



# CVC Campaign Planning Guide — 2026

A guide for Agency Coordinators running the Commonwealth of Virginia Campaign, updated for the 2026 campaign cycle.

## Welcome Note to CVC Coordinators

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Dear Coordinator,

Thank you for stepping up to lead your agency's Commonwealth of Virginia Campaign this year. Coordinators are the reason this campaign works — you turn a statewide effort into something personal for the people you work with every day, and the charities the CVC supports feel the difference your leadership makes.

This guide is built to support you at every stage, from building your team and setting a goal, through kickoff, the campaign push, and wrapping up cleanly at the end of the year. Use the checklist, ten step guide, and the reference material (recommendations, jargon, FAQs, and awards) as you go, and don't hesitate to lean on DHRM CVC Staff whenever you need a hand.

We're glad you're on the team. Here's to a successful 2026 campaign.

Sincerely,

Justin, Jonathan, and Levi - Your CVC Team

p.s. Virginia is for Givers.

## Understanding the CVC

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The Commonwealth of Virginia Campaign (CVC) is the workplace giving campaign for all Commonwealth employees.

***What is a workplace giving campaign?*** A workplace giving campaign lets employees donate to charities directly from their paycheck, by credit card, or through fundraising events at work. It turns everyday generosity into steady, large-scale support for causes employees care about, with far less effort than giving on their own.

The CVC connects employees with community needs across the Commonwealth, supports both financial giving and volunteerism, and builds awareness, participation, and teamwork. Thirty-six other states run a similar workplace giving campaign for their state employees, and the CVC prides itself on pushing the boundaries of what such a campaign can do for our workforce, charities, and communities. We firmly believe charitable giving can mean more than money — it can also take the form of donated items, food, volunteered hours, team building, and employee engagement.

The CVC is empowered by Executive Order 27 (2014), which appoints the CVC Advisory Council to serve as the governing body and DHRM to operate a workplace giving campaign. Additionally, it charges Secretaries to appoint members to the CVC Advisory Council and state agency heads to appoint employees to serve as Agency Coordinator(s) responsible for organizing the annual employee workplace-giving campaign.

## CVC at a Glance

Since 1997, the CVC has supported state employees in raising over \$58 million for local charities directly impacting Virginia communities.

## Nearly 30 Years of Giving

- **1997** — CVC established
- **2006** — Online and direct giving introduced; the Virginia State Employee Assistance Fund (501(c)3) founded
- **2017** — Vendor assumes control of the CVC
- **2020** — \$50 million milestone reached
- **2022** — 25 years of giving and volunteerism
- **2023** — DHRM assumes full management
- **2027** — CVC enters its 30th year

## The CVC Campaign Cycle

| # | Timing      | Milestone                                                                                                            |
|---|-------------|----------------------------------------------------------------------------------------------------------------------|
| 1 | Jun–Jul     | <ul style="list-style-type: none"> <li>• Approve charities</li> <li>• Nominate coordinators</li> </ul>               |
| 2 | Aug–Sep     | <ul style="list-style-type: none"> <li>• Train coordinators &amp; charities</li> <li>• Prepare agencies</li> </ul>   |
| 3 | October     | <ul style="list-style-type: none"> <li>• Campaign launches - first Wednesday</li> </ul>                              |
| 4 | Oct–Dec     | <ul style="list-style-type: none"> <li>• Promote, engage, raise and report</li> </ul>                                |
| 5 | December 31 | <ul style="list-style-type: none"> <li>• Campaign closes</li> </ul>                                                  |
| 6 | January     | <ul style="list-style-type: none"> <li>• Reconcile results</li> <li>• Receive final coordinator reporting</li> </ul> |

| # | Timing   | Milestone                                                                                                                              |
|---|----------|----------------------------------------------------------------------------------------------------------------------------------------|
| 7 | February | <ul style="list-style-type: none"> <li>Report Campaign Results</li> <li>Coordinator Focus Groups</li> <li>Award Nominations</li> </ul> |
| 8 | March    | <ul style="list-style-type: none"> <li>Disburse donations</li> </ul>                                                                   |
| 9 | Apr–May  | <ul style="list-style-type: none"> <li>Recognize success</li> <li>Charity Application open</li> <li>Prepare next cycle</li> </ul>      |

It is important to note that charities must re-apply and coordinator nominations must be re-confirmed each year.

## 2026–2027 CVC Dates & Deadlines

Key dates below are sourced from the 2026 CVC Coordinator Training deck.

