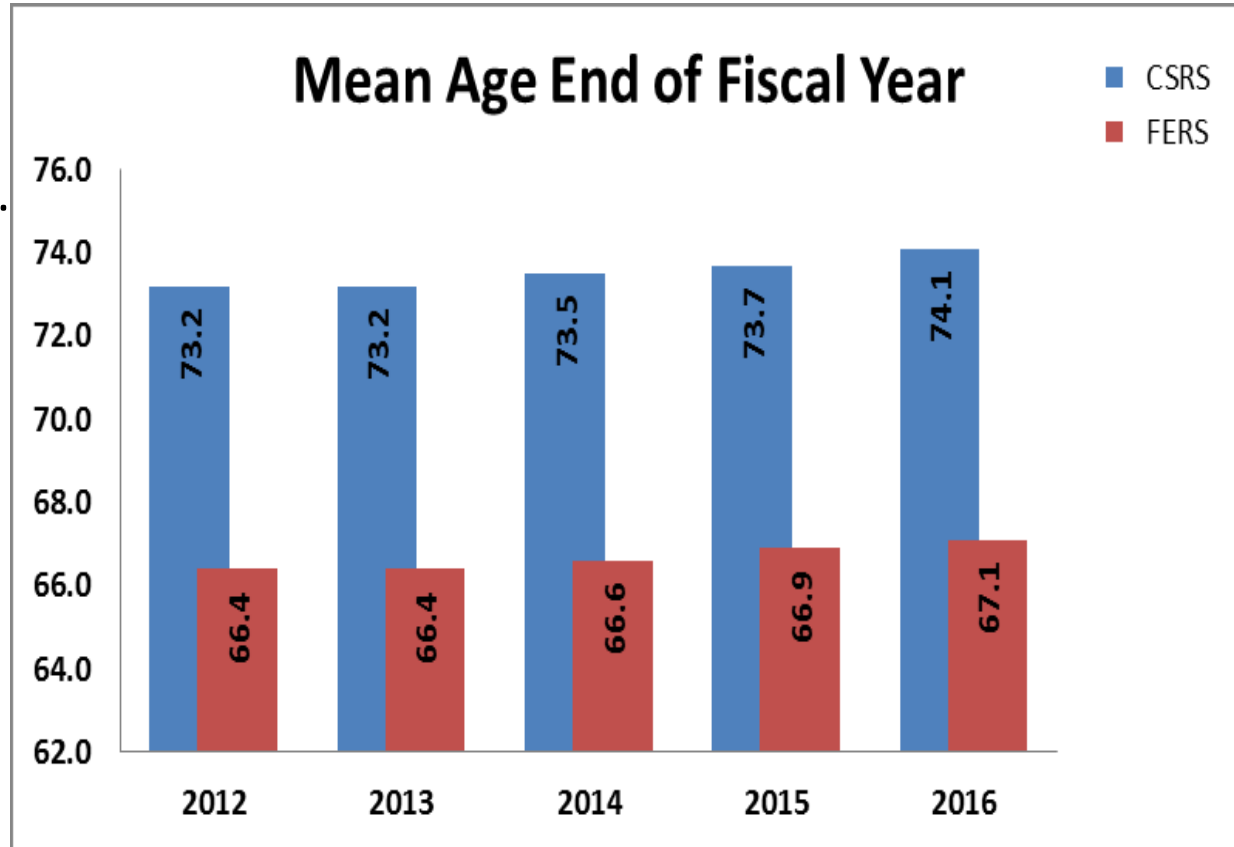


What Can Retirees Contribute?

Civil Service Retirement System (CSRS) – Covers employees hired before 1984. It is a defined-benefit plan.

