

WELCOME

WORKPLACE GIVING CAMPAIGNS

REACHING MORE DONORS

PRESENTED BY

MIKE MAY & BILL BROUGHAN

LOCAL INDEPENDENT CHARITIES OF
AMERICA

MAGUIRE/MAGUIRE, INC.

TOPICS



LICA OVERVIEW



WORKPLACE FUND
RAISING 101



WORKPLACE
MARKETING 101



ONLINE PORTFOLIO



LICA SERVICES



Office of Person
The Federal Government



Maguire/
Online

User ID (EIN):

Password:

TOPICS

the BEST of

GiveDirect



Donor Option

CHILDREN'S
CHARITABLE
ALLIANCE



Local Independent Charities
of America

Management

Human Resources Agency



Vehicle Donation Program
Click Here or Call
1-866-332-1778

Maguire/Maguire Inc.

Online Portfolio

(Format: XX-XXXXXXX)

(Case sensitive)

Login

CAMPAIGN CYCLES

CAMPAIGN OVERVIEW

CAMPAIGN

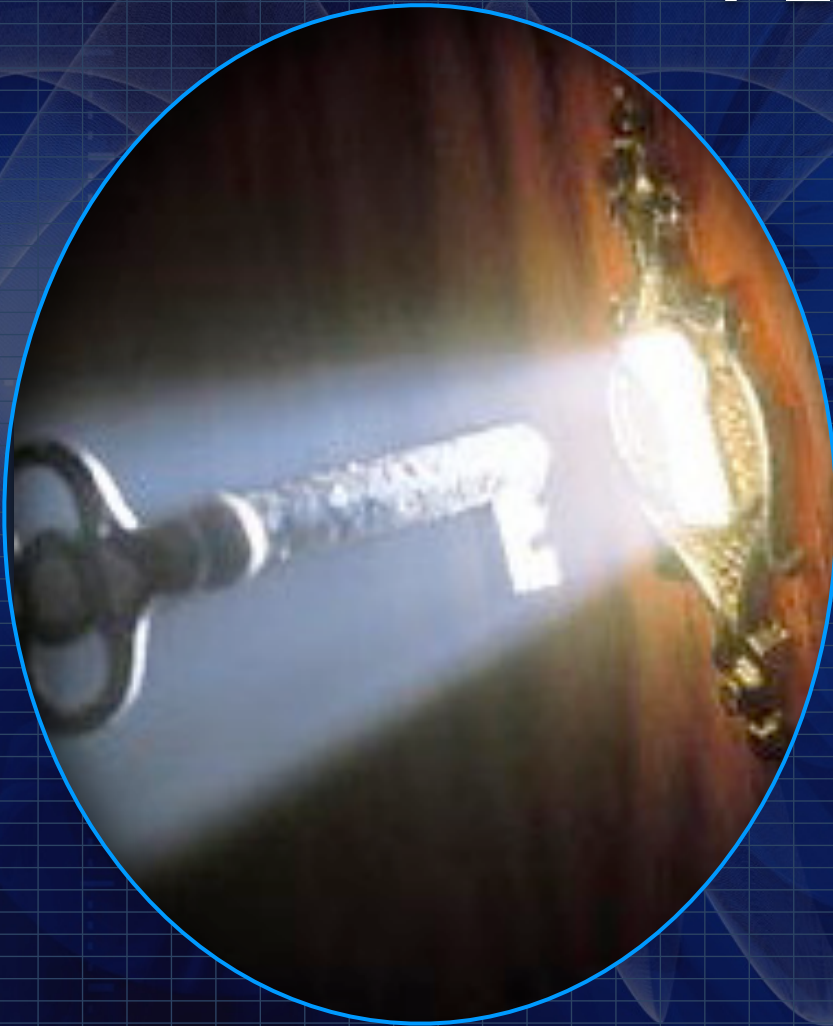
APPLICATIONS

MARKETING

BEST OF THE CFC

ORIENTATION AND OVERVIEW

FEDERATIONS = ACCESS



- MOST CAMPAIGNS REQUIRE FEDERATION MEMBERSHIP
- ASSEMBLE AND REVIEW FOR ELIGIBILITY
- DEAL WITH REGULATORS
- MARKET TO DONORS AND CAMPAIGNS
- CENTRAL RECEIPT, ACCOUNTING AND DISTRIBUTION (LICA)

ORIENTATION AND OVERVIEW

AFFINITY FEDERATIONS = CFC

- TARGETED FOR DONORS



LICA = STATE, MUNI, CORP-PRIVATE SECTOR

- THE BIG TENT

- PLUS E-COMMERCE

- (ONLINE, CREDIT CARDS, VEHICLES, ETC.)

