CVC Training
for steering team and department representatives

- Sept. 20, 2018
Welcome and introductions
Today’s agenda

- Commonwealth of Virginia Campaign (CVC) overview
- CVC at Virginia Tech – 2018 campaign kick-off event on Sept. 24!
- Department representative responsibilities
- Common campaign questions and answers
- CVC website
- Online pledge system overview
- Hosting fundraisers
- Questions from you
Commonwealth of Virginia Campaign

What is the CVC?

- Annual workplace giving program.
- Operated by and for state employees.
- Over 1,000 participating charities, including health and human services, animal welfare, environmental conservation, medical research, and more!

Why should you give to the CVC?

- 100 percent of designated contribution goes to that charity; no administrative fees taken by the CVC on designated contributions.
- Employees may designate multiple charities with one donation.
- Payroll deduction option makes budgeting easier.
- Employees may also make contributions by cash or check.
- All charities prescreened by CVC.
One more way the Hokie Nation lives our motto, *Ut Prosim* (That I may serve).

Since 2010, the university has raised more than $2 million to support local, state, and national charities.

Last year we raised more than $371K, beating our goal of $350K.
- **2018 Campaign**

  - **Sept. 24 – Dec. 14**
  - **Goal: $375,000**
    - Each college and senior management area has a goal *(based on full-time equivalent headcount)*
  - **Kick-off celebration: Sept. 24**
    - 11:30 a.m. – 1:30 p.m., Owens Banquet Room, Owens Hall
    - Meet some of our charity partners
    - Lunch and silent auction
    - **Mark your calendar to attend!**
Virginia Tech alum and
Former head football coach
Frank Beamer

This year’s honorary chair
Department Representative Responsibilities
You are the face of the campaign for your team

- Serve as a local point of contact and a familiar face.
- Publicize campaign launch and fundraising goals.
- Communicate the need and help make it personal.
- Answer basic questions about CVC for your team.
You are your team’s head cheerleader

- Build excitement and maintain momentum!
- Keep in touch with the steering team member for your area.
- Encourage participation and provide periodic email updates.
- Coordinate special event for your team (if you choose to host one).
- Send out a thank you at the end of the campaign with amount your team raised.
Steering Team Responsibilities
Help your department reps be successful

- Coordinate campaign within your senior management area.
- Identify new department representatives as needed.
- Keep department reps informed and energized throughout the campaign.
- Answer questions about CVC for your reps; work with CVC Coordinator when necessary.
• Help with campaign planning including campaign kickoff, overall fund-raising goal, theme, communications, website, etc.
• Monitor giving levels through the online pledge system.
• Communicate progress to departmental reps and senior management.
• Help with special fundraising events as needed.

Be available to make campaign a success
- Campaign tools to help you be successful
  - CVC website (cvc.hr.vt.edu)
  - Online pledge system
  - Resource guide
  - Email templates
  - CVC Coordinator
Common questions and concerns

• What charities are included? How are they selected?
• Why aren’t all local charities listed?
• How are the area goals determined?
• How are donations made?
• What forms of payment are accepted?
• Are donations confidential? Does CVC sell its donor list?
• What are the benefits of designating a charity?
• What happens to undesignated donations?
• How can I see my donation from last year?
- **CVC Website - cvc.hr.vt.edu**

- **About/Resources:** Steering Team, event funds log, pledge form, and promotional images.
- **Donate:** Online pledge system, payroll deduction, pledge form, IRS guidelines, FAQs, and list of charities
- **Campus Involvement:** Photo galleries and campaign awards
- **Campaign Goals:** Senior Management Area goals and up-to-date contributions
Online Pledge System overview

- Online system is recommended for giving
- Employee can give one time donation or choose payroll deduction
- Can designate multiple charities
- If employee prefers, they can donate using the paper pledge form
Hosting a special fundraiser

- Fun way to raise awareness, increase participation, and raise donations.
- Engages your team; fun atmosphere.
- Examples: bake sale, pumpkin carving content, chili cook off, baby picture ID contest, bean count
Fundraiser procedures

- Fundraisers must be entered into online pledge system
- After the event, funds should be delivered to CVC Coordinator, via appointment, with a completed pledge card and event funds log.
  - Only currency or checks – no coins please!
- Teams may designate up to four charities to receive contributions from fundraiser.
- Fundraiser contributions will be included on senior management area report after CVC Coordinator verifies funds.

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Questions?
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