



## **CFC Award Nomination Form**

Award Type: Most Creative Campaign

(Note: You do **NOT** need to fill out this form for the "Over-the-Top" award or the "All-for-One" (Participation Rate) award, which are awarded automatically based on your campaign results.)

Agency or Individual(s) Name: George E. Wahlen, VA Medical Center

Nominated By: Alison C. Glass, Project Officer

Comments/Results Supporting Nomination:

The George E. Wahlen VA Medical Center is very proud of the amazing efforts and accomplishments achieved by our 2010 Combined Federal Campaign Volunteers. Our CFC Team consisted of 20 CORE Team Workers who created, planned, and facilitated each CFC activity from September 2010 to January 2011! Along with our CORE Team, we had 57 Key Workers who hit the hallways of the Medical Center, contacting all employees and asking for donations! The relationship between the two workgroups is very inspirational and definitely an example of pride and professionalism! In addition to raising \$122,400.00 (\$12,400 over our goal) we stepped out of the box and put on an amazing experience for our employees!

### **What makes the SLCVA so creative?**

1. **Advertising and Promoting:** With such a short campaign timeframe, advertising and promoting all the fun activities the CFC brings is a HUGE necessity for a successful campaign. This year, we created an Advertising TEAM, consisting of Public Affairs Specialist, Multi Media Design, Photographer's, and a Team Leader who facilitated the advertising for each fundraising activity, emailed out fun and creative pictures to the staff, posted updated Facebook status weekly, updated the local VA Web Page, wrote articles/posts for our local Wahlen Weekly news letter, informed staff of our goal progress via email and posters and ensured a scrap book of activities was created of our campaign!
2. **Including Participation and Contacting VA staff:** The George E. Wahlen VA supports Veterans from Pocatello, Idaho to St. George, Utah. That means we have hundreds of VA employees who work off site in these remote locations, up to 500+ miles away! In order to train and educate the CFC Key Workers to make contact for donations, the medical center provides time off and travel money to they can travel to the VA for one-on-one training for CFC support. Additionally, for those who would like to attend the local CFC Kick-Off in Salt Lake, travel money was provided for that as well. Challenges are not obstacles when you are creative!
3. **Fundraising Activities:** No doubt about it!!! Our 2010 Campaign Leaders think outside the box and promote creativity with activities to get the VA employees



## **CFC Award Nomination Form**

excited and involved in the Combined Federal Campaign. This year, we held a Chili and Salsa Cook Off, Pie in Da'Face Throwing Contest, two Bake Sales, Root Beer Float Sale, JAZZ Dancer visit, and topped it off with a Halloween costume contest with Carmel Corn and Apple Cider Sale! Actives were planned for each week during the campaign, which promoted awareness and involvement among the entire staff. The VA Employees always look forward to the CFC Campaign Year and all the goodies that go along with raising money for charities! All fundraising donations went to the undesignated fund, totaling \$1,300.00!

4. Rewarding Hard Work: I have yet to find another Federal Organization...or for that matter, another VA Medical Center who rewards hardworking employees as graciously as the Salt Lake VA! The Executive Leadership supports the CFC Core and Key workers with Time off Rewards (4.0hrs), Letters of appreciation, and an end of campaign party! Additionally, the Medical Center buy's pizza and soda for THREE services who display outstanding devotion to the CFC! Lastly, for each service that has 100% contact rate, will receive an additional 1.0hrs off! Amazing! Although most of us do not need an hour off to donate to a great cause, these programs really do promote and inspire others to participate!
5. A Simple "Thank-YOU!" The 2010 Campaign Leaders really brought our campaign to a gracious end with the creation of our first annual "Thank You" card. A simple note card addressed personally to each employee who donated any dollar amount to the CFC. The card is signed by the CORE CFC workers and the Director of the Medical Center. Five Hundred and Eighty Eight cards will be mailed to all donators and on the inside of the card, a simple saying; "Thank you for supporting a great cause through your Combined Federal Campaign contribution."
6. A Personal Touch: Most Federal Agencies are looking for a celebrity to Kick-Off their CFC Activities to stroke up participation and excitement, however this year; the George E. Wahlen VA Medical Center took a more personal touch and invited a VETERAN who had used one of the charities in the 2010 catalogue. We were amazed to see the gracious turn out to our Kick-Off (250) and how impressed the staff was with the Veteran who told his amazing story about his journey with the Ogden Weber Applied Technology Center. In addition to the Veterans story, we invited two other charity leaders to speak personally about their assistance to other Veterans and their families.

WOW, what an amazing campaign year! The George E. Wahlen really took our campaign to the next level and raised a huge amount of money for charities. The creative individuals and support from our Executive Leadership enable us to reach levels never experienced! As the Project Officer for the 2010 George E. Wahlen CFC Campaign, I am so proud of my team and the amazing job we all did! What an accomplishment!

Thank you so much for this amazing experience~!

Alison Glass