### Run the Campaign (Oct–Dec 2026)

| Date              | Milestone                                                                               |
|-------------------|-----------------------------------------------------------------------------------------|
| October 7, 2026   | Statewide Kickoff; CVC donation portals open (e-Pledge: payroll deduction, credit card) |
| December 15, 2026 | Payroll deduction deadline                                                              |
| December 31, 2026 | Final pledge deadline (all giving methods); campaign closes                             |

### Close Out (Jan–Feb 2027)

| Date                 | Milestone                                                          |
|----------------------|--------------------------------------------------------------------|
| February 1, 2027     | Direct Giving reporting deadline                                   |
| February 1–12, 2027  | Campaign results reported to agencies, secretariats, and charities |
| February 15–28, 2027 | Award nominations and focus groups open                            |

### Recognize and Hand Off (Apr–May 2027)

| Date           | Milestone                                    |
|----------------|----------------------------------------------|
| April 1, 2027  | Charity applications open for the next cycle |
| April 21, 2027 | CVC Awards & Recognition Luncheon            |
| May 2027       | Coordinator nominations open                 |

## Campaign Checklist

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### Before the Campaign

- ☐ Enlist the support of your agency head and executive leadership.
- ☐ Participate in CVC Coordinator Training(s).
- ☐ Organize a committee (or committees) to build your team.
- ☐ Build a campaign plan based on past successes.
- ☐ Set a challenging but realistic agency campaign goal.
- ☐ Establish a campaign timetable.
- ☐ Publicize the campaign.

**During the Campaign** — starts annually statewide on the first Wednesday in October and runs through the end of the calendar year.

- ☐ Kick off the campaign by hosting a themed charity fair and/or CVC fundraiser event.
- ☐ Give every employee the opportunity to participate.
- ☐ Keep awareness high and maintain a visible campaign.
- ☐ Send CVC reminders and follow-ups before the campaign ends.
- ☐ Complete transmittal reports periodically, and as needed. Keep a copy of each transmittal for your records.

### Post-Campaign

- ☐ Thank and recognize employee donors, volunteers, and your team.
- ☐ Complete final event reporting forms and send final transmittal forms.
- ☐ Meet direct-giving and volunteer-hours reporting deadlines by February 1.

## Step One: Recruit Your Campaign Team

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Running a campaign alone is difficult. Here are ways to share the workload:

**1. Organize a Campaign Committee** — distributes the workload and keeps enthusiasm high; can help set your goal, plan events, and recruit volunteers. When recruiting, consider: employee representatives from every department/division/location; employees who worked on previous campaigns; employees respected among their peers; employees with specific expertise (HR, marketing, PR, fundraising, event planning); and last year's Coordinator, as a consultant.

**2. Educate Your Team** — tour a local charity together, invite a charity representative to your first meeting, watch the campaign video together, and review campaign materials as a group.

**3. Let the DHRM CVC Staff Help You** — they work closely with all state agencies on annual campaigns; take advantage of their experience and involve them in your planning.

## Step Two: Plan Your Campaign in Advance

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Develop a comprehensive plan with your Campaign Committee:

- 1. Meet with last year's Coordinator** and ask: What goal was set, and was it met? What contributed to success? What challenges were faced? Any suggestions for improvement? Was the agency head supportive? Which employees were enthusiastic helpers? How was the campaign promoted?
- 2. Review last year's numbers** — how much was raised; how the total compares to the prior year; the participation percentage (givers ÷ employees); and the average gift (amount raised ÷ number of givers).
- 3. Set a challenging but realistic goal.** Most people are motivated by a goal and feel their gift counts more when it contributes to one. Consider headcount changes, upcoming retirements, five-year trends, and your current participation rate (below 65% signals strong growth potential; above 65%, aim for 100%).
- 4. Pick a slogan or theme** (optional) — "Virginia is for Givers" is the official CVC slogan/theme; many agencies choose their own to sharpen marketing.
- 5. Promote every way to give** — e-Pledge (online) via payroll deduction and credit card are fastest. For field employees, personalize paper pledge cards where needed. Have an organized distribution/collection plan (group meetings or volunteers, not a drop box). Assign one or two team members to process pledge cards and compile reports. Consider item or food drives for local charities, or volunteering to support charity operations.
- 6. Timing is everything** — map meeting dates, events, and communications on a calendar; consider limiting your campaign to a few focused weeks; check your agency's calendar for conflicts.

## Step Three: Make It Personal

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The most effective campaigns combine group meetings with one-on-one solicitation. After a group meeting or event, have volunteers follow up individually — this personal touch answers questions employees may not have felt comfortable asking, and reaches those who couldn't attend.

- 1. Recruit Volunteers** — enthusiastic, committed, respected employees who are passionate about charitable giving or having an impact on their communities. As long as your agency leadership supports recruiting volunteers, we recommend 1 volunteer per 45-50 employees of your total agency size.
- 2. Train Your Volunteers** — help them feel comfortable answering questions; tour a local charity; invite a charity representative to training; lean on DHRM CVC Staff for support.

## Step Four: Communicate the Need

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Employees give more, and feel more appreciated, when they understand the impact of their gifts.

