



HUB 1 Campaign Progress Report:

Z22 Sunshine

Z23 Peachbelt

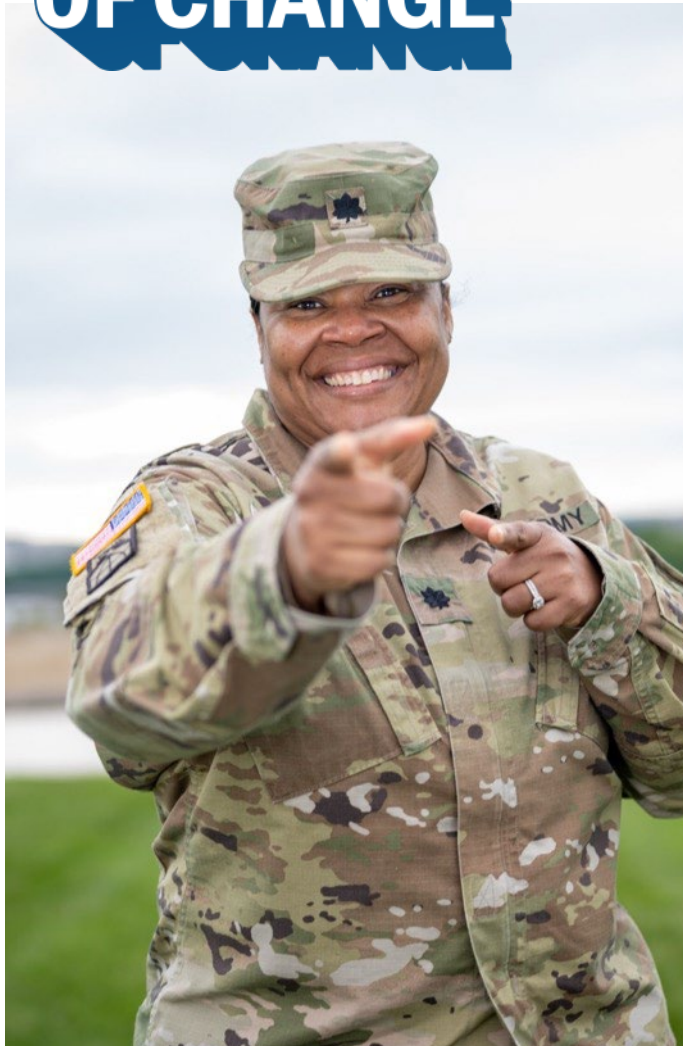
Z25 Carolinas

Z33 South Central Virginia & Albemarle Bay

Z36 Upstate New York

Z37 New England

July 20, 2022

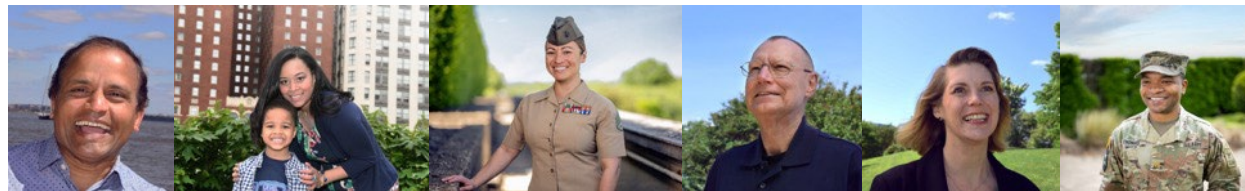


AGENDA ITEMS

- INTRODUCTION
- TRIBAL TECH/GLOBAL IMPACT ZONES
- STAFFING STRUCTURE
- HUB LEADERSHIP
- CONTRACT ADMINISTRATION
- MONTHLY PROGRAM REPORT
- CFC SUPPORT REQUEST REPORT
- TRAINING & RECRUITMENT STATUS
- CAMPAIGN CALENDAR & MILESTONES
- QUESTIONS



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TRIBAL TECH/GLOBAL IMPACT OC ZONES

Victoria Adams
Project Director for CFC OC Program
Tribal Tech, LLC.

