



Best Overall Campaign Nomination Form

Nominator's Name: Alison C. Glass

Date: December 30, 2010

Contact info: (phone) 801-582-1565 ext. 2226 & (email) alison.glass@va.gov

Organization (as name should appear on award) George E. Wahlen, Department of Veterans Affairs Medical center, SLC, UT

Agency Head & Title: Mr. Steve Young, Medical Center Director
Project Officer: Alison C. Glass

Number of Employees: 1800

Final Dollar Results: \$122,400

Participation: 31%

Percent of Increase over 2009: 17%!!

2009 Participation .05%!!

Please describe what this agency did to incorporate each of the following "model" campaign components into their program. Attach examples if available and attach extra pages of narrative if needed.

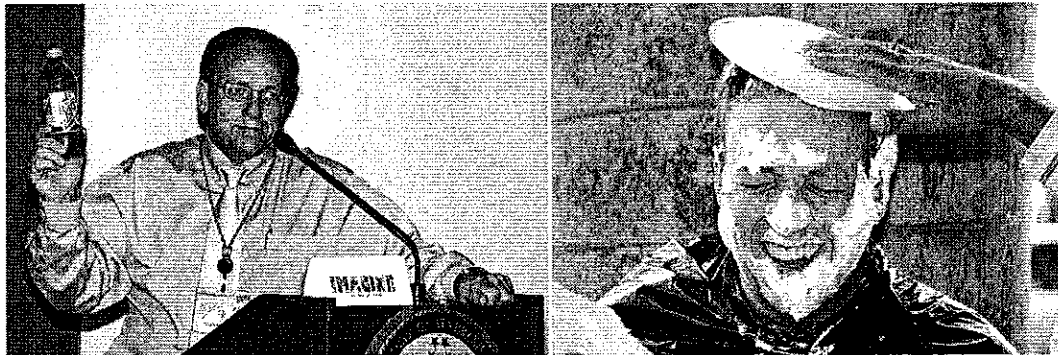
1. Executive Support

The Executive Leadership at the George E. Wahlen VA Medical Center is comprised of the Medical Center Director, Chief of Staff, Associate Director of Quality, Associate Director of Patient Care and the Associate Director. All Executive Leaders highly promoted, participated, and were extremely supportive in the 2010 CFC Campaign. The CFC Core Team met with the Executive Board Committee in August 2010, to present and get their approval for CFC 2010 campaign agenda. The following items presented at this meeting:

1. Employee Incentives for donation contact
2. CFC Campaign Activities (bake sales, root beer floats, pie n' DA Face, etc)
3. Weekly Goal and Activity announcements via email and flyers to all staff
4. 1 Hour Approved Absence for all employees in Service's that reached 100% contact
5. 4.0 Hour Approved Absence for the CFC Core and Key workers
6. Free Lunch to three services with 100% contact to be provided by the Director's Office
7. 1st Annual "Thank You" Card Design and distribution by Multi Media
8. End of Campaign Celebration Party for all 2010 Key and Core Workers

Every recommendation presented to the Executive Leadership was approved☺! The Executive Leadership attended the Kick-Off, all CFC Fund Raising Activities, provided Public Affairs support, and was a continual sounding board for the Project Officer. The Executive Leadership will attend the Appreciation Awards Ceremony for the CFC Core and Key workers in Jan 2010. They will congratulate everyone for their successful year and thank them for their hard work! "Thank you" cards signed by the CFC Core Team and time-off Certificate Awards will be distributed during the celebration party.

The VA Medical Center has very large geographical footprint. It is a challenge to educate and disseminate CFC material to areas as far as St. George and Pocatello, ID! Executive Leadership funded travel dollars to support KEY workers travel to Salt Lake and get their CFC Education and Training as well as attend the CFC Kick-Off Celebration!



Mr. Steve Young, Director
George E. Wahlen VA Medical Center
Strong Supporter of the 2010 Combined Federal Campaign
"I am willing to give up my daily Diet Mountain Dew!"

2. Agency Goal Setting

1. George E. Wahlen VA 2010 CFC Campaign: October 25th through December 3rd.
 - a. Specifically selected this year's timeframe during the Thanksgiving Holiday to promote giving and sharing to others through the Intermountain CFC!
 - b. Established an aggressive goal of \$110,000 to match the aggressive Project Leader and Assistant Leader's activities.
 - c. **Surpassed the \$110,000 and raised an additional \$12,400!** The most money ever raised by the George E. Wahlen VA Medical Center!
2. Raise \$122,400 for the CFC by:
 - a. Establishing and training a CFC Representative ratio of 1/25 in every Service
 - b. Ensure that every employee receives a CFC donation form/book
 - c. Hold fun and Creative CFC Activities to draw employees into the CFC and get them excited and informed about the amazing work that CFC does yearly!
 - d. Email a Goal Poster each week to all staff showing total participation and dollars raised detailing how close we are to meeting our goals
 - e. Weekly goal accomplishments posted on our SLCVA Home and Facebook page

