



DoD INSTRUCTION 5035.01

COMBINED FEDERAL CAMPAIGN (CFC) FUNDRAISING WITHIN THE DoD

Originating Component: Office of the Deputy Chief Management Officer

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Reissues and Cancels: DoD Instruction 5035.01, "Combined Federal Campaign (CFC) Fundraising Within the Department of Defense," January 31, 2008

Incorporates and Cancels: DoD Instruction 5035.05, "DoD Combined Federal Campaign – Overseas (CFC-O)," February 21, 2008

Approved by: David Tillotson III, Assistant Deputy Chief Management Officer of the Department of Defense

Purpose: In accordance with the authority in DoD Directive 5105.82, DoD Directive 5105.53, and the July 11, 2014 Deputy Secretary of Defense Memorandum, this issuance establishes policy, assigns responsibilities, and provides procedures for the solicitation of civilian personnel and Service members for contributions through the CFC.

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SECTION 1: GENERAL ISSUANCE INFORMATION

1.1. APPLICABILITY. This issuance applies to OSD, the Military Departments, the Office of the Chairman of the Joint Chiefs of Staff and the Joint Staff, the Combatant Commands, the Office of the Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all other organizational entities within the DoD (referred to collectively in this issuance as the “DoD Components”).

1.2. POLICY. It is DoD policy that:

- a. The CFC is the only authorized program for soliciting DoD active duty and retired personnel in the federal workplace on behalf of charitable organizations.
- b. DoD personnel may not be coerced in any way to participate in or contribute to the campaign.
- c. DoD personnel have the opportunity to give to the participating charities of their choice.

SECTION 2: RESPONSIBILITIES

2.1. DEPUTY CHIEF MANAGEMENT OFFICER (DCMO) OF THE DEPARTMENT OF DEFENSE. The DCMO establishes policy and provides oversight for the effective operation of CFC fundraising activities in the DoD.

2.2. DIRECTOR, WASHINGTON HEADQUARTERS SERVICES (WHS). Under the authority, direction, and control of the DCMO and through the Director for Administration, Office of the DCMO, the Director, WHS:

- a. Provides advice and assistance on the policy, objectives, and procedures of CFC fundraising.
- b. Upholds the policy of voluntary giving and choice by DoD active and retired personnel during the CFC fundraising campaign.
- c. Provides methods to investigate complaints by DoD personnel of coercive activity during CFC fundraising.

2.3. DIRECTOR, WHS STAFF OFFICE. The Director, WHS Staff Office, through the Director, Corporate Communications Office, Voluntary Campaign Branch:

- a. Serves as the coordinator for DoD CFC fundraising activities.
- b. Serves as the National Capital Area DoD and CFC-Overseas Local Federal Coordinating Committee Executive Director.
- c. Helps higher-level leadership and campaign managers manage and administer CFC fundraising solicitations within the DoD.
- d. Monitors the work of outreach coordinators for the National Capital Area in Washington, D.C., and for the overseas DoD Components.
- e. Prepares and distributes weekly DoD Component CFC contribution status and awards reports during the campaign period.
- f. Coordinates with the Director of the Office of Personnel Management, or designee, and other CFC-affiliated organizations on CFC fundraising activities.
- g. Publicizes CFC regulatory requirements throughout the DoD.
- h. Answers questions about CFC fundraising activities from DoD officials, DoD personnel and from external sources (e.g., participating charities, campaign administrators, the news media and other federal departments).

i. Arranges for investigation or corrective action for complaints that allege violation of CFC fundraising activity requirements.

j. Responds to inquiries regarding CFC DoD fundraising activities and provide guidance to ensure activities are in compliance with Subpart 950.602 of Title 5, Code of Federal Regulations (CFR).

2.4. DOD COMPONENT HEADS. The DoD Component heads within their respective Components:

a. Administer the CFC fundraising program in accordance with Part 950 of Title 5, CFR; and Executive Order 12353.

b. Develop and distribute Component guidance for the effective implementation of operation and participation in CFC fundraising activities.

SECTION 3: GENERAL CFC INFORMATION

3.1. VOLUNTARY GIVING.

a. DoD personnel, as individual citizens and as members of the community in which they live, have the opportunity to support eligible charities and philanthropic organizations through the CFC. DoD units or groups are encouraged to establish CFC campaign dollar goals to foster a spirit of good will and unity of purpose, which contributes immeasurably to the overall success of the CFC.

b. DoD encourages Service members, civilian personnel, and Defense retirees to consider donating to one or more of the listed organizations of their choice through the CFC.

c. In accordance with Part 950 of Title 5, CFR, the DoD may use its resources, including appropriated funds, to support CFC. This usage is limited to expenses related to events that build support for the CFC (e.g., kickoffs, victory events, award ceremonies), but that are not directly involved in fundraising (e.g., carnivals, car washes, and sporting events). The use of appropriated funds for any item or activity that is not essential to support the CFC is prohibited (e.g., clothing or coffee mugs with CFC logos).

d. DoD resources may be used for the DoD CFC-Overseas program for:

- (1) Providing installation-level CFC administrative and logistical support.
- (2) Transporting CFC material by military aircraft on a space available basis in accordance with DoD Instruction 4515.13.
- (3) Government housing on a space available, reimbursable basis.