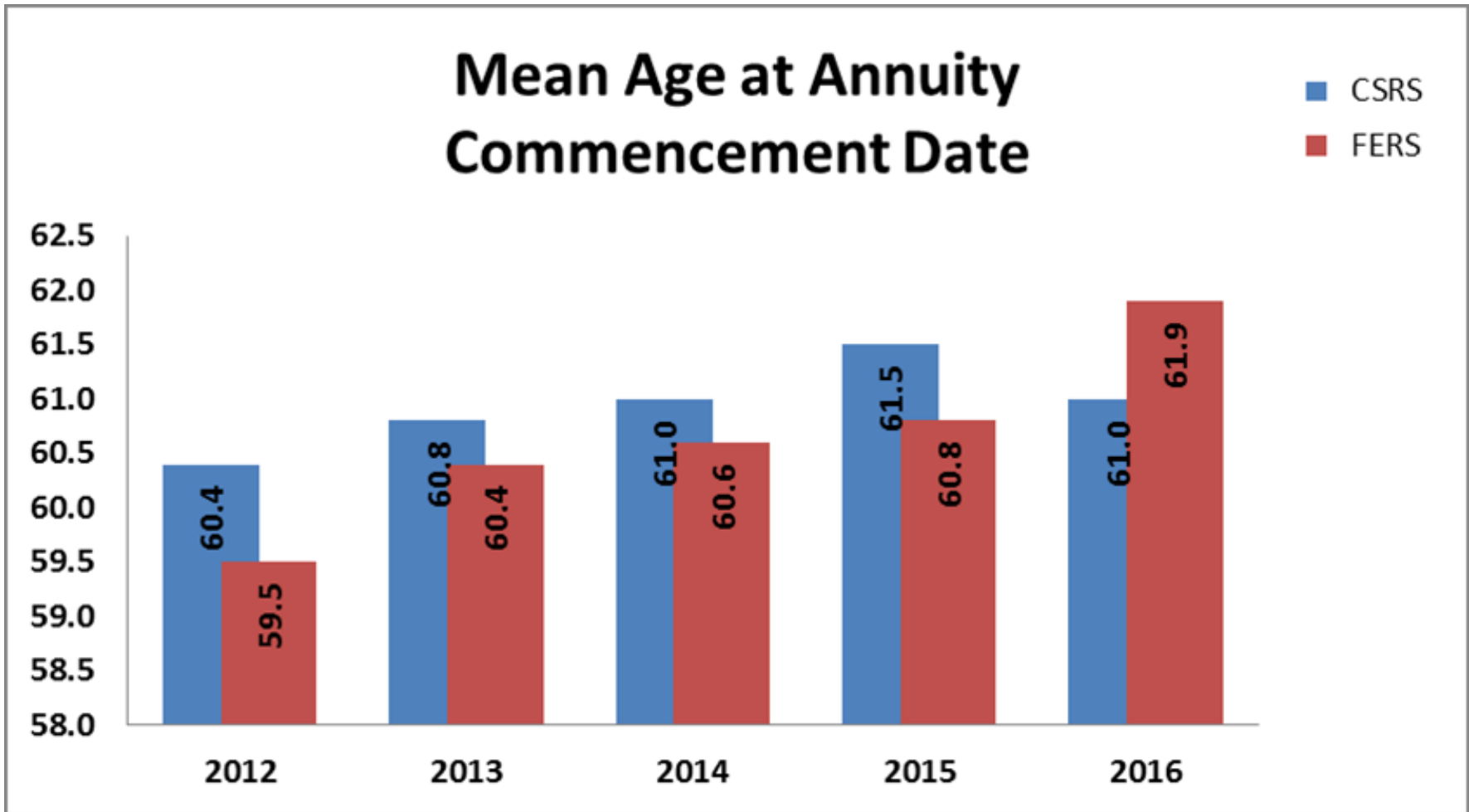
Federal Employee Retirement System (FERS) – Covers employees hired after 1984. It is a defined-contribution plan.

Both systems include executive, judicial and legislative branch employees.