ORIENTATION AND OVERVIEW



LICA - 26 STATES & DISTRICT OF
COLUMBIA

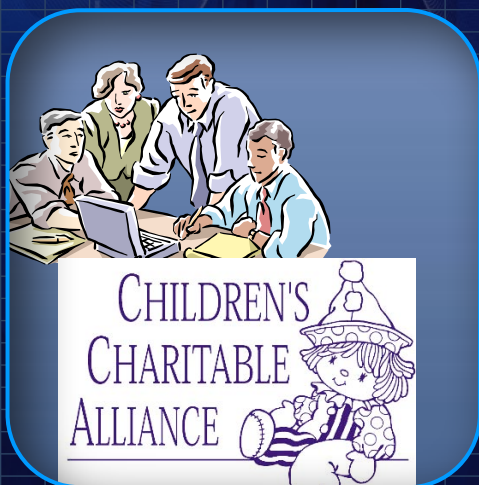
ORIENTATION AND OVERVIEW



FEDERATIONS'
VOLUNTEER
BOARDS OF DIRECTORS

● AUTONOMOUS

● SOVEREIGN



ORIENTATION AND OVERVIEW

FEDERATIONS CONTRACT WITH M/M, INC.:

- CAMPAIGN AND MEMBERSHIP SUPPORT
- RESULT: SERVICE AND LOW COST



ICA BOARD SURVEY

RATE MAGUIRE / MAGUIRE (SCALE 5)

APPLICATIONS	4.6
TRAINING	4.4
EVENTS	4.2
MARKETING	4.6
DONOR NAMES	4.4
CUSTOMER SERVICE	4.2

ORIENTATION AND OVERVIEW

- LOCAL INDEPENDENT CHARTERED OF AMERICA

6 LOCAL SUB FEDERATIONS:

- LOCAL INDEPENDENT CHARITIES OF MINNESOTA

- LOCAL INDEPENDENT CHARITIES OF TEXAS

- CHILDREN'S CHARITABLE ALLIANCE

- CHILDREN'S CHARITABLE ALLIANCE OF TEXAS

- CHRISTIAN COMMUNITY CHARITIES

- LOCAL ANIMAL CHARITIES OF AMERICA

● **SUCCESS! LAST FIVE YEARS (2007 TO 2011)**
FEDERAL EMPLOYEE DONATIONS IN CFC (SOURCE OPM):