3.2. SOLICITATION METHODS.

a. The policies, programs, and procedures prescribed in Part 950 of Title 5, CFR, must be applied by DoD Components to all authorized CFC fundraising solicitations at DoD installations and activities.

b. Innovative promotional events and activities are permitted during the annual campaign period to aid CFC fundraising, in accordance with Subpart 950.502(b) of Title 5, CFR. No funds may be raised or collected at these events. In conforming to Chapter 2-302 of DoD 5500.07-R, CFC events should not involve operating a gambling device, conducting a lottery or pool, participating in a game for money or property, or selling or purchasing a numbers slip or ticket (e.g., 50/50 raffle).

c. DoD Components are encouraged to assign available personnel as CFC loaned executives to assist in the critical fundraising activities at the discretion of senior leadership within their respective Components.

d. Authorized campaign aids and promotional activities to increase a campaign's donations include, but are not limited to:

(1) Publicity items.

(2) Communication and marketing tools to promote the campaign.

(3) Messages of endorsement by principal officials or other organizational leaders that provide general information about and show support for the campaign.

(4) Public recognition or presentation of campaign awards earned by individuals for outstanding service to the campaign or for contributions. DoD personnel may opt out of recognition by not completing the information release section on the Office of Personnel Management Form 1654 or its online equivalent as allowed under Subparts 950.402(a) and (b) of Title 5, CFR (Pledge Form). The CFC regulations prohibit the public disclosure of any donor's name.

e. As an exception to policy and as specified in Subpart 950.102 of Title 5, CFR, organizations can, in special cases, solicit their own civilian DoD personnel or Service members in the workplace for donations. However, they must be limited to fundraisers that either support the organization or benefit members' welfare funds. Such solicitations should be limited in number and scope during the official CFC period in order to minimize competition with CFC and additional disruptions to the workplace.

3.3. PROHIBITED COERCIVE PRACTICES.

a. DoD personnel may not be coerced in any way to participate or contribute to the campaign. Subparts 950.108 and 950.502 of Title 5, CFR; Executive Order 12353; and DoD 5500.07-R establish restrictions on soliciting.

b. DoD personnel have the right to decide to donate or to publicize their contribution. Actions or activities that interfere with this free choice is contrary to the non-coercive intent of federal fundraising policy and is explicitly prohibited in campaigns. Such actions or activities include, but are not limited to:

(1) DoD personnel being solicited by individuals in their supervisory chain of command. This does not prohibit an organization's leadership from performing the usual activities associated with the campaign kickoff and to demonstrate their support of the CFC in routine communications.

(2) Supervisors asking about DoD personnel choice to contribute or the amount of DoD personnel individual donation.

(3) Setting a goal of 100 percent participation or establishing personal dollar goals. See Paragraph 3.1.a. for statement regarding setting allowable unit or group goals.

(4) Developing and using lists of non-contributors.

(5) Providing and using contributor lists for purposes other than the routine collection and forwarding of contributions and allotments, and as allowed under Subpart 950.501 of Title 5, CFR.

(6) Using CFC solicitation results as a factor in a performance appraisal.

3.4. DOD CFC OVERSEAS CAMPAIGN.

a. The DoD CFC-Overseas is administered in compliance with Part 950 of Title 5, CFR, and conducted during the designated CFC period at all overseas areas served by the Combatant Commands. The Commonwealth of Puerto Rico, the U.S. Virgin Islands, Guam, the Commonwealth of Northern Mariana Islands, and American Samoa are excluded from the DoD CFC-Overseas because they are serviced by different campaign areas.

b. All Service members and civilian personnel assigned to and serving on official duty overseas within the Combatant Commands for a period of 6 months or longer and during at least 30 days of the CFC period are eligible to participate in the DoD CFC-Overseas for solicitation and donation purposes.

GLOSSARY

G.1. ACRONYMS.

CFC	Combined Federal Campaign
CFR	Code of Federal Regulations
DCMO	Deputy Chief Management Officer
WHS	Washington Headquarters Services

G.2. DEFINITIONS. These terms and their definitions are for the purpose of this issuance.

CFC loaned executive. DoD personnel who act as CFC ambassadors on behalf of DoD and manage all aspects of the CFC for their supported organizations.

coercion. Prohibited intimidation tactics are outlined in Subpart 950.108 of Title 5, CFR.

Local Federal Coordinating Committee. The group of federal officials approved by the Director of the Office of Personnel Management or his or her designee to oversee and conduct the CFC in a particular community.

National Capital Area. The CFC local campaign geographical boundary, which encompasses District of Columbia; Calvert, Charles, Montgomery, and Prince George's Counties in Maryland; Arlington, Fairfax, Loudoun, and Prince William Counties and the independent cities of Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park in Virginia.

outreach coordinator. An individual or an entity designated by the local federal coordinating committee to conduct marketing activities, arrange for events such as charity fairs, and educate charities and donors regarding the program.

REFERENCES

Code of Federal Regulations, Title 5

Deputy Secretary of Defense Memorandum, “Reorganization of the Office of the Deputy Chief Management Officer,” July 11, 2014

DoD 5500.07-R, “Joint Ethics Regulation (JER),” August 30, 1993, as amended

DoD Directive 5105.53, “Director of Administration and Management,” February 26, 2008

DoD Directive 5105.82, “Deputy Chief Management Officer (DCMO) of the Department of Defense,” October 17, 2008

DoD Instruction 4515.13, “Air Transportation Eligibility,” January 22, 2016, as amended

Executive Order 12353, “Charitable Fund-Raising,” March 23, 1982, as amended