



2017 CFC-Overseas Community/Area Project Officer Standard Operation Procedure

As a Combined Federal Campaign-Overseas (CFC-O) Community Area Project Officer (CAPO), you are responsible for planning, implementing, and overseeing the Combined Federal Campaign for all units within your installation's geographic area. The regulatory requirement is to conduct an effective and efficient campaign in a fair and even-handed manner aimed at collecting the greatest amount of charitable contributions possible. Every federal employee (military and civilian) in your area of responsibility should be offered the opportunity to contribute in the CFC. New CFC regulations also permit Federal retirees to participate in the campaign.

CAMPAIGN PLANNING/PREPARATION

1. Receive initial notification/request from installation command regarding selection to serve as CAPO for installation.
2. Officially accept the role by signing and returning the Appointment Letter and confirm your contact information when contacted by the Component Manager and the CFC-O Staff.
3. Receive and review the information from the CFC-O office regarding responsibilities and specific job description. Attend CAPO training.
4. Verify units and potential contributor numbers per unit in area of responsibility and provide updated information to the CFC-O Office.
5. Task each unit in in your AOR to identify as many Keyworkers as necessary (recommended ratio: 1 Keyworker per 50 potential contributors). Build a contact list for all identified campaign workers per unit and forward it to the CFC-O office. This list should include each campaign worker's name, DSN, email and unit.
6. Based on specific instruction from the CFC-O office, organize and conduct campaign worker training session and ensure all Keyworkers receive training.
7. Reach out to the community and establish rapport with private organizations on your installation. Fill special volunteer positions such as event and publicity committee members.
8. Plan a kick-off event for the start of the campaign. Do not forget to involve unit Keyworkers.
9. Develop a publicity plan. The CFC-O office will assist with this.
10. Brief wing/installation leadership regarding YOUR plans for the execution of the campaign and ask for his/her support. Ask your leadership to tape a public service announcement that will be aired at the beginning of the campaign.
11. Receive and distribute the campaign materials (charity listing, pledge cards, report envelopes, etc.) to unit Keyworkers in preparation for the kick-off of the campaign.



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ACTIVE CAMPAIGN

1. Conduct kick-off event ([Campaign starts 10/16/2017](#)).
2. Receive completed paper pledge cards from units and mail/transmit them to the Central Campaign Administrator (CCA).
3. Distribute the participation gifts to the units as necessary and order additional supplies from the CFC office via the on-line system (MANAGE) if stock runs low.
4. Communicate with Keyworkers regularly. Be proactive and resolve any problems that might arise before they turn into larger issues.
5. Brief wing/installation leadership on the progress of the campaign.
6. Work with the event and publicity committees to support campaign events and other methods of publicity (such as AFN radio appearances, speaking engagements, etc.).
7. Use MANAGE to order Certificates of Achievement for all of the campaign workers in AOR. When the certificates arrive, be sure to distribute them to the units.

CAMPAIGN CULMINATION

1. Meet with wing/installation leadership to determine if there is interest in holding an installation-wide CFC awards ceremony. If so, coordinate with the CFC-O staff to set a date and plan the ceremony.
2. Wrap-up the campaign as expeditiously as possible and mail your final turn-in to the CCA.
3. Order the unit award plaques on the on-line system for the units that have qualified for them. They will be sent to you for distribution or CFC-O staff will bring them to your awards ceremony, if your leadership chooses to have one and CFC-O staff are able to attend.
4. Create (or add to) a continuity binder, which can be passed on to your successor.