Jamie McKanna
HUB 1: Senior Program Manager
Tribal Tech, LLC



TRIBAL TECH/GLOBAL IMPACT OC ZONES

NCA/HQ	HUB 1	HUB 2	HUB 3
National Capital Area Lou Torchia Program Director Lou.torchia@charity.org	East Coast Region Jamie McKanna Senior Program Manager jmckanna@tribaltechllc.com	California & Northeast Region Whitney Woerner Program Manager whitney.woerner@charity.org	Overseas & Hawaii-Pacific Alicia Kostick Program Manager akostick@tribaltechllc.com
Z32 National Capital Area	Z22 Sunshine Z23 Peachbelt Z25 Carolinas Z33 South Central Virginia & Albemarle Bay Z36 Upstate New York Z37 New England	Z03 Southern California Z04 Northern California Z30 Eastern Pennsylvania & Southern New Jersey Z31 Chesapeake Bay Area Z34 Garden Empire Z35 Greater New York	Z02 Hawaii-Pacific Z38 Overseas



HUB 1: OC STAFFING STRUCTURE

Jamie McKanna, Senior Program Manager- HUB 1

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Z22 Sunshine CFC

Jackie Hernandez

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Z23 Peachbelt CFC

Josh Doran

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Z22 Sunshine CFC (Central Florida)

Z25 Carolinas CFC

Jose Rodriguez

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Z33 South Central Virginia & Albemarle Bay CFC

Julie Dudley

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Z36 Upstate New York CFC

Z37 New England CFC

Rachel Reichlyn

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Rachel.Reichlyn@charity.org



HUB 1:

LFCC Leadership

Z22 Sunshine CFC

Stephanie Mims
Social Security Administration
Stephanie.Mims@SSA.gov

Z25 Peachbelt CFC

Adrienne Jones
Center for Disease Control
afj4@cdc.gov

Z22 Carolina's CFC

Sandra Yeatts
Dept of Agriculture
Sandra.Yeatts@rma.usda.gov

Z33 VAB CFC

CAPT John Hewitt
United States Navy
John.Hewitt@navy.mil

Z36 Upstate New York CFC

Holly Katz
Social Security Administration
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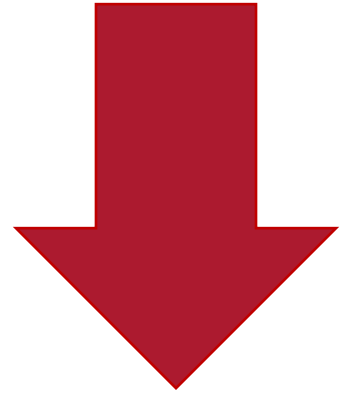
Z37 New England CFC

Michael Ripberger
Portsmouth Naval Shipyard
Michael.ripberger2@navy.mil



NEW CONTRACT PERIOD - ADMINISTRATIVE CHANGES

- OPM's goals – lower operating costs and reduce redundancies
 - Cut ODC and labor budgets
 - Two Outreach Coordinators (OC) for the country
 - One Local Zone contract per OC
- OPM is serving as the contract COR
 - Wrote the PWS, requested creativity in proposals
 - Selected contractor proposals and issued contracts based on those strategies
 - Receive, approve, and pay one consolidated monthly invoice





HISTORICAL ODC AMOUNTS

Historical zone amounts versus current consolidated ODC.

Zone	2021 ODC Amount
Carolinas	\$ 36,480
Chesapeake Bay	\$ 47,091
East PA & South NJ	\$ 33,792
Garden Empire	\$ 17,088
Greater NY	\$ 43,520
Hawaii-Pacific	\$ 62,016
National Capital	\$163,753
New England	\$ 44,544

