

**OCTOBER 2007**  
*Public Sector Resources*

*on-the-***go!**  
*e-TA*

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*A service of the Corporation for National and Community Service - Resource and Fund Development Initiative*

## Dear “Public Sector” Colleague,

In this issue we are focusing on funding from government. For tips on getting support from government sources, click on the titles at the right to learn more about...

**Communicating with Government Leaders**

**Joining the Combined Federal Campaign**

**Tips for Programs within Government**

Do you have questions about government funding support and your program? Contact us through [LEADline@CampaignConsultation.com](mailto:LEADline@CampaignConsultation.com).

Access previous issues of On-the-Go eTA by clicking on the title at the right.

## Communicating with Government Leaders

You need to regularly communicate with government leaders to educate them about your program ...

- provides services to ensure a better quality of life for all, especially those who are voiceless in our society, you need to educate and advocate
- resides in a government agency whose budget is based upon annual support from the governor and the legislature
- resides in a social-profit organization and you are seeking funding, policy, etc. support

Your leadership volunteers need to be the point people in helping to make appointments, attend meetings and make the ask of elected officials and department heads. Ideally, if your position is funded through a public program, you should not be the one to make the ask. Your staff role remains that of coordinator, supporter of facts and statistics, custodian of the case for support, etc.

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[Click here to identify other communication opportunities with government leaders.](#)

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## Joining the Combined Federal Campaign

The Combined Federal Campaign (CFC) exists as a vehicle for soliciting U.S. Government employees in their workplaces. Similar to the United Way campaigns in corporate workplaces, government employees usually are solicited to make charitable donations through payroll deductions in the fall of each year. Applying for CFC inclusion for your organization begins much earlier in the year, so plan now to be part of next year's solicitation if you are not already.

Becoming a recognized nonprofit by the CFC could mean thousands of dollars for your organization. To qualify you must have 501(c)3 status. For national and international organizations you must submit your application before January 16 of the current year before you are announced. Regional or local nonprofits have until March or April to turn in their application. Local organizations must show that they have a substantial local presence in the geographic area covered by the CFC campaign in their area.

The Office of Personnel Management website provides you with access to downloadable CFC forms and instructions for applying. Click here for more information. <http://www.opm.gov/cfc/Charities/Index.asp>

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## Tips for Programs within Government

If you are running a program that is housed in a government agency, you may lack the traditional avenues to raising funds from private funders. It is to your advantage since elected officials respond to what their constituents support., however, to gather support from you local community for your program. If people know how your program is effective and of value to the community, they, in turn, can support your advocacy efforts. Here are some ways you can create support for your program:

### Build Constituencies

- Start an advisory board or "Links Team" for your project. Look to colleagues / community contacts.
- Network through neighborhood associations.

## Share Square

Facts for your fundraising volunteers to know

Are your fundraising volunteers holding "house parties" to meet legislative leaders? Ask them to invite you to these excellent opportunities for candidates to get to know you, too.

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- Hold “Friend Making” events so you can learn what people need and how your program responds.

## Communicate Your Message

- Keep your supervisors and appropriate legislators constantly in the information loop as you prepare your message.
- Inform them of your communication/fund raising plans.
- Ask for their input – they may have a helpful perspective.
- Make sure you work in tandem with the public communications director (e.g. a city/state public information officer).
- When interacting with the media, make sure they know your distinction from other government agencies.

## Take Action

- Find a fiscal agent with 501 ©(3) status – a community foundation, a “Friends” organization or agency with a similar mission. Start one if necessary.
- Collaborate with a partner agency with clear cautions and guidelines.
- Develop an event in which people want to participate while also supporting a good cause.
- Other

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## Let us know

Have you found ways to successfully advocate with the government for your program?

Contact us at [LEADline@CampaignConsultation.com](mailto:LEADline@CampaignConsultation.com) (LEADline is sponsored by the Corporation for National and Community Service through its Resource & Fund Development Initiative.) We would be happy to answer questions or to give you more support.

Thank you for your interest in On-The-Go eTA. We encourage you to [send this and other issues of OTG eTA to friends and colleagues](#) who would benefit from the information. Also, if you're on information-overload, you may request [email removal](#). Otherwise OTG e-TA will be back soon with another edition.

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*“All that’s required for the triumph of evil is for good people to do nothing.”*

– Edmund Burke

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*Details from above:*

## **Communicating with Government Leaders (cont.)**

Here are some other opportunities to make an impact on government officials...

- Town meetings
- Speaking events by government officials
- Letters to the editor
- Fund raisers
- Community forums
- Candidate forums
- Others ...

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## **Resources**

*The National ASK (Awareness, Skills, Knowledge) to Sustain Institute*, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 1998, 2002

*The CNCS Resources Now! National Institute*, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 2005-07.

Campaign Consultation, Inc. website, [www.campaignconsultation.com](http://www.campaignconsultation.com)

"So You Want To Make A Difference," by Nancy Amidei, OMB Watch, Washington, DC, 1995.

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## **Learning Products and Services**

### ***LEADline:***

*(Learning Experiences At a Distance)* LEADline is designed to give information fast. Have a resource & fund development question? Use LEADline and within 24 hours you will receive response and advice from a fundraising professional.

### **Contact us**

**[LEADline@CampaignConsultation.com](mailto:LEADline@CampaignConsultation.com)**

### ***GIZMOs:***

*(Giving Information for Zooming Money Objectives)* Gizmos are resource and fund development tools for you and your volunteers. They are tangible products in packets, pocket

brochures, CD-Roms, games, etc. They feature a myriad of fundraising topics such as **The Power of Direct Mail**, an interactive cd-rom and detailed companion booklet on developing your direct mail program.

To order, contact us through  
[LEADline@CampaignConsultation.com](mailto:LEADline@CampaignConsultation.com)  
or call 410.243.7979  
or toll free at 1.877.243.2253

For more information:

Download  
[Gizmo Presentation](#)

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### ***The Chronicle of Philanthropy:***

Everyone who comes to a Resources Now! National Institute gets a free subscription to the Chronicle for a year. Participants in CNCS Campaign Consultation workshops receive the latest issue free of charge plus a \$20 discount on one year's subscription.

### ***Workshops/Clinics:***

The Corporation for National and Community Service (CNCS), through its T/TA service provider Campaign Consultation, Inc., offers a three-hour workshops and clinics for those interested in mastering key skills need to write for individual donors.

### ***Online Courses/Webinars:***

Web course delivery of topics pertinent to resource development such as — **Build Fundraising Volunteer Champions** and **Cause Related Marketing and Corporate Partnerships**.

Available through the Resource Center at,  
<http://nationalserviceresources.org>

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## Tell Us!

Let us know by contacting us through [LEADline@CampaignConsultation.com](mailto:LEADline@CampaignConsultation.com)

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- [Mid-July 2007 Database Management](#)
- [July 2007 Using Celebrities](#)
- [Mid-June 2007 Foundation Proposals](#)
- [June 2007 Brochures, Newsletters and Websites](#)
- [Mid-May 2007 Women as Donors](#)
- [May 2007 Postage and Mailing Rates](#)

- [Mid-April 2007 Phonathons and Thankathons](#)
- [April 2007 Annual Fund Mailing Lists](#)
- [Mid-March 2007 Face-to-Face Asking](#)
- [March 2007 Government Funding](#)
- [Mid-February 2007 Rural Fundraising](#)
- [February 2007 Stop-gap Funding](#)
- [Mid-January 2007 Nonprofit Branding](#)

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