



COAST GUARD MUTUAL ASSISTANCE

FUNDRAISING GUIDE

ANCHORED IN SERVICE: 100 FOR 100
2024 CAMPAIGN | APRIL 1-30



800.881.2462 // campaign@mycgma.org

INTRODUCTION

If the idea of fundraising feels uncomfortable to you, you're not alone! Money is very personal and asking someone to donate can feel intrusive and uncomfortable. It doesn't have to be. In fact fundraising can be a lot of fun! The following pages will show you how.

On an average day, CGMA provides over \$18,000 in assistance. When you ask people to consider making a gift to CGMA, you are actually offering them the opportunity to support their fellow Coasties! The Annual Fundraising Campaign allows CGMA to publicize and raise awareness about the variety of assistance programs available to the Coast Guard family, and raise the funds needed to sustain that work for years to come.

The CGMA HQ team will be here to support you throughout the entire campaign, so if you have questions or need additional resources or materials, please do not hesitate to reach out.

We look forward to working with you!

Sincerely,



Alena Howard
Chief Development Officer
Coast Guard Mutual Assistance





USCG Base Portsmouth

COMMAND SUPPORT

“The Coast Guard is a tough job--but when things get just a little too tough, we’re there to give our shipmates a hand. Thank you CGMA for helping us help each other.”

- LCDR John C. Dymond, Jr., USCGR

Coast Guard Mutual Assistance is congressionally recognized as the Official Relief Society of the U.S. Coast Guard. As such, Coast Guard employees are permitted to solicit funds for CGMA in their official capacity. See 5 C.F.R. 2635.808(b).

COs/OICs/Supervisors and individuals may all use their official title, position, and authority to speak, write, and encourage other members of the Coast Guard to encourage them to donate to CGMA. Donations always are the individual's choice.

Campaigns are more successful when the leadership endorses their value. In her campaign message, the Commandant has stated the importance she places on the CGMA Fundraising Campaign. It is vital that unit CO's/OIC's support the Campaign as well.

It's important to alert each of your CGMA Service Unit CO/OIC, as well as Reserve leadership, of the upcoming Campaign and to provide them updates as the Campaign progresses. Please encourage unit CO's/OIC's to reinforce the significance of the Campaign by participating in “kick-off” activities and in any other ways they deem appropriate.



ORGANIZE FOR SUCCESS

CAMPAIGN COORDINATORS

Campaign Coordinators are crucial to the success of the Fundraising Campaign. Coordinators serve as the primary campaign point of contact. They organize Kick-off events and fundraisers ensuring that they reach the goal of 100% contact at their unit. In addition, they identify and organize local key workers at large units (with 50 or more members), and report campaign results to CGMA HQ.

Coordinators should contact their Child Development Center (CDC) and Morale, Welfare, and Recreation (MWR) employees, as well as employees at Coast Guard Exchange Systems (CGES).

Note: The Recruiting Command contacts Recruiters directly, so unit key workers do not need to contact Recruiters in their area.

LOCAL KEY WORKERS

At larger units, Key Workers can augment the efforts of Coordinators to reach 100% of the unit. It is important that Campaign Coordinators select/request individuals who are motivated, knowledgeable, and trustworthy. Whenever possible, Key Workers should be individuals who have volunteered to serve in that capacity and are familiar with CGMA.

KEY DATES

The 2024 Campaign will begin Monday, 1 April. Start planning early for Campaign Kick-off and Fundraising Events.

Your Campaign should **wrap up Tuesday, 30 April.** Please plan accordingly to end the Campaign on time and submit wrap-up reports and pledge forms in a timely manner.



HOST A KICK-OFF

Hosting a kick-off event is one of the best ways to publicize your Campaign, providing a forum to present the story of CGMA to as many people as possible.

Some steps to consider:

- Arrange for location, refreshments, decorations, etc.
NOTE: CGMA HQ can provide funds to cover the cost of refreshments, banners, balloons, and other items for a kick-off ceremony. The Coordinator's Preparation Instructions outline the steps to request these funds.
- Line up keynote speaker. It is also powerful to hear from someone who received help from CGMA.
- Announce the kick-off well ahead of time in the Plan of the Week or other local communication medium
- Arrange for public affairs/media coverage, if appropriate
- Develop a program for the event, perhaps featuring the following elements:
 - Introduction by the Campaign Coordinator and/or CGMA Representative
 - Keynote speaker
 - PowerPoint presentation
 - Hand out campaign brochures and pledge forms (one in the hands of each attendee)
- Extend invitations to spouses, Auxiliary members, area retirees, and Reserve units if appropriate.