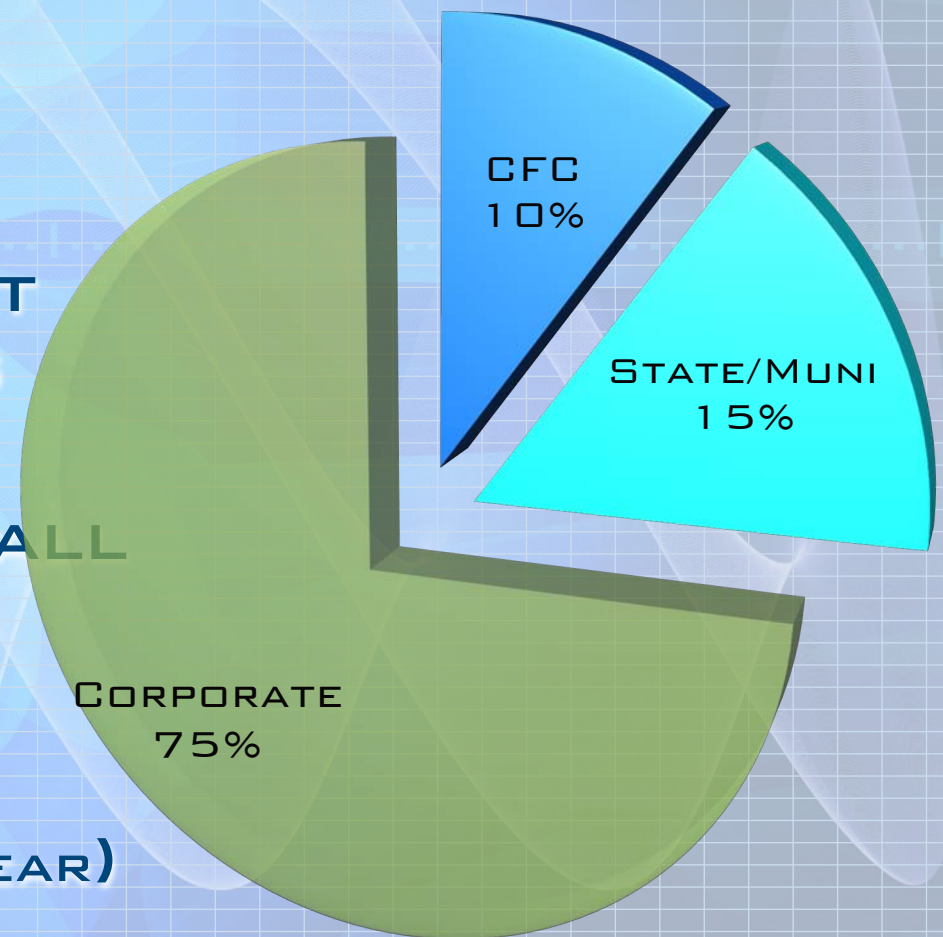
● TOTAL CFC UP 10%

● REST OF CFC (NON MM FEDERATIONS & UNAFFILIATED) UP 7%

● LICA / MM FEDERATIONS IN CFC UP 49% !!

WORKPLACE FUNDRAISING 101

- ▶ \$4 BILLION MARKET
- ▶ \$2.7 BILLION OF THAT ARE INDIVIDUAL GIFTS
- ▶ CONDUCTED IN THE FALL
- ▶ PLEDGE GIFTS FROM PAYROLL DEDUCTION (JAN - DEC FOLLOWING YEAR)



WORKPLACE FUNDRAISING 101

THE CAMPAIGNS



COMBINED FEDERAL CAMPAIGN

STATE / COUNTY / MUNICIPAL



UNITED WAY 'SHARED'

INDEPENDENT CORPORATE



Workplace Fundraising

Georgia

	Current Campaigns 9 Campaigns
	# 0185 Northeast Florida/Southeast Georgia CFC
	# 0210 Southwest Georgia CFC
	# 0211 Metropolitan Atlanta CFC
	# 0212 Central Savannah River Area CFC
	# 0214 Columbus/Ft. Benning Regional CFC
	# 0217 Middle Georgia Area CFC
	# 0218 Coastal Georgia CFC
	# 0220 Athens Area CFC
	# 0805 Greater Chattanooga Area CFC
	No Campaign



Nationwide 198 locations - 198 unique campaigns.

WORKPLACE FUNDRAISING 101



THE CAMPAIGNS

COMBINED FEDERAL CAMPAIGN

- ▶ ADMINISTERED: U.S. OFFICE OF PERSONNEL MANAGEMENT (OPM)
- ▶ SOLICITS 4 MILLION CIVILIAN / MILITARY EMPLOYEES
- ▶ RAISED RECORD \$281.5 MILLION IN 2010
- ▶ 198 LOCAL CFC CAMPAIGNS IN 2011
- ▶ 2536 NAT'L CHARITIES IN 2011
- ▶ 27,000 LOCAL CHARITIES IN 2011

