



## Gateway Combined Federal Campaign

1222 Spruce St., Room 3.310

St. Louis, MO 63103

Phone: (314) 621-6182 x1

E-mail: [info@GatewayCFC.org](mailto:info@GatewayCFC.org)

Web Site: [www.GatewayCFC.org](http://www.GatewayCFC.org)

### **Volunteer Descriptions: Lead Campaign Coordinator, Campaign Coordinator and Keyworker**

An ideal volunteer for all CFC roles is one who cares about some charitable programs, and is interested in helping them. While it is not a requirement, all volunteers are encouraged to make a donation. It is important for all CFC volunteers to be trustworthy and respected by their co-workers.

**Keyworker:** The Keyworker is the most important role within the CFC organization. Keyworkers reach out to their co-workers to promote the CFC and to directly ask people to give to the CFC. Keyworkers attend training sessions to learn about the CFC including the CFC web sites, online donation options and various other CFC resources. At these training sessions Keyworkers, learn about best practices for asking their co-workers to make pledges, how to use the reporting tools to track campaign progress, and how to properly process paper pledges.

Duties of a Keyworker include:

1. Attending a 2-hour CFC Keyworker training session.
2. Working with their Campaign Coordinator to promote the campaign thru the use of posters, table tent cards, videos, etc.
3. Becoming familiar with the Gateway CFC web sites, both management and donor sites.
4. Identifying and creating a list of all the individuals that they have been assigned to solicit. This will be done using the provided paper form and entering the gathered information on the Gateway CFC Management web site. If the keyworker does not have access to the internet their Campaign Coordinator will assist with this process.
5. Contacting everyone on their list to do the in person, face to face "ASK". This process includes offering a copy of the 2015 Catalog of Caring, providing a paper pledge form and information about the online donation options.
6. Reporting progress towards the 100% "ASK" goal on the web site (if the keyworker does not have internet access their Campaign Coordinator will assist with this process).
7. Collecting paper pledge forms, completing a keyworker report envelope, reporting envelope information on the web site (Campaign Coordinator may assist), and turning in the envelope to their Campaign Coordinator.

**Campaign Coordinator:** The Campaign Coordinator takes on these duties:

1. Recruiting Keyworkers and ensuring that their office's Keyworkers attend a Keyworker training session. The Coordinator should also attend this training, preferably with their Keyworkers, so that each unit / workplace develops their "campaign team".
2. Ordering and distributing campaign supplies to the Keyworkers.

3. Working with their Keyworkers to promote the campaign thru the use of posters, table tent cards, videos, e-mail, etc.
4. Working with their Keyworkers, Lead Campaign Coordinator, Loaned Executive and/or CFC campaign staff to schedule and setup Charity Fairs, Rallies, Speakers, etc.
5. Assisting Keyworkers in setting up their online list of employees to solicit for 100% "ASK" tracking process.
6. Supervising their Keyworkers by utilizing the CFC online management system. In many cases, a Coordinator can also serve as a Keyworker.
7. Ensuring that their Keyworkers do the "100% "ASK".
8. Collecting Keyworker Report Envelopes from Keyworkers on a regular basis; reviewing them, and forwarding them to the CFC office either directly or thru their Lead Coordinator or Loaned Executive.

**LEAD Campaign Coordinator:** These federal campaign volunteers serve at larger employer locations, and take on these duties:

Supporting the **Campaign Coordinators** and **Keyworkers** under their supervision. Should also participate and do all of the above steps for Coordinators and Keyworkers.

Functioning as a liaison between the **Campaign Coordinators** and the **Loaned Executives** for large accounts that require multiple **Campaign Coordinators** and many **Keyworkers**. Helps to arrange the distribution of materials to the **Campaign Coordinators** and **Keyworkers** and the collection of **Keyworker Report Envelopes** from the **Campaign Coordinators**, ensuring timely delivery to the **Loaned Executive** or the Gateway CFC office.

Monitoring campaign progress and supervising the **Campaign Coordinators** and **Keyworkers** assigned to them by utilizing the **Gateway CFC Management Web Site**.

Addressing any problems that come up by working with their **Loaned Executive** or **Gateway CFC staff** and filling in when needed if other campaign volunteers are unable to fulfill their duties.