- f. Advertise with posters, emails, pictures from CFC Activities to get information out to all employees.
- 3. 100% Employee Contact by offering the following incentives:
 - a. Giving 1 hour Time-off Awards for every employee in Services that had 100% contact
 - b. Giving 4 hour Time-Off award to all CORE and KEY CFC Workers
 - c. Free Pizza and soda lunch, provided by the Director's Office, for three Services that had 100% contact
- 4. CFC CORE Team (20 Members) to meet on a weekly basis to plan and arrange activities throughout the entire campaign. Made adjustments when needed and customized our approach to fundraising based on the weekly totals.
- 5. Sent a weekly "Goal Chart" by email to all staff contacted our KEY workers responsible for 100% contact to each staff member.
 - a. Broke down monetary contributions by Key worker and their responsible service to keep track of progress. Used this listing to target those Key workers or services in need of additional support and assistance.

3. Trained Key Workers and Volunteers

- 1. CFC Team consisting of 20 CORE Leadership workers with excellent individual talents, and leadership abilities to help run CFC Campaign. This was the Creative HEART of the CFC 2010 Campaign.
- 2. CFC KEY Workers (57) were selected by Managers of the various VA Services to represent their individual Services by providing CFC information, forms, booklets, and updates.
 - a. An Opening Meeting was held with the CFC Key and Core workers in early October 2010. A speech was given from the Medical Center Director to the CFC Family about the CFC, its purpose, and examples of lives that it has helped, and the IMAGINE video was played. The Project Leader and Co-Leader completed training to the audience. Folders with were given to each CFC Key worker along with a customized training packet. Expectation's and goal were explained and the purpose of the CFC, detailing all the employee incentives and ideas on how to achieve their goals for their Service, giving instructions on how to fill out the CFC form correctly, and a spreadsheet listing the names of employees in their Service. Key workers were instructed to go over their employee names and to let the CFC Team know of any changes (additions or deletions) that needed to be made. Updates were made to ensure 100% employee contact.
- 3. The Project Officer and Co-Officer completed over 20 one-on-one training sessions to those who were on vacation or sick leave, to ensure all CFC family members received the necessary and appropriate training to be successful!
- 4. CFC Representatives were asked to turn in any donations and/or forms at least every Thursday so that updated totals could be distributed to employees and their Services.
- 5. Human Resources provided amazing technical SharePoint assistance to the 2010 CFC Campaign by providing updated status sheets on who had been contacted per service, participation by date, dollars donated, and pin, tumbler, plaque recipients.

4. 100% Asked and Employee Briefings

The 2010 CORE Team distributed information to all employees through e-mails, bulletins, posters and flyers from the Project Officer, Facility Director and our local Public Affairs Officer to ensure all employees were aware of the campaign and had the opportunity to participate. All Key workers personally contacted the employees in the work group assigned to ensure as close to 100% asked as possible. Although we have a large work force with many employees being part-time or intermittent, we had close to 90% ask rate!

Implementation of a SharePoint site in 2009 continued in 2010. However, additional improvements were made and training was provided to all CORE and KEY workers which improved and streamlined the automation process. Automation allowed for the CFC Project Officer to keep track of all efforts made by each KEY worker, CORE team, and payroll Technician. All efforts improved the accuracy rate of our CFC Campaign and created an easy transition from the VA to the Intermountain CFC Chairperson. SharePoint provided great information to EXCEED our CFC GOAL by 17%:

- Those asked (contact)
- Those who turned in a form and donated (participation) with a CFC Pin
- Those who qualified for a Tumbler
- Those who qualified for an Eagle award
- Those who qualified for an Eagle award and at what contribution level
- Those who contributed by Cash, Check or Payroll deduction
- Those Serviced who were below, at, or exceeded the previous year's contributions
 - This was a HUGE improvement in 2010. Being able to concentrate on those services that were a bit sluggish in their donation efforts! CFC Project Officer was able to do walk through and promote the CFC in specific areas of interest.

5. Campaign Publicity, Education & Fun

The CFC Campaign Team was very enthusiastic and motivated to make this a successful year right from the start. Our TEAM found a great balance between making the ASK and ADVERTISING the fun events we had for the entire six weeks! The very first CFC fundraiser was a BAKE SALE and we raised over 600.00! What a way to start the campaign!

1) Campaign Publicity:

- a. Emails were sent to staff in advance of each activity and for any other information or special events concerning the CFC. Goal updates were emailed to staff on a weekly basis.
- b. An Advertising TEAM was created. This team consisted of Public Affairs, Multi Media and CORE team members. Flyers and posters were made for every activity and event. Flyers and posters were disturbed throughout the hospital, guiding staff to all the fun events!
- c. The CFC Activities themselves drew a lot of publicity – word got out and employees kept asking when we were going to have another ice cream social or bake sale, etc;
- d. Meetings were held on a weekly basis with the CFC CORE team and periodically with the CFC Key workers.

- e. Email groups were created for the CORE and KEY members for easy access. The Project Officer and Co-Officer would do walk through and preach the word of the CFC to staff members in their work stations!