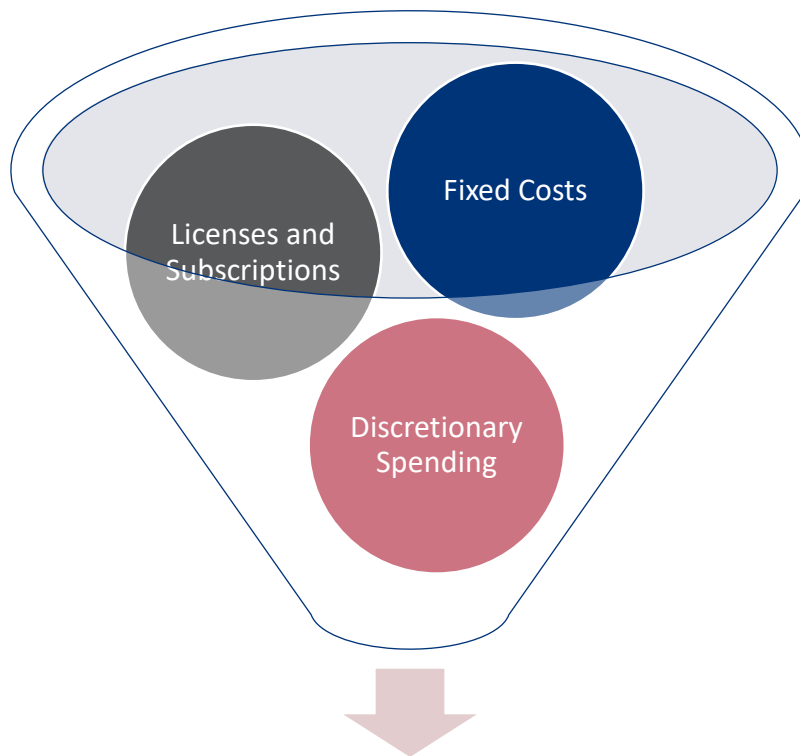
Zone	2021 ODC Amount
Northern CA	\$ 40,896
Overseas	\$130,496
Peachbelt	\$ 0
South Central VA	\$ 37,881
Sunshine	\$ 32,256
Southern CA	\$ 58,880
Upstate NY	\$ 34,600
TOTAL for 15 Zones	\$783,293

2022 – 2026 ODC Amount = \$366,000

Per year = \$73,200

% Diff = -90.6%

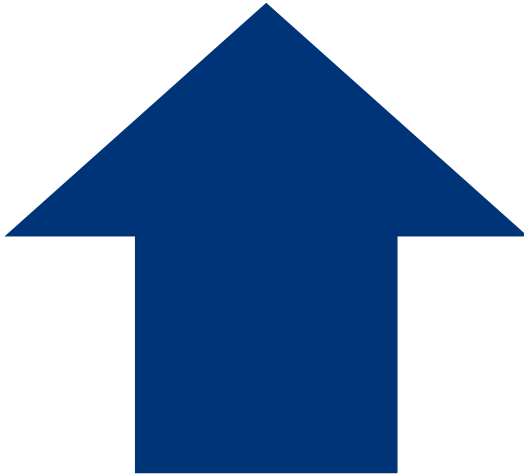
ODC BUDGET



Other Direct Cost Budget

DISCRETIONARY SPENDING

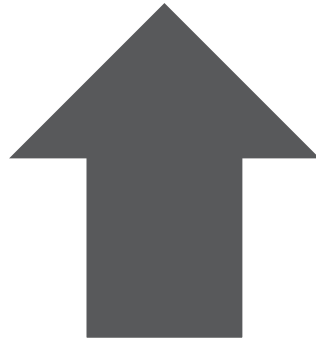
How to get the highest return on investment with limited funds.



Advertising

- No shipping costs/
distribution logistics
- Beyond the Office Walls
- Greater Reach
- Multiple Touchpoints

vs.



Promo Items

- Tangible/Instant Gratification
- Historical Promotion

MONTHLY PROGRESS REPORT

Task Description	Start	End	% Done	Status
Integrated historical Campaign History Files	6/1/2022	6/30/2022	100%	All historical documents have been reviewed, integrated and saved within OC SharePoint folders/CFC Support
Database of new campaign structure - Initial DAO	6/1/2022	6/30/2022	100%	DAO was received on 09 JUN 2022. Team is reviewing for any possible necessary updates
Maintain database of campaign structure, DAO and contacts	6/1/2022	4/30/2023	10%	Utilizing CFC Support as the CCSS for campaign structure and contacts.
Transition/commence contracts/management agreements	6/1/2022	6/30/2022	100%	All transitional documents (if applicable) have been received and agreements executed
Weekly COR/LFCC Meeting/Communications as needed	6/1/2022	4/30/2023	10%	Tribal Tech/Global Impact all zone LFCC kick off meeting completed 06/15 & 06/16. Monthly Hub LFCC briefings scheduled starting July 14, 2022.
Campaign Worker Recruitment Letters	6/1/2022	6/30/2022	100%	Campaign Worker Recruitment letters have been developed and distributed.
Assist with campaign worker recruitment	6/1/2022	11/27/2022	16%	Campaign worker recruitment is currently underway, letters have been provided to LFCC for distribution. Prior year Campaign managers have been contacted to request verification on returning for 2022. TASKORD has been drafted and in review with the Campaign Leadership
Develop Campaign Worker Training Plan (LE's, Coordinators, Keyworkers)	6/1/2022	7/30/2022	50%	Training plan has been drafted, OC team is working with MST on collaboration opportunities
Overall Zone Campaign Plan	6/1/2022	7/30/2022	50%	Overall Campaign Plan is in draft form and being reviewed with MST for potential collaboration on campaign activities. Final campaign dated pending release from OPM

