COAST GUARD MUTUAL ASSISTANCE

FUNDRAISING GUIDE

2020 CAMPAIGN | APRIL 1-30

800.881.2462 // campaign@cgmahq.org
If the idea of fundraising feels uncomfortable to you, you're not alone! Money is very personal and asking someone to donate can feel intrusive and uncomfortable. It doesn't have to be. In fact fundraising can be a lot of fun! The following pages will show you how.

On an average day, CGMA provides about $12,000 in assistance. When you ask people to consider making a gift to CGMA, you are actually offering them the opportunity to support this important work! The Annual Fundraising Campaign allows CGMA to publicize and raise awareness about the variety of assistance programs available to the Coast Guard family, and raise the funds needed to sustain that work for years to come.

The CGMA HQ team will be here to support you throughout the entire campaign, so if you have questions or need additional resources or materials, please do not hesitate to reach out.

We look forward to working with you!

Sincerely,

Alena Howard
Chief Development Officer
Coast Guard Mutual Assistance
Coast Guard Mutual Assistance is congressionally recognized as the Official Relief Society of the U.S. Coast Guard. As such, Coast Guard employees are permitted to solicit funds for CGMA in their official capacity. See 5 C.F.R. 2635.808(b).

COs/OICs/Supervisors and individuals may all use their official title, position, and authority to speak, write, and encourage other members of the Coast Guard to encourage them to donate to CGMA. Donations always are the members’ choice.

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 of your CGMA Service 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.

“\nThe Coast Guard is a tough job—-but when things get just a little too tough, we're there to give our shipmates a hand. Thank you CGMA for helping us help each other."

- LCDR John C. Dymond, Jr., USCGR
Organize for Success

Lead Campaign Coordinators

Lead Campaign Coordinators serve as the primary campaign point of contact, identify, and oversee local key workers, and report campaign results to CGMA HQ for all units within the CGMA Rep Site AOR.

Whenever possible, it is best for the Lead Campaign Coordinator to personally visit each service unit to present on CGMA programs and to ask for donations.

Local Key Workers

Local 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, as well as 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 most successful campaigns assign a local Key Worker at each service unit.

Key Dates

The 2020 Campaign will begin 1 April. Start planning and identifying local unit Key Workers early. The most successful campaigns assign a local Key Worker at each service unit.

Your Campaign should wrap up no later than Thursday, 30 April. Please plan accordingly to end the Campaign on time and submit wrap-up reports and pledge forms in a timely manner.
HOST A KICK-OFF

Hosting a kick-off event is one of the best ways to publicize your 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.
   *NOTE: CGMA-HQ can provide funds to cover the cost of refreshments, banners, balloons, and other promotional items for a kick-off ceremony. The Coordinator’s Preparation Instructions outline the steps to request these funds.*

☐ 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 event, perhaps featuring the following elements:
   - Introduction by the Campaign Coordinator and/or CGMA Representative
   - Keynote speaker
   - PowerPoint presentation
   - Hand out campaign brochures and pledge forms (one in the hands of each attendee)

☐ Extend invitations to spouses, Auxiliary members, area retirees, and Reserve units if appropriate.

Publicity plays a major role in the Campaign’s success! CGMA-HQ provides resources (PowerPoint presentation, posters, brochures, and social media kit) to give your unit plenty of exposure to campaign details. Electronic copies of all campaign resources are available on the campaign website: www.cgmahq.org/campaign

Publicize your Campaign through the plan of the day, a campaign newsletter, broadcast email, local intranet, or other internal communication methods to ensure wide exposure.