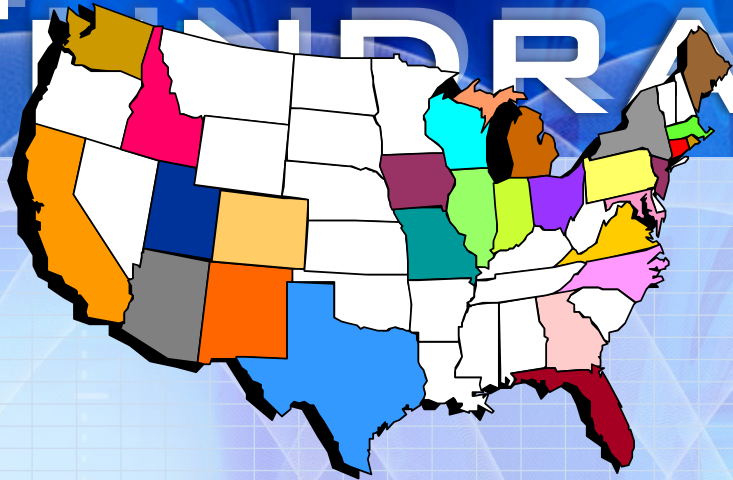
WORKPLACE FUNDRAISING 101



CFC BROCHURE LISTINGS BROCHURES PRINT/ONLINE

- ▶ CHARITIES LIST ALPHABETICALLY UNDER FEDERATION
- ▶ INCLUDES: CODE#, NAME, EIN#, WEB ADDRESS, PHONE#, STATEMENT, OVERHEAD %
- ▶ THREE DISTINCT SECTIONS: NATIONAL, INTERNATIONAL, LOCAL
- ▶ OFTEN INDEX AND TABLE OF CONTENTS

WORKPLACE FUNDRAISING 101



STATE / MUNICIPAL CAMPAIGNS

- ▶ LICA MEMBERS ARE LISTED IN STATE AND MUNICIPAL CAMPAIGNS (STATE/COUNTY/CITY) WHEREVER ELIGIBLE
- ▶ OFTEN “STATE” ADMISSION = MUNICIPAL INCLUSION.

WORKPLACE FUNDRAISING 101

INDEPENDENT CORPORATE CAMPAIGNS

PARTIAL LIST: FOR COMPLETE LIST
WWW.INDEPENDENTCHARITIES.ORG



CLOROX
MICROSOFT
IBM
ELECTRONIC ARTS
AT&T
WASHINGTON POST
BANK OF AMERICA
MACY'S
CITIBANK
UNITEDHEALTH GROUP

AMERICAN EXPRESS
HEWLETT-PACKARD
LOCKHEED MARTIN
MILLS CORPORATION
SAMSUNG
BLUE SHIELD OF CA
GANNETT CO.
LEVI STRAUSS
SAFEWAY
CHEVRON-TEXACO

Workplace Fundraising

United Way Donor Option

- > Estimated 1,200 United Ways Offer It
- > Other United Ways severely limit or have stopped offering
- > Some Restrictions May Apply
- > Represents \$300 Million of UW's Market



WORKPLACE FUNDRAISING 101

POSITIVES OF WORKPLACE CAMPAIGNS

“WORKPLACE
CAMPAIGNS HAVE
ENTIRELY DIFFERENT
DYNAMICS THAN
OTHER TYPES OF
FUNDRAISING. SOME
ARE POSITIVE, AND
SOME ARE NOT.”

HERE
ARE
THE
positives...

WORKPLACE FUNDRAISING 101

Positives of Workplace Campaigns

**HUGE
Exposure**

WORKPLACE FUNDRAISING 101

Positives of Workplace Campaigns

**Payroll
Deduction**

1. HUGE Exposure

WORKPLACE FUNDRAISING 101

Positives of Workplace Campaigns

- 1. HUGE Exposure**
- 2. Payroll Deduction**

**No Up
Front
Costs**

WORKPLACE FUNDRAISING 101

Positives of Workplace Campaigns

**No
Overhead
to Report**

- 1. HUGE Exposure**
- 2. Payroll Deduction**
- 3. No Up Front Costs**

WORKPLACE FUNDRAISING 101

Positives of Workplace Campaigns

- 1. HUGE Exposure**
- 2. Payroll Deduction**
- 3. No Up Front Costs**
- 4. No Overhead to Report**

**Unrestricted
and
Additional
Gifts**

WORKPLACE FUNDRAISING 101

NEGATIVES OF WORKPLACE CAMPAIGNS

HERE
ARE
THE
negatives...

“THAT WHICH YOU GAIN
IN CONVENIENCE, COST
SAVING, AND REACH
YOU PAY FOR IN LOSS
OF CONTROL AND
UNPREDICTABLE
RESULTS.”