Publicity plays a major role in the Campaign's success! CGMA-HQ provides resources (PowerPoint presentation, posters, brochures, and social media kit) to give your unit plenty of exposure to campaign details. Electronic copies of all campaign resources are available on the campaign website: mycgma.org/annual-campaign

Publicize your Campaign through the Plan of the Day, a campaign newsletter, broadcast email, local intranet, or other internal communication methods to ensure wide exposure.

Hang posters publicizing your campaign in high-traffic common areas such as restrooms and break rooms and entrance hallways.





MAKING THE ASK

If the idea of fundraising feels uncomfortable to you, you're not alone! Money is very personal and asking someone to donate can feel intrusive and uncomfortable. It doesn't have to be. On an average day, CGMA provides about \$18,000 in assistance. When you ask people to consider making a gift to CGMA, you are offering them the opportunity to support this important work!

When making your "ask" consider the following step.

The heart of the Campaign is the actual, face to face contact with individual active duty and civilian/CDC/MWR/CGES employees. When making your presentation:

- Explain the CGMA assistance concept, "Helping Our Own"
- Give a brief overview of the programs and resources CGMA Officers (see Campaign PowerPoint)
If you have a personal experience with CGMA, share it! A personal story about how CGMA helped a shipmate is the #1 way to demonstrate the effectiveness of the program.
- Hand **every** member a brochure and Pledge Form (CGMA Form 33) (Credit card donations can be processed securely at mycgma.org/give-help. If someone chooses to donate this way, be sure to remind them to include their unit so it can be counted toward your Campaign Total!)
- Receive and process the completed Pledge Form from each donor

Please ask those who currently have an allotment to increase it. An increase of even \$1 adds up and allows CGMA to help more people.

A pledge form is necessary if a donor wants to increase a contribution allotment.

Those who wish to **continue** their allotments/payroll deductions at the current amount **do not** need to submit a pledge form. On-going contributions will be included in the tally for each unit.

Anyone with questions about their allotment donation may email: donations@mycgma.org or call CGMA-HQ: 800.881.2462.

FUNDRAISING DO'S & DON'TS

- Try to meet with every unit within your AOR in person. Face to face contact is one of the key indicators of a successful campaign.
- Establishing personal dollar goals and quotas or requiring 100% participation is prohibited
- Direct solicitation of members by their supervisor or by other individuals in their supervisory chain of command should be avoided wherever possible.
- Supervisors should generally encourage everyone to participate as they are able.
- Supervisors should not be given specific information as to the contribution activity of any individual under their supervision. However, they may receive a collective summary of contribution activity in their unit, department, office, shop, etc.



CGMA

HELPING OUR OWN



ALLOTMENT OR PAYROLL DEDUCTION

Donating a little each pay period is a quick and easy way to show support. Simply complete a CGMA pledge form to start or change a contribution. A small increase to a monthly or bi-weekly contribution will make a big difference in the lives of shipmates.

If you don't have a current allotment or deduction, please consider starting at one for \$5.

CREDIT CARD

Donate securely online at mycgma.org/give-help

CHECK

Checks or money orders made payable to Coast Guard Mutual Assistance or CGMA.

DID YOU KNOW?

Credit card companies charge a 4% transaction fee. Donating by allotment has no additional fees so 100% of financial gifts goes directly to CGMA's mission and programs.





FUNDRAISING EVENTS

Local fundraising events are great ways to encourage people to give and help generate excitement about the CGMA Campaign. Planned activities should appeal to a wide cross-section of assigned personnel, be in good taste, and not place an undue burden on the command or individuals.

Fundraising events differ from the kick-off ceremony in a couple of ways. Typically, kick-off events are held during the first week of the Campaign to provide a starting point for publicizing the Campaign. Fundraising events are usually held later in the Campaign to add momentum and raise additional contributions.

