Campaign Coordinator,

The 2019 CGMA Fundraising Campaign will run August 15 to September 13. This quick reference provides preparation instructions for coordinating the campaign for your CGMA Area of responsibility (AOR). Please refer to the accompanying 2019 Fundraising Guide as well.

Contact CGMA-HQ (703.581.5297) with questions.

✓ Checklist - Complete before the campaign begins August 15

- **Verify the list of CGMA Service Units** assigned within your CGMA AOR.
  
  To view your assigned service units: [www.CGMAHQ.org](http://www.CGMAHQ.org) ⇒ scroll down to bottom menu ⇒ “Rep’s Resources” menu on the left ⇒ “Campaign Info”
  
  Or log into NetForum ⇒ Rep Site profile ⇒ “More” tab ⇒ “Relationships” ⇒ scroll to “Related Organizations”
  
  If you do not have access to CMP, contact your CGMA Rep, Assistant Rep or CGMA-HQ.

  Report discrepancies to Erica Chapman: [Erica.Chapman@cgmahq.org](mailto:Erica.Chapman@cgmahq.org)

- **Information Resources**
  
  - Campaign 2019 PowerPoint Presentation (download/modify with local details)
  - FAQ’s
  - [www.CGMAHQ.org](http://www.CGMAHQ.org)

  The PowerPoint Presentation, FAQs, and your job experience should prepare you to answer most questions about CGMA. Should questions arise that you need help to answer, contact CGMA-HQ for guidance then follow-up with those who asked.

- **Designate and brief Key Workers** for your unit and units in your AOR.

  Emphasize the campaign goal of personally contacting **100%** of personnel at each unit.

  After you have identified key workers at your unit and at outlying units in your CGMA AOR, send a list to [Erica.Chapman@cgmahq.org](mailto:Erica.Chapman@cgmahq.org). Please include rate/rank, first name, middle initial and last name. As changes occur, please send updates.

- **Request Kick-off funds** (up to $300) to purchase items for kick-off ceremony.

  Funds could be used for decorations and refreshments (juice, coffee, donuts). These funds are *not intended* for fundraising events, i.e. car wash or bake sale. If a fundraising event has a related expense, please retain it from the proceeds.

  **Kick-off Funds must be approved in advance by CGMA-HQ.**

  - For approval, contact: Erica Chapman: [Erica.Chapman@cgmahq.org](mailto:Erica.Chapman@cgmahq.org) or 703.581.5297

  **Guidelines for reimbursement of approved Kick-off funds:**

  - Scan/fax the receipts of items purchased to CGMA-HQ
    
    Email: [Erica.Chapman@cgmahq.org](mailto:Erica.Chapman@cgmahq.org) or
    
    Fax number: 703.875.0344

  - Indicate to whom the check should be made payable and confirm the address for mailing.
Distribute campaign materials to Key Workers as they become available.

CGMA-HQ will provide:

<table>
<thead>
<tr>
<th>July</th>
<th>August</th>
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</thead>
<tbody>
<tr>
<td>□ Fundraising Guide</td>
<td>□ Key Worker 2019 Fundraising Report (CGMA Form 31)</td>
</tr>
<tr>
<td>□ Coordinator’s Preparation Instructions</td>
<td>□ Campaign Coordinator 2019 Fundraising Report (CGMA Form 30)</td>
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<tr>
<td>□ Pledge Forms (CGMA Form 33)</td>
<td>□ Key Worker’s Wrap-Up Instructions</td>
</tr>
<tr>
<td>□ 2019 Campaign Brochures and Posters</td>
<td></td>
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</tbody>
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CGMA-HQ will provide campaign materials to supply your unit and the Service Units in your AOR. If you do not receive your materials or have an insufficient supply, contact CGMA HQ at 703.581.5297 or Erica.Chapman@cgmahq.org.

Provide to your Key Workers:

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Help avoid waste and keep fundraising costs to a minimum by carefully distributing quantities (splitting shrink-wrapped brochures) only as needed at each location. Sufficient materials are sent so each member can receive a pledge form and brochure.

Campaign Resources available at www.CGMAHQ.org

- Campaign PowerPoint
- Frequently Asked Questions (FAQ’s)
- Fundraising Guide
- Sample Kickoff Remarks
- Promotional Videos and Social Media Kit
- Coordinator’s Prep Instructions
- Key Worker’s Prep Instructions
- Coordinator’s Wrap-Up Instructions
- Key Worker’s Wrap-Up Instructions
- Key Worker 2019 Fundraising Report (CGMA Form 31)
- Campaign Coordinator 2019 Fundraising Report (CGMA Form 30)
- List of Service Units

Thanks to your efforts the campaign will be a success!