WORKPLACE FUNDRAISING 101

**Negatives of
Workplace Campaigns**

Fickle Givers

WORKPLACE FUNDRAISING 101

Negatives of Workplace Campaigns

Limited Control

1. Fickle Givers

WORKPLACE FUNDRAISING 101

Negatives of Workplace Campaigns

Killer Competition

- 1. Fickle Givers**
- 2. Limited Control**

WORKPLACE FUNDRAISING 101

Negatives of Workplace Campaigns

Limited Feedback

- 1. Fickle Givers**
- 2. Limited Control**
- 3. Killer Competition**

WORKPLACE FUNDRAISING 101

Negatives of Workplace Campaigns

Mercurial Income Swings

- 1. Fickle Givers**
- 2. Limited Control**
- 3. Killer Competition**
- 4. Limited Feedback**

WORKPLACE MARKETING



DEDICATED GIVERS

20% LOOK FOR YOU SPECIFICALLY

TYPES OF GIVERS



SPONTANEOUS GIVERS

80% 'DISCOVER' YOU WHEN
BROWSING THE BROCHURE

WORKPLACE MARKETING

NAME STOPS

STATEMENT SELLS

OVERHEAD CLOSES

IMPORTANT

MARKETING

RULE

OVERHEAD % WILL BREAK TIES

5

FIVE
Golden Rules

OF
WORKPLACE
SUCCESS

KNOW THEM; PRACTICE
THEM. YOU'LL ACHIEVE
90% OF YOUR
WORKPLACE POTENTIAL



5

FIVE
Golden Rules
OF
WORKPLACE
SUCCESS

- 1. Be Present to Win.**
- 2. Be in a Federation.**
- 3. Name - Statement - Overhead.**
- 4. Survey Your Donors.**
- 5. Always Thank.**



ONLINE PORTFOLIO

CONSERVATION & PRESERVATION CHARITIES OF AMERICA



- Who We Are
- View Our Members
- Search for a Charity
- Member Benefits
- Ways to Give

CPA Members
Log In



Proud participant in the
Combined Federal Campaign



Vehicle Donation Program
Click Here or Call
877-999-8322

Learn More About This Seal

The Dangers of Plastic Bags



Watch the presentation that
everyone's talking about.
Tell your friends and spread the word!

View our latest video below to learn more
about Conservation & Preservation Charities

View Our Charities

Charity Search

Member Benefits

member charity login

Board member login

Children's Medical & Research Charities of America

Children's Medical & Research Charities of America is a coalition comprised of many of America's finest charitable organizations dedicated to saving the lives of children here at home and around the world. Our member charities provide free surgery, free medical

Home

About Us

Ways to Give

Maguire/Maguire Inc. Online Portfolio

User ID (EIN): 12-3456789 (Format: XX-XXXXXXX)

Password:
(case sensitive) *****

Login

Did you forget your password?

[Click here](#) for assistance.

Navigate the site

Navigation Tool...

Quick Search

Type your keyword, or
choose preselected
keywords.

Members Log In

Board Log In

Health & Medical Research Charities of America

116 Larkspur Landing Circle
Suite 340
Larkspur, CA 94939
1.800.626.6891



• list of members • member benefits • mission

Organizations searching for a cure to the diseases that afflict our lives.

Transportation and assistance for patients and their families.
Health care for the needy, and much, much more!

Health & Medical Research Charities of America (HMR) is a nonprofit organization that pre-screens high quality national and international charities and presents them for your giving consideration.

This site will help you find health and medical research groups that meet your interests, present information about their missions and programs, and link you to their web sites and/or email. Postal

GiveDirect

Give with confidence. GiveDirect.
With the GiveDirect credit card processing service, no fees are taken on your Visa or Mastercard donation. We receive 100% of your gift. A low fee of 2.85% is deducted from American Express donations.

[\[Other Ways To Give\]](#)



Vehicle Donation Program
Click Here or Call
866-332-1778



HMR is a proud participant in the
Combined Federal Campaign.

Maguire/Maguire, Inc.

Nonprofit Association Management

HOME WHAT WE DO SUCCESS STORIES CLIENT LIST THE M/M STORY CONTACT US



Maguire/Maguire, Incorporated is an association management firm that specializes in providing headquarters support services and member support services for America's finest independent charitable federated groups.

Federated groups are "umbrella organizations" that are empowered to certify their respective member charities for participation in various workplace payroll deduction fund drives organized and managed by the federal government, various state and municipal governments, local United Ways, and businesses. These drives outreach to more than 10 million employees annually.

