Coast Guard Mutual Assistance Campaign 2019

Key Worker’s Preparation Instructions

Key Workers,

The 2019 CGMA Fundraising Campaign runs August 15 to September 13. This quick reference guide provides instructions for conducting the campaign. Please refer to the accompanying Fundraising Guide for further information. Contact your campaign coordinator with questions.

**Prep Checklist - Complete before the campaign begins August 15**

- **Name of your Campaign Coordinator:** __________________________________________________________________________

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

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

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

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

- **Organize** fundraising events (example: car wash, ice cream social, volleyball tournament, chili cookoff)

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

<table>
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<th>Distribution schedule for campaign materials</th>
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<tr>
<td>Provided by Campaign Coordinator</td>
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<tr>
<td><strong>July:</strong></td>
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<tr>
<td>- Fundraising Guide</td>
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<td>- Key Worker’s Preparation Instructions</td>
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<tr>
<td>- Pledge Forms (CGMA Form 33)</td>
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<td>- Campaign 2019 Brochures, Posters</td>
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<td><strong>August:</strong></td>
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<td>- 2019 Key Worker Report (CGMA Form 31)</td>
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<td>- Key Worker’s Wrap-Up Instructions</td>
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**Campaign Checklist: August 15 – September 13, 2019**

- **Campaign kick-off activities and fundraising activities**

- **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 Campaign Coordinator NLT September 30.
  - Run out of materials? Need more brochures, forms, or posters? Contact your Campaign Coordinator
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)
- **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
  - 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 them 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.

In the event a key worker receives contributions from such individuals, the contribution should simply be forwarded with a note and send with other cash receipts to the Campaign Coordinator.

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**Campaign Resources available at** [www.CGMAHQ.org](http://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 Instructions
- Consolidated 2019 Fundraising Report (CGMA Form 31)
- List of Service Units

**Thank you for your campaign efforts!**

Send recommendations to improve these instructions to Erica Chapman or Alena Howard

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