Hang posters publicizing your campaign in high-traffic common areas such as restrooms and break rooms.
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When making your “ask” consider the following steps:

The heart of the Campaign is the actual, face to face contact with individual active duty and civilian/CDC/MWR/CGES employees. When making your presentation:

☐ Explain the CGMA assistance concept, “Helping Our Own”

☐ Give a brief overview of the programs and resources CGMA Officers (see Campaign PowerPoint)
   *If you have a personal experience with CGMA, share it! A personal story about how CGMA helped a shipmate is the #1 way to demonstrate the effectiveness of the program.*

☐ Hand every member a brochure and Pledge Form (CGMA Form 33)
   (Credit card donations can be processed securely at www.cgmahq.org/give, click ‘Donate Now’. If someone chooses to donate this way, be sure to remind them to include their unit so it can be counted toward your Campaign Total!)

☐ 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.

A 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.
Local fundraising events are great ways to encourage people to give and help generate excitement about the CGMA Campaign. 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 in a couple of ways. Typically, kick-off events are held during the first week of the Campaign to provide a starting point for publicizing the Campaign. Fundraising events are usually held later in the Campaign to raise additional contributions.

Fundraising events can foster morale and build unit cohesion while generating funds to support the Coast Guard family. The following pages highlight some successful fundraising events from last year’s campaign. Feel free to host any of these events at your unit or be creative and come up with your own! Remember no one knows your unit like you do.

Contact your ombudsmen and local spouses’ club, Auxiliary, and retiree counsels. These groups often have Facebook pages and can help you fundraising and share the CGMA message!
**PENNY WAR**

Provide each shop with a jug or jar in a central location like a breakroom. Throughout the campaign, shops compete against one another by adding points to their jar or subtracting points from other shops’. The shop with the most points at the end wins!

Coordinate with morale and command to determine prizes. Examples might be a day of special liberty for 1st place winners and a pizza party for 2nd.

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**Penny War Rules**

**26 August to 9 September**

**Goal:** Have the most points

*All proceeds will go to CGMA*

<table>
<thead>
<tr>
<th>Points:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Adding (+)</strong> (put these in your shop's jar*)</td>
<td><strong>Subtracting (-)</strong> (put these in other shops' jars*)</td>
</tr>
<tr>
<td>$1 dollar = +100 points</td>
<td>Pennies = -1 point</td>
</tr>
<tr>
<td>$5 dollars = +500 points</td>
<td>Nickels = -5 points</td>
</tr>
<tr>
<td>CGMA Allotment Form = +500 points</td>
<td>Dimes = -10 points</td>
</tr>
<tr>
<td>$10 dollars = +1,000 points</td>
<td>Quarters = -25 points</td>
</tr>
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*Jars are located in the galley

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**Prizes:**

1st Place: 1 day of special liberty for entire shop
2nd Place: Half day of special liberty and pizza party for entire shop

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**SPIRIT DAY**

Host a “Show Your Spirit Day” where members donate to CGMA in order to wear their favorite shirt/sweatshirt representing their favorite sports team, Coast Guard unit, or alma mater.
Participants can pledge a recommended donation of $1 to nominate any unit staff member to receive a pie in the face during a specific time period.

The top three staff members with the most pledges will receive a single pie in the face.

The top three individuals to pledge the most during this fundraiser will have the honor and privilege of distributing those pies.

You can offer an option to "buy out" is afforded on a sliding scale. For example:
   E-6 and below: $10
   E7-O4 & GS Employees: $20
   O5 and above: $40

NOTE: No one may be required to participate, strictly on a volunteer basis.
A 5k run is a great way to involve multiple units. If your Rep Site has many local service units, this may be a great option for you! Be creative with your theme and be sure to get others involved. A 5k is a great way to get families and community members involved to "help our own".
Car Washes are particularly effective when the CO, XO, or senior enlisted participate in the washing. Car washes are also great ways to involve other members of the Coast Guard family such as family members, Auxiliary members, retirees, and Reservists.

Food Sales

Host a chili cook-off, ice cream social, bake sale, hot dog, or taco sale. Other popular events have included chick-fil-a lunches or bagel breakfasts after weigh-ins.

Tournaments

Ultimate Frisbee, video games, board games, basketball, soccer, volleyball or softball--anywhere there is competition there’s an opportunity to fundraise. Participants can pledge a recommended donation as an entry fee.

Award prizes to your winners!