



The State of the Combined Federal Campaign

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August 3, 2020*





Agenda

- Welcome
- 2019 Campaign Results
- 2019 Highlights & Trends
- CFC Program Opportunities and Strengths
- CFC Program Challenges and Risks
- Key Dates





2019 Campaign Results

- Federal employees donated more than \$83.4 million to local, national and international charities.

Time	Pledges	Hours	\$ Hours
Campaign Year	\$80.9 million	120,946	\$ 2,845,694
Special Solicitation	\$2.6 million	2,425	\$ 54,527
Total	\$83.4 million	123,371	\$ 2,900,221

- Nearly 5,688 charities benefitted (96%)
- Retiree giving topped \$1.8 million





2019 Highlights and Trends

- CFCGIVING.OPM.GOV users pledged \$66.8 million
- Paper form donors pledged \$16.6 million
- Mobile App is still just beginning to get traction. Hold promise for possible solution to long-term users of paper forms.





2019 Highlights and Trends

- Other forms of pledging generated:
 - \$7.1 million by credit and debit cards
 - \$2.2 million by e-Checks/ACH





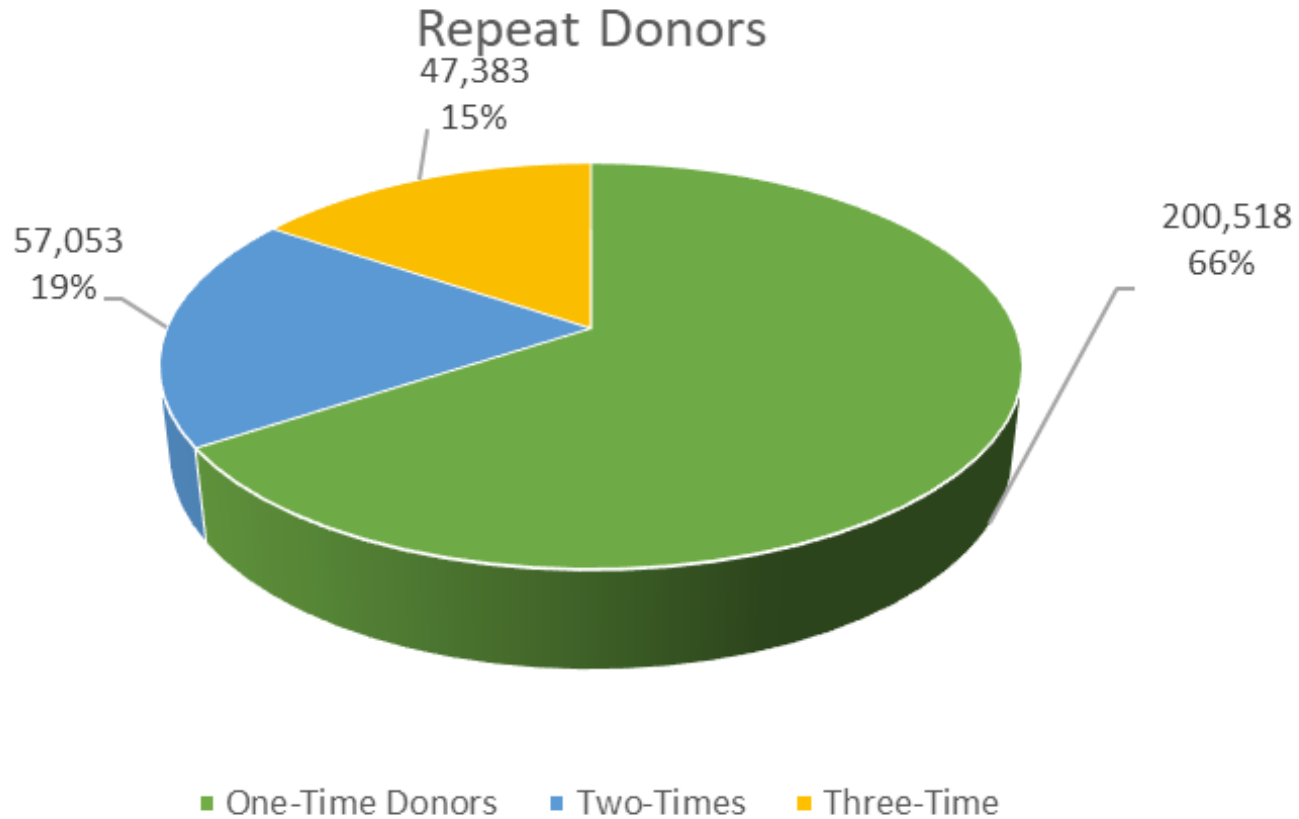
2019 Highlights & Trends

- More than 300K donors since 2017
 - 134,000 donors last year
- 2019 Contributions dropped 7 percent
- Donor retention is stable at 43 percent
- Efforts to engage new donors must continue
- Volunteerism is New Building Block
 - Number of volunteer hours pledged grew 4%