2) Education:

- a. This 2010, our approach was to get people to give up ONE cup of coffee or ONE Soda POP a week...and pass that money along to the CFC! Note cards were created and handed out with each donut, cup of coffee, nacho bowl, chili bowl or costume entrance form! These note cards informed people of the many ways they can contribute to a charity of their choice, if they JUST GAVE UP ONE CUP or ONE SODA A WEEK!
- b. PERSONAL and THOUGHTFULL education was delivered in person by the Ogden Weber Applied Technology Center when a VETERAN who had used their service spoke in person about his memorable and heartfelt experience he had with the CFC! Educating employees on services obtained by veterans.
- c. Customized training packets were created and issued during the massive training session for all Key Workers. One-on-One training was provided to staff that were on leave or needed a refresher of the CFC Guidelines.
- d. The CORE Team represented the SLCVA at the Hilton for the Intermountain Kick-Off activities. Participation on this scale provided education about the CFC which was translated back at the Medical Center.
- e. Seven charity booths were set up during the Kick-Off and those booths provided education material and information to over 250 staff members who attended the kick off.

3) Fun:

- a. VA's CFC Kick-off: We had an AMAZING Kick-Off! We selected THREE key speakers from local Charities in the CFC Campaign booklet. They gave excellent talk about their charity and how every little bit can help. Seven charity booths with personal representation were set up for donations and education to employees. One of our favorite actives took place during the Kick-OFF! Chili Competition between VA Employees is HUGE! Over 30 donated Crock Pots of Chili was cooked up and for sale. (Chili, all the fixin's, drink, chips, cookie for \$5.00). Awards were given for 1st, 2nd and 3rd in each event. The Jazz Dancers surprised the staff and toured the facility. They spoke to Veterans, took pictures, and had a blast promoting the CFC! This event was a lot of fun and a huge success.
- b. PIE in DA' FACE: All Executive Leadership and nominated Service Chiefs stood in line while staff members paid \$1.00 for a whipped cream pie. What did the staff do with those pies???? Well, look at the pictures below! Such a super fun way to celebrate the CFC!
- c. Ice-Cream Social: Scooped up some Root Beer and Coke Floats! What a great way to promote the CFC and get a tasty treat during a work break! Such a super fun social event. Staff continued to ask when we were going to have another ice cream social for the CFC!!
 - a. The CFC Mobile Root Beer Float Cart set out to patient and clinical areas to reach the clinical staff and Veterans who were not able to come down and get a float! Now, that is creative!
- d. Halloween Costume Contest: Apple Cider and Carmel Corn were sold during our annual costume contest. Although, this is our smallest fundraiser, it brings the most fun and excitement to the work day!

- e. Bake Sales: Two extremely successful bake sales were held during our six week campaign. All goodies were donated and the CORE Team passed out treats and coffee to hungry staff!
- f. Salsa and Nacho Cook-off: Invitations were sent out by email and flyers inviting employees to participate in the cook-off. We had over 20 total entries. Awards were given for 1st, 2nd and 3rd in each event. A donation booth was set up and staff was invited for lunch. A bowl of Nachos, salsa, Chips, all the fixin's and a drink for a \$5.00 donation. Again, another SLCVA Tradition and a hug success.
- g. We raised \$1,300.00 for the Undesignated CFC Fund with our activities above!



2010 CFC Chili Cook-Off



2010 CFC Kick-Off



2010 CFC Halloween Contest



2010 CFC Project Officer & the Chief of Staff



2010 CFC Salsa Judging & Nachos



2010 CFC Pie in DA' FACE
Executive Leadership and Service Chiefs!



2010 CFC Project Officer's and the Jazz!

6. Final Thank-You Program

On January 20, 2010, the Project Officer and Co-Officer will have an end of campaign celebration with all CORE and KEY workers who dedicated hours upon hours of their personal time to make our Campaign a HUGE Success! Light refreshments will be served in addition to each member receiving their time off awards from the Medical Center Executive Leadership.

The Facility Director sent out a thank you e-mail to all employees with our final numbers and to thank them for contributing to a successful campaign! Additionally, he sent out a formal letter of appreciation to the CORE planning team members and KEY workers thanking them for their support and hard work during the six weeks. During the campaign, the Director personally sent emails to those who contributed Chili, Salsa and their face for the Pie in DA Face throwing contest!

The Project Officer created a "Thank-You Card" and had each CORE member sign the card. ALL 588 employees who contributed to the CFC will receive a personal card from the Project Officer; thank them for their contribution to the CFC!

Additional recognition included:

- 4 Hours of Administrative Absence for CFC CORE Team (80hrs)
- 4 Hour of Administrative Absence for CFC Key workers (228hrs)
- 1 Hour Administrative Absence for all workgroups that achieved a 100% participation rate (1500hrs)
- A pizza lunch for 3 workgroups that achieved 100% participation rate. We had 20 work groups that achieved a 100% participation rate
- Letter of Appreciation from the Medical Center Director for all volunteers



the good you can do