Coast Guard Mutual Assistance Campaign 2020

Key Worker’s Preparation Instructions

Ready // Relevant // Responsive
The 2020 CGMA Fundraising Campaign runs 1 April to 30 April. This quick reference guide provides instructions for conducting the campaign. Please refer to the accompanying Fundraising Guide for further information. Contact your Lead Campaign Coordinator with questions.

- **Name of your lead Campaign Coordinator:** ________________________________

- **Review Campaign Resources**

  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 Lead Campaign 
  Coordinator for guidance, then follow-up with those who asked.

  - **CGMA-HQ will provide:**
    - Campaign Preparation Instructions
    - Fundraising Guide & FAQs
    - PowerPoint Presentation
    - Sample Kickoff Remarks
    - Promotional Videos & Social Media Kit
    - List of Service Units
    - Summary of 2019 Assistance and Giving
    - Pledge Forms (CGMA Form 33) –packaged in groups of 50
      *Mailed to Coordinator*
    - 2020 Campaign Brochures –packetized in groups of 50
      *Mailed to Coordinator*
    - 2020 Campaign Posters – *Mailed to Coordinator*
    - Wrap-Up Instructions
    - Local Key Worker Report (CGMA Form 31)

  All Campaign Resources are available at [www.CGMAHQ.org/campaign](http://www.CGMAHQ.org/campaign)

- **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. Local Key Workers’ names are gathered for 
  recognition at the conclusion of the campaign.

- **Schedule** campaign kick-off and other campaign activities and fundraisers

  example: car wash, ice cream social, volleyball tournament, chili cookoff)

- **Display** campaign posters in prominent, high-traffic locations at your unit

  example: break rooms, bathrooms, mess halls, clinics, at weigh-ins and all-hand meetings

<table>
<thead>
<tr>
<th>Distribution schedule for campaign materials</th>
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<tr>
<td>Provided by your lead Campaign Coordinator</td>
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<table>
<thead>
<tr>
<th>March:</th>
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<tbody>
<tr>
<td>- Fundraising Guide</td>
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<td>- Local Key Worker’s Preparation Instructions</td>
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<td>- Pledge Forms (CGMA Form 33)</td>
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<th>April:</th>
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<td>- 2020 Key Worker Report (CGMA Form 31)</td>
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<tr>
<td>- Local Key Worker’s Wrap-Up Instructions</td>
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Host Campaign kick-off event and fundraising activities

Distribute Campaign Information 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 lead Campaign Coordinator no later than 15 May.
- Run out of materials? Need more brochures, forms, or posters? Contact your Lead Campaign Coordinator

Our campaign goal is to reach 100% of our people to make sure everyone knows CGMA is there, ready to help, as well as raise the funds necessary to continue this good work.

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
  (To purchase a money order use collected funds and include a receipt)
- 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 (minimum $1)
  - 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 these members 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. And of course, they can give online at www.cgmahq.org/give.

In the event you receive contributions from such individuals, the contribution should simply be forwarded with a note and sent with other cash receipts to the Campaign Coordinator. These donations do not need to be accounted for in your report.

Thank you for your campaign efforts!

Send recommendations to improve these instructions to Erica Chapman or Alena Howard
Erica.Chapman@cgmahq.org, 703.581.5297, or Alena.Howard@cgmahq.org, 703.468.7087