Fundraising events can foster morale and build unit cohesion while generating funds to support the Coast Guard community. The following pages highlight some successful fundraising events from last year's campaign. Feel free to host any of these events at your unit or be creative and come up with your own! Remember no one knows your unit like you do.

Contact your ombudsmen and local spouses' club, Auxiliary, and retiree counsels. These groups often have Facebook pages and can help you with fundraising and sharing the CGMA message!

PENNY WAR

Provide each shop with a jug or jar in a central location like a breakroom. Throughout the campaign, shops compete against one another by adding points to their jar or subtracting points from other shops'. The shop with the most points at the end wins!

Coordinate with morale and command to determine prizes. Examples might be a day of special liberty for 1st place winners and a pizza party for 2nd.

Penny War Rules

26 August to 9 September



Goal: Have the most points
All proceeds will go to CGMA



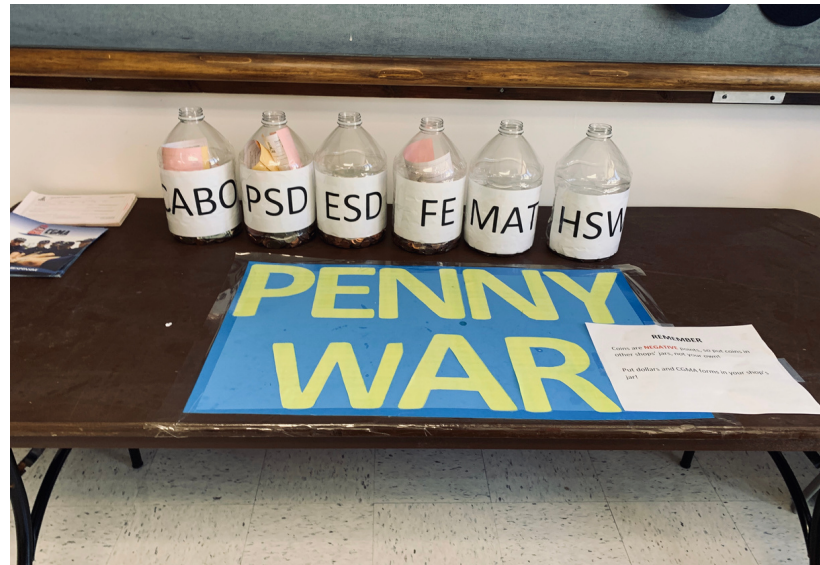
Points:

Adding (+) (put these in your shop's jar*)	Subtracting (-) (put these in other shops' jars*)
\$1 dollar = +100 points	Pennies = -1 point
\$5 dollars = +500 points	Nickels = -5 points
CGMA Allotment Form = +500 points	Dimes = -10 points
\$10 dollars = +1,000 points	Quarters = -25 points

*Jars are located in the galley

Prizes:

- 1st Place: 1 day of special liberty for entire shop
- 2nd Place: Half day of special liberty and pizza party for entire shop



SPIRIT DAY

Host a "Show Your Spirit Day" where members donate to CGMA in order to wear their favorite shirt/sweatshirt representing their favorite sports team, Coast Guard unit, or alma mater.

"I look forward to promoting/raising funding for this important program."

- YNCS Jovan D. Martinez -



PIE IN THE FACE

Participants can pledge a recommended donation of \$3 to nominate any unit staff member to receive a pie in the face during a specific time period.

The top three staff members with the most pledges will receive a single pie in the face.

The top three individuals to pledge the most during this fundraiser will have the honor and privilege of distributing those pies.

You can offer an option to "buy out" is afforded on a sliding scale. For example:

E-6 and below: \$10

E7-O4 & GS Employees: \$20

O5 and above: \$40

NOTE: No one may be required to participate, strictly on a volunteer basis.





5K COLOR RUN

A 5k run is a great way to involve multiple units. If your Rep Site has many local service units, this may be a great option for you! Be creative with your theme and be sure to get others involved. A 5k is a great way to get families and community members involved to "help our own".