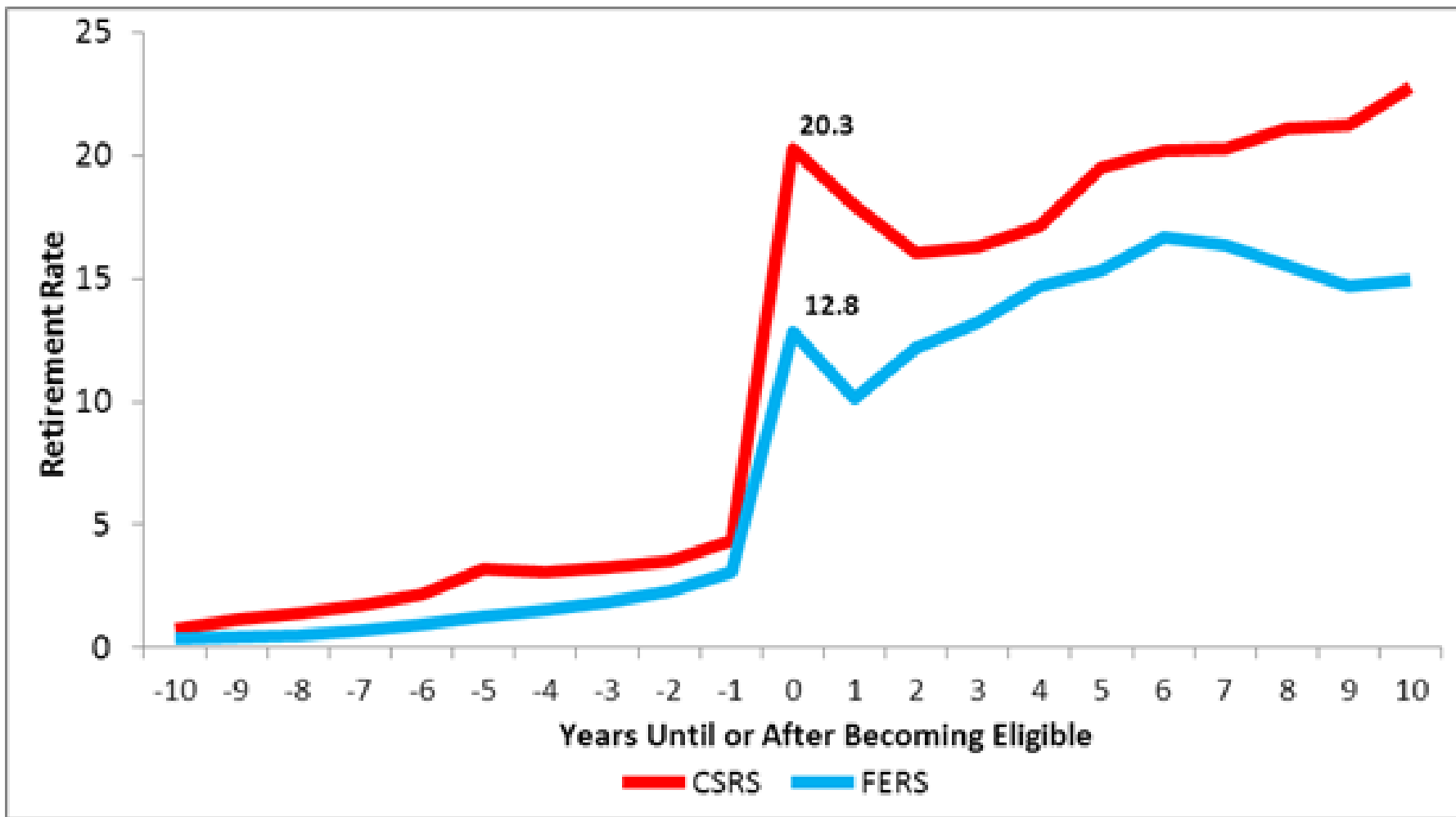


What Can Retirees Contribute?



