

COMMONWEALTH OF VIRGINIA CAMPAIGN (CVC)

*Information for steering team
members and department
representatives*



2023 Campaign



2023 CVC Honorary Chair
Lynsay Belshe

- **Dates:** October 3 – December 15
- **Goal:** \$400,000
 - Each college and senior management area has a [goal](#)
- **Our campaign honorary chair:**
 - Lynsay Belshe, Vice President of Auxiliary and Business Services
- **Our campaign co-chairs:**
 - Courtney Powell, Virginia Tech Carilion School of Medicine
 - Autumn Timpano, Environmental Health and Safety
- See our [About CVC presentation](#) for more information.



YOUR IMPORTANT ROLE



STEERING TEAM MEMBERS

- Be available to make your area's campaign a success!
- Help with campaign planning, fundraising, and communications.
- Monitor your area's giving levels.
- Communicate progress to department leadership and representatives.
- Help with special fundraising events as needed.



STEERING TEAM MEMBERS

- Coordinate campaign within your senior management area.
- Identify new department representatives as needed.
- Keep department representatives informed and energized throughout the campaign.
- Answer questions about CVC for your reps; work with CVC Coordination team (employeeprogram@vt.edu) when necessary.



DEPARTMENT REPRESENTATIVES

- You are your team's head cheerleader!
- Publicize campaign launch and your team's fundraising goals.
- Encourage participation and donations
- Coordinate special events (if you choose to host one).
- Communicate progress through periodic messages, including a thank you at the end of the campaign.
- Answer questions about CVC for your team.
- Stay in touch with your steering team member.

DONATIONS AND FUNDRAISING

WAYS TO GIVE TO CVC

- Payroll deduction with Virginia Tech's [online pledge form](#).
 - Most popular way to give; makes budgeting donations easier.
 - Can choose a one-time or monthly payroll deductions.
 - Important notes:
 - One-time donations are deducted from first paycheck of the year in January.
 - Payroll deductions are made after taxes.
- Charity designations can be made in the online pledge form (see next slide).
 - Multiple charities can be added and employee can choose how to divide donation. Employee can designate equal amounts to all charities or specific dollar amounts to certain charities.
 - Employees may search for a specific charity by filtering on part of a name or narrow the search by region.
 - Employees can learn more about particular charities by clicking on the “Learn More” option.
 - Employees can also give undesignated donations, which supports the [Virginia State Employee Fund \(VSEAF\)](#).



VIRGINIA TECH'S ONLINE PLEDGE SYSTEM

1. Enter the total annual pledge amount and whether gift is one-time or monthly payroll deduction.
 - Site will automatically calculate per pay period donation.
2. To designate a specific charity, click the "Add a Charity" button and enter contribution amount for that charity.
 - To add additional charities, follow these instructions again.
 - An amount must be entered to "Select" a charity.
 - If a specific charity is not selected, the total gift amount will reflect in the "Amount Not Designated" area.
3. Select whether the gift should be anonymous or acknowledged.
 - If an employee chooses to be acknowledged, their mailing address as entered in HR Banner system will automatically populate.
 - Employees can edit this information, including additions such as a spouse or partner's name.
4. Click "Submit Pledge" to finalize the donation.
 - After submitting the pledge, a receipt will be emailed to the employee's work address. This can be printed and/or saved.

STEP ONE:

Choose the amount you'd like to donate

Amount Per Pay Period	<input type="text"/>
Total Donation	<input type="text"/>
Gift Type	<input type="text" value="Cash"/>

STEP TWO:

Direct your pledge

You can select to which of the 1,000 charities you'd like to contribute, or donate to the general fund. To designate your contribution, click on the *Add a charity* button below.

Amount Not Designated

\$0.00

Add a Charity

STEP THREE:

Determine acknowledgement

- ☒ I would like my gift to be anonymous.
- ☐ I would like to be acknowledged. Please share my name, address and gift amount with the charities I have selected.

STEP FOUR:

Finalize your pledge

Before submitting, please confirm the following information

The *Annual Per Pay Period* and the *Total Annual Pledge Amount* are correct.

If you directed your pledge to one or more charities, verify the designated charities appear in the *Direct your pledge* section above.

Submit Pledge

WAYS TO GIVE TO CVC

- Cash and check:
 - A [printable pledge form](#) (available on website) must be completed and returned to CVC Coordination team.
 - Note: Cash donations cannot be sent by mail. Email employeeprogram@vt.edu to schedule an appointment.
- Direct give:
 - Allows employees to submit receipts to CVC from their own Direct Giving contributions.
 - Count towards their agency and designated charity fundraising goal.
 - Gift must be made between January 1 and December 31 of the current year.
 - Instructions on how to submit a donation are on the [Direct Give form](#) (available on website).



CONSIDER FUNDRAISERS

- Fun ways to raise awareness, increase participation, and raise donations.
- Provides an engaging and fun atmosphere.
- Just a few examples:
 - Bake sale
 - Donation jars
 - Pumpkin carving contest
 - Chili cook-off
 - Baby picture ID contest
 - Cutest pet contest
 - Change war



FUNDRAISING PROCEDURES AND FUNDS HANDLING

- Fundraisers must be entered into online pledge system.
- Teams may designate up to four charities to receive contributions per fundraiser.
- Fundraiser contributions will be included on senior management area report after CVC Coordination team verifies funds.
- After event, make an appointment with CVC Coordination team for delivery of funds;
employeeprogram@vt.edu (appointments can be made Monday – Friday, 8:15 a.m. - 4 p.m.).
 - Completed [pledge card](#) and [event funds log](#) (both forms on website under Resources) to be delivered with funds.
 - All money collected – no matter the amount – **must** be delivered by Friday of the same week.
 - **Do not** hold funds over the weekend per Funds Handling and Deposit of State and Local Fund policy.
 - Money **must not** be exchanged from cash to check or coin to cash/check. Bring all money collected from the event to be deposited.



WEB RESOURCES



CVC website: cvc.hr.vt.edu

- What you'll find:
 - Total donations updated regularly.
 - Senior management area goals and progress updated regularly.
 - Latest articles and campus notices.
 - Links to online donation system and other donation forms.
 - Frequently asked questions and answers.
 - Resources for steering team members and department representatives.
- Web resources designed to help you!
 - "About CVC" presentation that you can use in team and department meetings.
 - Downloadable email templates that you can customize for your team.

CAMPAIGN CONTACTS



For help or questions

CVC Coordination Team

employeeprogram@vt.edu

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