SAMPLE PUBLICITY

COAST GUARD BORINQUEN

This Coast Guard Mutual Assistance fundraising event will be the closing-out event for the CGMA fundraising campaign running from August 15th through September 21st . This year's theme, "Helping your own" aims to provide assistance for Coastguardsmen and their families during times of disaster, financial hardship or in the pursuit of higher education.

COLOR RUN
"Helping your own"

All are welcome to attend, and the entry fee for the event will be a donation. Entry fee: Suggested Donation. Participants can donate at MWR, or with CWO2 Collins (Admin), HS2Milligan (Medical) or LTJG Deza (Supply). There will be color packets available with a donation. Suggested Attire: White shirt, and your wackiest accessories. Sign up ONLINE!

SATURDAY, SEPTEMBER 21, 2019
BORINQUEN HOUSING - 0800 TO 1100

 **USCG Base Detachment Borinquen MWR** ...

September 19 at 11:55 AM · 🌐

Charity Color Run

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All are welcome to attend, and the entry fee for the event will be a donation. Entry fee: Suggested Donation. Participants can donate at MWR, or with CWO2 Collins (Admin), HS2Milligan (Medical) or LTJG Deza (Supply). There will be color packets available with a donation. Suggested Attire: White shirt, and your wackiest accessories. Sign up ONLINE!

SATURDAY, SEPTEMBER 21, 2019
BORINQUEN HOUSING – 0800 TO 1100

Here's the link for Participant sign-up:
<https://www.signupgenius.com/go/8050c4eaeaa2aa4fc1-cgma>
 And here's the link for Volunteer sign-up:
<https://www.signupgenius.com/go/8050c4eaeaa2aa4fc1-color>
 You can join our facebook event for updates:
<https://www.facebook.com/events/672098489952453/>

📍 F1jCV4bQGpN-kM...

CAR WASH

Car Washes are particularly effective when the CO, XO, or senior enlisted participate in the washing. Car washes are also great ways to involve other members of the Coast Guard family such as family members, Auxiliary members, retirees, and Reservists.



FOOD SALES

Host a chili cook-off, ice cream social, bake sale, hot dog, or taco sale. Other popular events have included chick-fil-a lunches or bagel breakfasts after weigh-ins.



TOURNAMENTS

Ultimate Frisbee, video games, board games, basketball, soccer, volleyball or softball--anywhere there is competition there's an opportunity to fundraise. Participants can pledge a recommended donation as an entry fee.

Take your tournament virtual!

Award prizes and bragging rights to your winners!



GO VIRTUAL



VIRTUAL RACE



Walk-a-thons, lift-a-thons, and ride-a-thons can all be adapted and made virtual.

Virtual races help further your cause and are a good workout at the same time. They are flexible and allow participants to join in on their own time. This virtual fundraiser encourages supporters to stay active.

Ask people to donate in proportion to how many miles they'll run or how many pounds they plan to lift. Encourage them to send in pictures or videos of them completing their activities to share on social media.

For a fun, virtual-friendly activity try an online treasure hunt.

Develop a treasure hunt that guides crew members around the web (especially the Coast Guard and CGMA website) to find clues. Get creative with your treasure hunt and be sure to offer a prize to the first person who can find all your hidden messages!

TREASURE HUNT



TRIVIA

Invite your unit to grab their lunch and join in for a fun online quiz.

Choose a quiz theme. Run the quiz weekly throughout the Campaign. Offer prizes for 1st, 2nd, and 3rd place.

CELEBRATE!

Make sure to congratulate your unit for its campaign efforts! Take that victory lap. Celebrate your collective impact by making a point to share updates on the total dollars raised through fundraising events, new pledges, and cash donations.

Take pictures of fundraising events or screenshots of virtual ones and post them! Brag on yourselves on your unit social media (tag @MyCGMA), in the plan of the week, and at All Hands meetings. Send a copy of your photos to campaign@mycgma.org so we can cheer you on as well!

CGMA's motto is Helping Our Own, which is at the core of who we are and everything we do. Helping Our Own is powered by individual giving that makes a meaningful impact through your collective generosity.

“CGMA continues to adapt in service to today’s Coast Guard, finding new ways to help our families thrive and ensuring we are mission ready. The entire CGMA team should take great pride in knowing we are making a difference in the lives of our coworkers.”

- Admiral Linda Fagan, CGMA Chair -