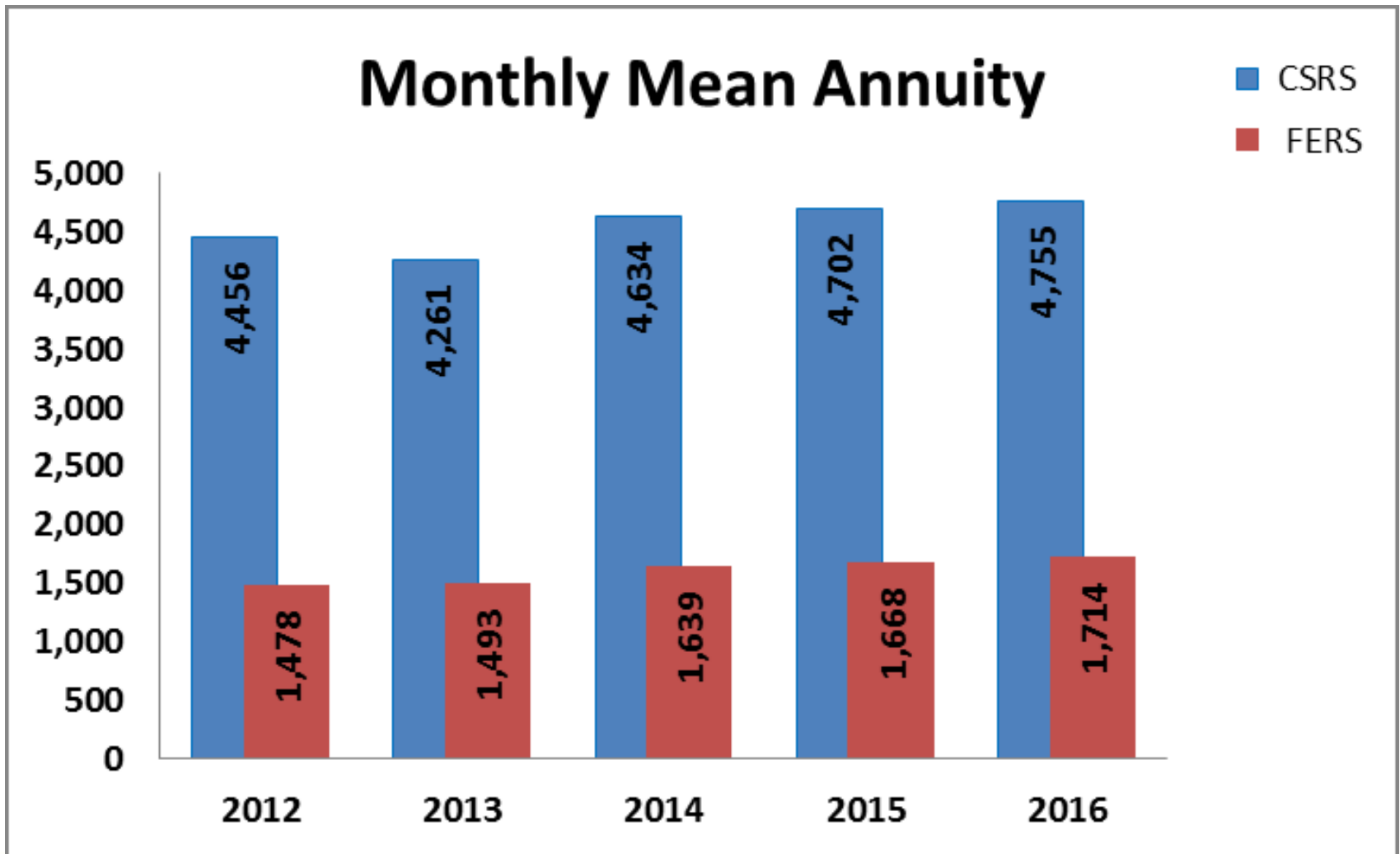


What Can Retirees Contribute?





What Can Retirees Contribute?





Some Testimony Highlights

- ✓ Government-wide e-giving
- ✓ Efficient, multi-year application process
- ✓ Increase reliance on Federations
- ✓ Stronger leadership
- ✓ Increase transparency and accountability
- ✓ Retiree Giving
- ✓ Engage the next generation of employees



Context: Research Validates Direction

- Impulsive Decisions
 - Year-end giving factored into campaign calendar
 - New Hires from January until Open Season
 - Disaster Giving (Future Option)
- Too Many Choices
 - Application Fees effect
 - Reduced from 2016 charity list
 - Charities with no designations
 - Federations with reduced membership



Context: Research Validates Direction

- Remove Hassles – Make it easy to give
 - One platform for all giving
 - Limited exceptions within the Intelligence Community
- Impact of Volunteer Appeal
- Impact of Retiree Appeal
- Salience
 - Extension of Public Service Commitment
 - Ties giving to career behaviors



Context: Research Validates Direction

- Quality of Information
 - Single Site
 - Consistent Application Review
 - Central platform for charities and campaign managers to get reports
- Social Norms
 - Use social media to drive co-worker behavior (donor stories)
 - Review how we use incentives



Insights for Change

- Help us
 - Asking people to donate time, you will elicit more than just asking people for money
 - You are more than a checkbook
 - Ikea Effect – build-a-bookshelf



Questions?