MONTHLY PROGRESS REPORT

Task Description	Start	End	% Done	Status
Monitor progress on plan and report to LFCC monthly	6/1/2022	4/30/2023	13%	Campaign progress tracked via CFC Support and reported monthly to the LFCC. Reports will be provided to the LFCC in packet form for review and overview prior to the monthly check-in meeting
Help Desk Organization	6/1/2022	7/30/2022	50%	System live, with user access and currently updating with campaign structure and contacts
Campaign Calendar	6/1/2022	7/30/2022	50%	In progress, final calendar pending release of campaign dates from OPM
Leadership Briefings for the largest accounts in the zone	6/1/2022	11/27/2022	16%	Developing communication plans and resources to engage with campaign leadership.
LFCC Meeting Materials (monthly)	6/1/2022	4/30/2023	10%	Submitted 1 week prior to monthly briefing.
Develop awards program plan	6/1/2022	7/30/2022	50%	Awards plan has been drafted, OC team is working with MST on collaboration opportunities
Update and manage website	6/1/2022	4/30/2023	10%	Website has been updated to retract reference of 2021 and the 60th Anniversary. As OPM provides approval for 2022 content, website will be updated. Special Solicitation banner has been updated to reflect the end date of 30 JUN.
Establish and maintain phone line and email account for charities	6/1/2022	4/30/2023	10%	Phone lines and emails are live and staff assigned for maintaining
Performance Report - Monthly	6/1/2022	3/2/2023	10%	Provided on time
Help desk Summary Report - Monthly	6/1/2022	3/2/2023	10%	Helpdesk system undergoing campaign structure and contact uploads. Sample of report provided in packet.
Campaign Schedule - Monthly	6/1/2022	4/30/2023	10%	Submitted 1 week prior to monthly briefing.

CFC SUPPORT REQUEST REPORT



CFC Support Request Report (GI-TT)

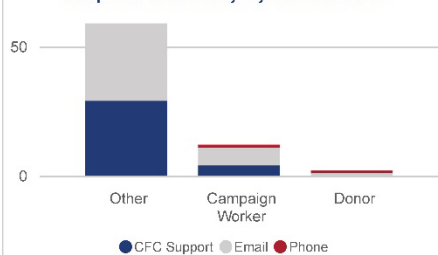
Zone

All

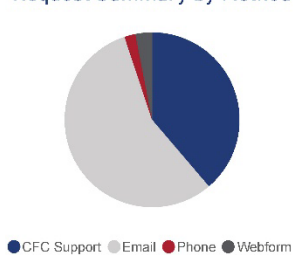
Month

All

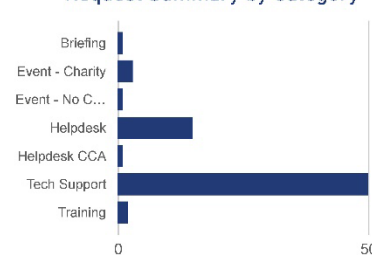
Request Summary by Stakeholder



Request Summary by Method



Request Summary by Category



100.00%

Overall Customer Satisfaction

6

Customer Satisfaction Responses Received

28.33

Avg. Response Time (hours)

Request Method by Stakeholder

Stakeholder	CFC Support	Email	Phone	Total
Other	29	30	0	59
Donor	0	1	1	2
Campaign Worker	4	7	1	12
		12		12
Total	33	50	2	85

Request Summary by Method

Method	Briefing	Event - Charity	Event - No Charity	Helpdesk	Helpdesk CCA	Tech Support	Training	Total
CFC Support		3	1	3		25	1	33
Email	1			12		24	1	38
Phone					1	1		2
Total	1	3	1	15	1	50	2	73

Open Request by Category

Category	Open Request #
Briefing	1
Event - Charity	5
Helpdesk	6
Tech Support	24
Training	3
Total	39

Request Summary by Category

Stakeholder	Briefing	Event - Charity	Event - No Charity	Helpdesk	Helpdesk CCA	Tech Support	Training	Total
Campaign Worker		1		7		3	1	12
Donor				1	1			2
Other	1	2	1	7		47	1	59
Total	1	3	1	15	1	50	2	73