To learn more about federated groups, please visit our [client list](#).

blog

The Lightning Rod M/M Blog



Patrick Maguire tells you what he really

training

Workplace Campaigns 101

Online Video Training Seminar

login

NATIONAL Charity
Online Portfolio Login

LOCAL Charity
Online Portfolio Login

ONLINE PORTFOLIO

Online Portfolio

[Logout](#)

A Children's Brain Tumor Cure
TODAY'S HEADLINES

Your Donor Names and How to Use Them

February

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

March

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Share More info

Donor Names Posted To Your Online Portfolio Fridays Every Two Weeks.

Workplace Giving Rule #5:
Download and Thank Your Donors ASAP

May

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

June

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25

July

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23

0:00 YouTube

ICA Free Regional Training Seminars



Don't Wait. Reserve Your Seat Today.
Space and Locations are Limited.

ACTION CHECKLIST 2012



ONLINE PORTFOLIO

Online Portfolio [Logout](#)

Charity International & Foundation Fund (CIFF)
Contact Information

EIN: 12-3456789

Contact Information		Address
Mr. Mike May	Sal. First Name Last Name	1100 Larkspur Landing Circle Street Address Line 1
Executive Director	Title	Suite 340 Street Address Line 2

Home
Profile
Contact Info
Workplace Brochure Info
Upload Your Logo

Financial & Campaign Reports
Current Pledges
Campaign Pledge Comparison
Total Pledges - 6 Year History
Payments
Donor Names
Donor Survey Instructions
Donor Survey Results
GiveDirect Reports
Vehicle Donation Reports
Financial FAQs & Video

Online Portfolio [Logout](#)

Charity International & Foundation Fund (CIFF)
Workplace Campaign Brochure Information

CFC #:	
Organization:	Charity International & Foundation Fund (CIFF)
Legal Name:	CIFF
Web Site:	www.maguireinc.com
Public Phone:	858 314-7917
Statement:	Help those in needy-situations. Help those suffering and in pain. Be a part of the charity that insures a better life for those around us.
OH %:	12.4
Federation:	

(This is how your agency will list in the Fall Campaign. Your organization submitted this information during the annual application process. It has been forwarded to the regulators and cannot be altered during year.)

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Contact Info
Workplace Brochure Info
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Advertising History

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[BestCFC.org](#)

[Advertising Programs - VIDEO](#)

["Best in America" Seal](#)

[GiveDirect Donation Form](#)

[GiveDirect Custom Email](#)

[Vehicle Donations](#)

[Submit Human Interest Story](#)

NR = Not reported as of 04/13/2012

M/C = Campaign merged/closed

"Blank" entries in the 2010 column mean the campaign has reported and you did not receive any designations.

