

STATE OF COLORADO

DEPARTMENT OF MILITARY AND VETERANS AFFAIRS

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July 1, 2008

Bill Ritter, Jr.
Governor

Policy Title: State Supported Campaign Coordinators

H. Michael Edwards
Major General
The Adjutant General

Effective Date: 01 July 2008

Summary: Provides Policy for State Employees Performing Campaign Duties for State Supported Functions

Applicability: All State Employees of DMVA

Staff Proponent: Human Resources

Supersedes: None

A. Purpose: To provide policy on the conduct, acknowledgement, and incentive of annual Colorado Combined Campaign Coordinators.

B. Background: The Colorado Combined Campaign (CCC) provides a significant benefit to the citizens of Colorado. It also provides a convenient means for DMVA employees to donate to sponsored charities. Employees are encouraged to contribute during the campaign.

C. Policy: To share the task of coordinating the Department-wide Colorado Combined Campaign, this policy establishes an annual sponsor department/division/representative within the department. The sponsor department/division/representative will be responsible for organizing and coordinating the annual CCC. Sponsor department/division/representative areas include the major functional units listed below:

<u>Year</u>	<u>Department/Division/Representative</u>
2008	- Army National Guard Facilities
2009	- Air National Guard Civil Engineering
2010	- DMVA Administration at Revere
2011	- Veterans Affairs

** Repeating Department/Division/Representative Thereafter**

Each year, the department/division/representative listed above will annually solicit or appoint a sponsoring functional unit or individual who will act as "Lead Volunteer" or "Lead Team" to work with

CCC, their representatives, and to coordinate the CCC for all employees to conduct a positive campaign on behalf of DMVA. This will involve building relationships; exploring new fundraising ideas; developing new and imaginative fundraising activities; promoting the campaign by producing posters, newsletters, and flyers to advertise events; developing and implementing strategies for donation; monitoring contributions/participation; and educating employees about the need for funds to support the charities on behalf of DMVA.

A successful campaign will require a substantial effort from the Lead Volunteer/Team. The Department's Lead Volunteer/Team attends training sessions and then coordinates campaign(s) within DMVA to insure that each employee has the opportunity to contribute. A past means to create awareness and encourage participation has been organizing lunch events, along with posters, flyers, reminders, prizes, etc. that bring employees in contact with sponsored charities of CCC. Efforts of organization and coordination involve considerable time and resources to reach the various groups of state employees that constitute the Department. These groups include, but are not limited to:

- Division of Veterans Affairs at Lowry
- Air National Guard Civil Engineering
- Army National Guard Facilities
- Buckley Tower
- Army National Guard Force Protection
- Greeley Security

The Lead Volunteer/Team will work with these various groups spread out around the Front Range to facilitate a successful campaign, to ensure all employees have the opportunity for participation in the campaign, and to create awareness and build knowledge of Colorado non-profit organizations that benefit from contributions.

Before the Lead Volunteer/Team is solicited or appointed, department/division heads must consider that it is expected the Lead Volunteer/Team must complete this assignment without deviation from their own duties. Those individuals in non-exempt positions may not exceed the 40 hour work week in order to complete this assignment.

To foster creativity, encourage participation, and to acknowledge the Lead Volunteer's effort involved, this policy establishes the ability to provide a one-time pay differential of up to \$800 paid to the Lead Volunteer/Team for successful conduct, creativity, outreach, and completion of DMVA's Colorado Combined Campaign. Success is defined as every DMVA employee has an opportunity to contribute; and the campaign involves education of participating Colorado non-profits; creativity; and level of effort. No aspect of this award is grievable or appealable.

Official:

//signed//

H. Michael Edwards
The Adjutant General

Distribution: DMVA Staff Proponents
DMVA Website