CAMPAIGN WORKER RECRUITMENT & TRAINING PLANS

- ✓ Recruitment letters distributed to 2021 Campaign Managers to verify return or replacement
- ❑ Campaign Worker Recruitment packets sent from or on behalf of LFCC's
- ❑ LE Recruitment packets sent from or on behalf of LFCC's
- ❑ Leadership rosters are being reviewed and updated
- ✓ Multi-Hub Campaign Worker Training Sessions Scheduled 5X Week: Sept-Nov20
- ❑ Large Agency Campaign Worker Training Sessions scheduled as needed/upon request

**Campaign Volunteer
Recruitment Letters
and Task Orders
Distributed**

**Leadership Rosters
Updated**

**Campaign
Worker Training
Sessions
Scheduled**

RECRUITMENT STATUS

- Outreach Coordinator Campaign Worker Recruitment (OC:CWR)
- LFCC Campaign Worker Recruitment (LFCC:CWR)
- CC Loaned Executive Recruitment (LFCC:LER)

SUN	PBLT	CAR	VAB	NEN	UNY
OC:CWR	OC:CWR	OC:CWR	OC:CWR	OC:CWR	OC:CWR
LFCC:CWR	LFCC:CWR	LFCC:CWR	LFCC:CWR	LFCC:CWR	LFCC:CWR
LFCC:LER	LFCC:LER	LFCC:LER	LFCC:LER	LFCC:LER	LFCC:LER

CAMPAIGN CALENDAR & MILESTONES

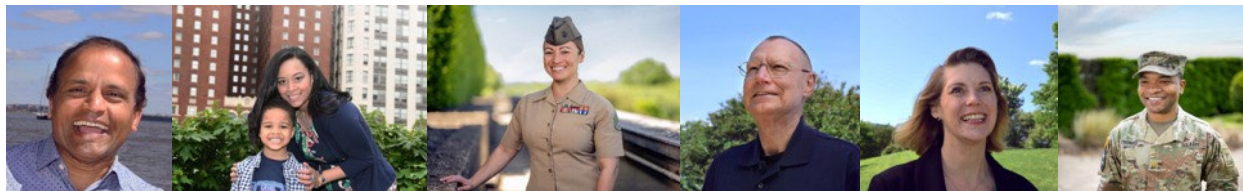
CAMPAIGN PLANNING & IMPLEMENTATION	
Deliverable	Planned Timeline
Local Staff Return	Jun 29
Leadership Visits Start	July - Sept
LE's Onboard – If applicable	Aug. 23
Campaign Worker (CM & KW) Training Sessions (2x Week, virtual)	Sep – Nov 20
Large Agency Campaign Worker Training (scheduled by agency)	Sep – Nov 20
ACTIVE CAMPAIGN	
Deliverable	Planned Timeline
Expected National Campaign Kickoff	Sep. 1
HUB Campaign Starts	Oct 3
Campaign Worker (CM & KW) Trainings Continue	Sep 20– Nov 20
OC Virtual Veterans Day Event	TBD
Giving Tuesday	Nov 29
OC Virtual Giving Tuesday Event	Nov 29
Giving Tuesday	Nov 29
Local Zone Holiday Activities	Dec TBD
Plan for Promotional “Finish Strong” Countdown.	Jan. 1 - 15
Expected Campaign End Date	Jan. 15
CAMPAIGN WRAP UP	
Deliverable	Planned Timeline
Charity Application opens	Dec 1
After Action Review Period Starts	Jan. 17
Thank You Toolkit - Thank Local Federal Community	Feb 1 - 28
Awards nomination deadline	Jan 28, 2022
Award Nomination Reviews	Jan. 29 – Feb 18
Charity Application Deadline	*TBD
Final Evaluation Reports Due	March 31, 2022
OC Virtual Campaign Finale Event	*TBD
LOCAL ZONE EVENTS	
Local zone-specific activities will be provided as information is available.	TBD

Recruitment memos and Tasking Orders Follow up

Campaign Plans due 30 Jul, presented at next meeting

Leadership Roster updates, utilizing FEB Directory, Leadership Connect and online research

Leadership Briefings – Developing communication plans and resources to engage with campaign leadership



QUESTIONS



NEXT MEETING

AUGUST 17, 2022
12PM – 1PM EST
[MEETING LINK](#)

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CONFERENCE ID:
608 274 701#

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OF CHANGE



THANK YOU!



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