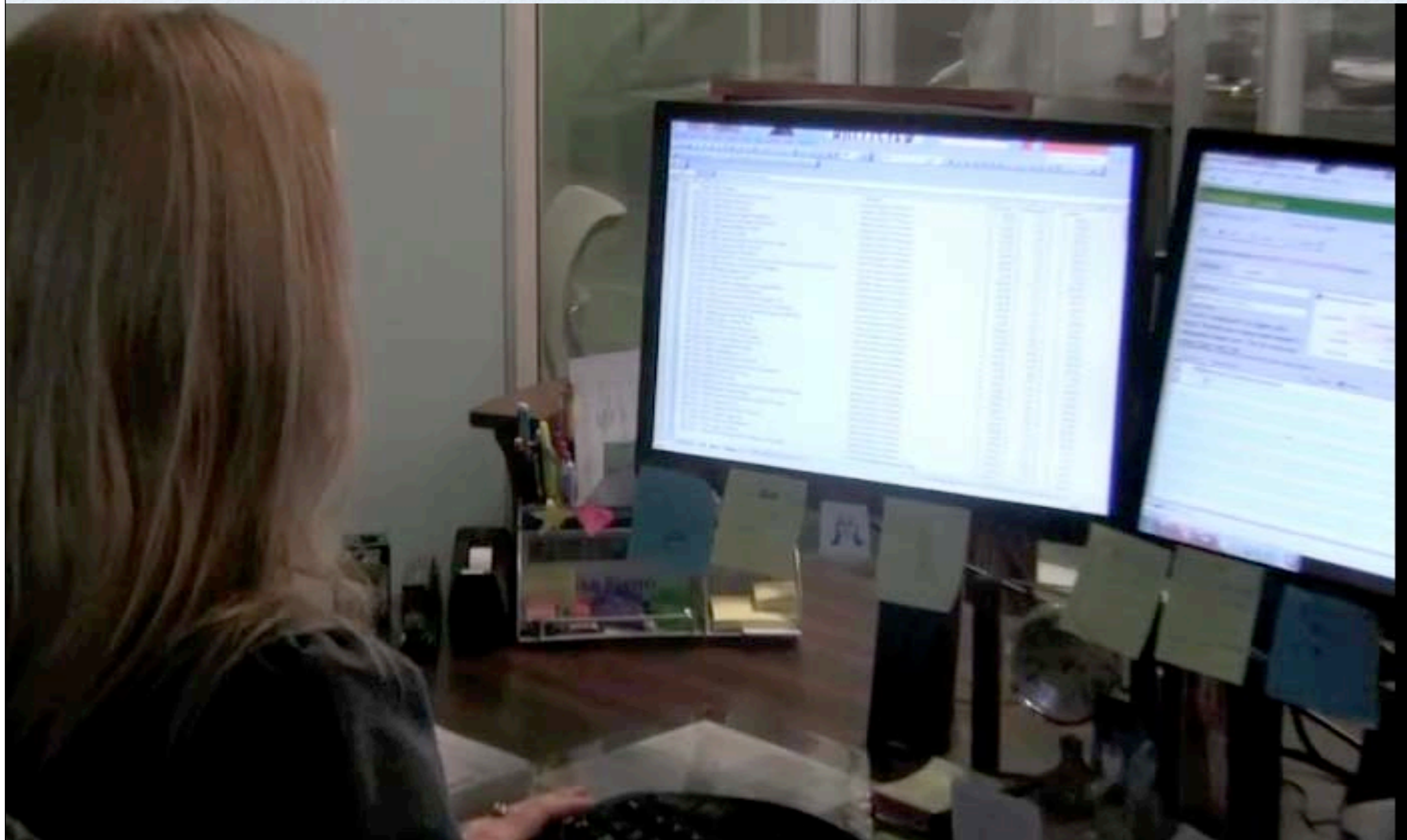
Note: Pledges are not final until September.

[Print Version](#)

CFC Pledges Charity International & Foundation Fund (CIFF)

Cmp.#	Cmp. Name	City	St.	2010	2009	2008
0001	East Alabama CFC	Anniston	AL		130.64	
0002	Central Alabama CFC	Birmingham	AL	29.13	29.22	29.29
0003	Wiregrass Area CFC	Dothan	AL			1.04
0004	Tennessee Valley CFC	Huntsville	AL	286.16	263.33	1,259.69
0005	Heart of Alabama CFC	Montgomery	AL	1,300.13	385.04	52.74
0006	Mobile Area CFC	Mobile	AL			
0007	Muscle Shoals Area CFC	Florence	AL			
0010	West Alabama CFC	Tuscaloosa	AL			
0030	South Central Alaska CFC	Anchorage	AK	946.61	1,807.78	606.36
0031	Northern Alaska CFC	Fairbanks	AK	191.56	359.60	261.07
0051	Arizona CFC	Tucson	AZ	580.51	235.49	316.15
0052	Maricopa County CFC	Phoenix	AZ	329.17	943.44	3,002.56
0072	CFC of Central Arkansas	Little Rock	AR	50.58	122.09	53.05
0073	Jefferson County CFC	Pine Bluff	AR	332.77		
0075	Garland County CFC	Hot Springs	AR			
0076	Greater Jonesboro Area CFC	Jonesboro	AR			
0090	Kern, Inyo & Mono Counties CFC	Armona	CA	50.72	156.52	156.98
0091	Mariposa County CFC	Mariposa	CA	888.81	88.17	185.88

CAMPAIGN CASHFLOW



Online Portfolio

A Children's Brain Tumor Cure

Edit Keywords

Instructions:

The keywords below have been submitted for your organization. Remember, your organization's name and 25 word statement are automatically used in a keyword search.

Name: A Children's Brain Tumor Cure

Statement: Brain tumors = leading cause of solid tumor death in children. A cure is possible, if research is funded. More research, Less expenses, More results.

The keyword field is limited to 255 characters. The search engine works on single words, so please submit a string of single words that might be used by a donor when looking for groups similar to yours. **Make sure to separate each keyword with a comma.**

New keywords are posted to the web sites around the 15th of each month.