2019 Highlights and Trends





2019 Highlights & Trends

CFC has a cornerstone of committed donors

- 300,000 donors over the past three years
- 15 percent gave three years in a row
- 20 percent gave two years in a row
- Future success will be driven by adding more repeat donors





2019 Highlights & Trends

Key Takeaways:

- We must double our efforts to get one-time donors to come back
- We must continue to attract new donors





Opportunity and Strength #1: Donor Acquisition

- CFC succeeds with repeat donors
 - 43% overall retention
 - 69% retention of givers from CY17 & CY18
- We are NOT yet connecting with new and lapsed participants
 - 17% drop in donor acquisition this year.
 - *A 10% lift in new donor acquisition may boost donations by \$1.8M in 2020*





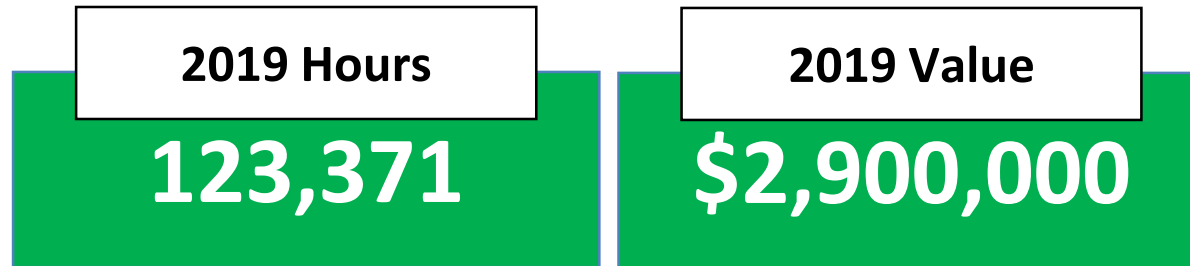
Opportunity and Strength #2: Volunteerism

- Number of volunteer hours pledged grew 4%
- Participants pledging hours grew 3%
- Volunteers also giving money donate 4 percent more than those who don't volunteer.
- **Charities that receive volunteer donations retain in the CFC program about 10% more than those that do not.**





Opportunity and Strength #2: Volunteerism



More than...

- 5,140 days
- Or 14 years





Opportunity and Strength #2: Volunteerism

- Volunteers are more highly engaged than financial donors.
- Volunteer hours are extremely valuable
 - Lead to larger donations
 - Lead to better charity retention
- Donating and volunteering through CFC is known to retain employees 57% more than doing neither, and 33% more than volunteering alone.
 - 2% of pledges contain volunteering hours
 - 20% of charities received volunteer hours





Opportunity and Strength #3: Charity Acquisition

- Charities participating 3 consecutive years attracted more pledges (and therefore more new donors)
- New charities attract proportionally more new donors (57% vs. 43%) and increase program revenue via new application fees.
- This in turn, increases the ROI for all charities, making each more likely to retain and their supporters more likely to retain as well.





Opportunity and Strength #4: Charity Retention

- 374 charities lapsed from CY2019 despite having a high ROI (covered again as a risk, above \$4 raised per dollar spent participants in the program).
- By retaining more charities, employee participation will rise.
- We are adding more emphasis to charity recruiting





Opportunity and Strength #5: Upselling Participants

- People who give in multiple ways in a single year give more - 40 to 50% more.
- Retained donors give 60% more dollars, often by giving to more charities.
- **Invite people to give in a new way or give to a new charity.**
- **Find ways to engage with the people who are already participating in the program and ask more of them!**





Opportunity and Strength #6: Reducing Campaign Cost

- Expect costs to decline in 2020
 - System Costs are fully amortized
 - Reduction of nearly \$3 million annually
- OPM will continue operating two systems (e-giving and paper processing)
 - Need to address donor needs beyond 2021
- Formal Look-Back after April 2021





Challenges and Risks #1: Charity Retention

- **Charities with an ROI < fees may lapse**
 - It may be worth investigating why these organizations have been unable to get traction in the CFC program.
 - This includes 9% of Independent charities (314 of 3,428), 4% of Member charities (163 of 3,822) and 46% of Federations (33 of 72), representing about 15% of total flat fees received.





Challenges and Risks #2: Paper Pledge Processing

- **Paper-based pledging is not decreasing**
 - Eliminating paper-based pledging remains a goal but we may not do it on the previous schedule
 - 31% of pledges are via paper (same as 2018)
 - 5% *lift* in paper pledging from 2017
 - Participants using paper pledge forms give about half as much in donations and retain about half as well as those using online pledges.





Challenges and Risks #3: Leadership Engagement

- Leadership Engagement Strategy
- Leadership Change





Key Dates

- Labor Day September 7
- Open solicitation period: September 21
- Open application period: December 1
- Close solicitation: January 15, 2021
– (Midnight Hawaii Standard Time)
- Close application period: January 31, 2021



Thank you!

Give Back Foundation & TASC Team

**Mary Rowen and Chris Fischer
2020 System Functionality & Changes**