You may enter up to 255 characters. Available number of characters left: 136

children, kids, pediatric, brain tumor, cancer, kids cancer, cure, brain cancer, research, 100%, save, child, low grade

Save & Continue

Cancel

Online Portfolio

A Children's Brain Tumor Cure

Edit Human Interest Story

Instructions:

You may submit a 1700 character maximum length "Real Life" story that will appear with your listing on the federation web sites. If possible, submit your story here formatted in HTML so that you can see how it will appear on the web sites. If you do not know how to format in HTML, simply type the story here (or cut and paste), and Maguire/Maguire will format it in HTML. New and modified stories are updated on the web sites on the 15th of each month.

You may enter up to 1700 characters. Available number of characters left: 379

Daniel was 9 years old. He had been complaining of headaches for two weeks. When he began vomiting and sleeping during the day, his parents took him to the emergency room where they did a CAT scan and discovered a large mass in his brain. After a 15 hour surgery, which removed 75% of the tumor, he was told there was nothing else to do. He would have to wait and see if the tumor would continue to grow. Daniel will never have a normal childhood. He will spend his childhood fighting his brain tumor.

Jamie was diagnosed with a brain tumor on her brainstem when she was 11 months old. In the next 4 months, she required NINE surgeries to try to remove the tumor and to fix complications resulting from earlier surgeries. Side effects of the surgeries have left her immobilized on her right side.

The prognosis for these kids is not good. There are NO known effective treatments or a cure for kids with brain tumors. Current chemotherapy and radiation treatments are poisonous and

Save & Continue

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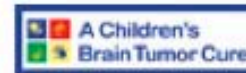
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"Best In America" Seal
GiveDirect Donation Form
GiveDirect Custom Email
Vehicle Donations
Submit Human Interest Story
Submit Keywords
Marketing Conf Call - Replay
CFC Events Bulletin Board

A Children's Brain Tumor Cure Logo



The logo is posted on federation websites, the Best of the CFC website, and uploaded to corporate digital workplace campaigns.

New logo? Revised logo? You may submit a new logo at any time.

To Upload Your Logo:

The display area for the logos is limited. Use the simplest version of your logo available - if possible, one without a tag line, or web address.

The maximum file size is 10MB.

The file format must be .tif, .gif, or .jpeg.

For a logo that is basically a square, the maximum size is 50 pixels x 50 pixels.

For a horizontally formatted logo, the maximum 100 pixels wide x 30 pixels high.

Please choose a file:

[Browse...](#)

[Upload](#)

Member Profile

Federation Websites and Best of the CFC

[Back to Search List](#)

Organization Information

A Children's Brain Tumor Cure

(aka) Pediatric Low Grade Astrocytoma Foundation
98 Random Farms Drive
Chappaqua, NY 10514

Phone: 914 762-3494

Email: contact@fightplga.org

Web Site: <http://www.fightplga.org>



Brain tumors = leading cause of solid tumor death in children. A cure is possible, if research is funded. More research, Less expenses, More results.



Daniel was 9 years old. He had been complaining of headaches for two weeks. When he began vomiting and sleeping during the day, his parents took him to the emergency room where they did a CAT scan and discovered a large mass in his brain. After a 15 hour surgery, which removed 75% of the tumor, he was told there was nothing else to do. He would have to wait and see if the tumor would continue to grow. Daniel will never have a normal childhood.

He will spend his childhood fighting his brain tumor. Jamie was diagnosed with a brain tumor on her brainstem when she was 11 months old. In the next 4 months, she required NINE surgeries to try to remove the tumor and to fix complications resulting from earlier surgeries. Side effects of the surgeries have left her immobilized on her right side. The prognosis for these kids is not good. There are NO known effective treatments or a cure for kids with brain tumors. Current chemotherapy and radiation treatments are poisonous and ineffective, yet it is all we have today, so parents are left with little choice. New research can change the outcome for these kids. More effective treatments and a cure are possible. But funding is needed to make a difference. Help these children fight for their dreams, not for their lives. Give generously.

Agency Code: 96687



A Cure Is Within Reach

- ✓ Less Expenses
- ✓ More Research
- ✓ More Results



A Children's
Brain Tumor Cure

CFC #96687
www.fightplga.org



Q
E
F
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N
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NEXT