**1. Group Meetings** — invite local charity representatives, share an impact or CVC video. Advantages: efficient, consistent messaging; scheduling flexibility; direct Q&A; delegation to Committee members by work area.

**Suggested Group Meeting Agenda** *Distribute pledge cards or a CVC flyer with a giving QR code · Introductions (Coordinator, Committee, volunteers) · Endorsement (agency head) · Testimonials — charity impact statement (charity rep or employee) · Q&A · Quick review of e-Pledge and the CVC Directory ([cvc.virginia.gov](http://cvc.virginia.gov)) · Announcements (upcoming events) · CVC "Why I Give" video (if available) · Thank you*

**2. Staff Meetings** — invite charity or CVC volunteer speakers to weekly, monthly, or quarterly meetings.

**3. Tours** — schedule local charity tours for employees.

**4. Volunteer Projects** — pair with employees who already volunteer to organize a group project.

**5. Newsletters** — devote an issue (or a series) to the CVC.

**6. Testimonials** — ask employees to share experiences with directory-listed charities.

**7. Lunch & Learns** (in-person or virtual) — a charity speaker over lunch.

**8. Email Communications** — daily or weekly facts about local charities and the campaign.

## Step Five: Get the Best Return for Your Efforts

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**1. Promote Payroll Deduction via e-Pledge** — a payroll deduction gift is generally seven to ten times larger than the average cash gift.

**2. Educate** — help employees understand the power of their dollars and the efficiency of giving through the CVC.

**3. Appreciate** — thank everyone for their participation, every time. Be sincere, specific, and timely.

## Step Six: Make It Fun!

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**1. CVC Kickoff Event / Charity Fair** — announces the start of your campaign; include a charity speaker or host a themed fair; ask your agency head to host.

**2. Prize Drawings** — encourage donor participation.

**Best Practice:** *Drawings must not be "games of chance." Raffles requiring employees to "buy a chance" are not permitted. Drawings for door prizes from a basket of attendee names, with no expectation of personal gain, are permitted and encouraged. Door-prize solicitation must not be conducted by a state employee with procurement authority; agencies may not offer mailing lists, preferential treatment, or promises of future state business.*

**3. Fundraisers and Auctions** — homemade goodies, crafts, or personal services for sale or auction.

***Best Practice:** Sales that primarily benefit the vendor handling them are not recommended; nonprofit-fundraising sales (donut sales, greeting cards, candy grams not involving state funds) are permitted. Schedule special sales/auctions toward the end of the campaign, since some employees treat a purchase as their entire CVC gift.*

**4. Theme Parties and Casual Days** — costume prizes, chili contests, international food day; ask your agency head to authorize a casual day for a small donation.

**5. Employee Picnics** — favorite-dish potlucks with friendly competitions and a charity speaker.

**6. Other Special Events** — cornhole/horseshoes tournaments, pet-photo guessing games, talent shows, ice cream/popcorn socials, chili cook-offs, a cookbook, or a car wash.

***Please Note:** Special CVC fundraising events are permitted October–December if approved by the agency head and consistent with agency ethics regulations. Donors should be able to designate a specific charity, or be advised undesignated gifts go to VSEAF. Contact DHRM CVC Staff with questions before advertising an event.*

**7. Competition** — friendly competition between divisions, departments, locations, and similarly sized agencies; prizes for most raised, largest donor group, best bake sale, most interesting meeting.

## Step Seven: Keep Awareness High

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**1. Campaign Thermometers** — post in each office area/division/sublocation; update weekly.

**2. Email Messages** — weekly updates to all employees.

**3. Intranet** — promote the campaign and chart progress electronically.

**4. Keep Your Agency Head and Leadership Informed** — report progress by division/department/location while maintaining confidentiality. Per CVC Advisory Council guidelines, you may not share an individual employee's gift information with their supervisor or anyone else.

**5. Contact the DHRM CVC Office as Needed** — for planning, leadership or agency presentations, coordination, and troubleshooting.

**6. Charity Fairs** — invite a wide variety of charities and rotate participants each year.

## Step Eight: Show Your Appreciation

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Thank volunteers, your Committee, and donors promptly at the end of the campaign:

1. Send personal notes to volunteers and contributors.
2. Place a thank-you notice in your agency newsletter or by email.
3. Hold a thank-you event for all contributors.
4. Hang a thank-you banner or card in a common area.

5. Ask your agency head to recognize volunteers and contributors at a meeting, event, or letter.
6. Distribute a small recognition item to all contributors.

## Step Nine: Wrap It Up Neatly

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Close your campaign as well as you executed it — the longer you wait, the harder it is to recall numbers and locate paperwork.

1. Report preliminary campaign results to your agency head. You can use the CVC Dashboard at the bottom of the CVC Website homepage to check your agency's campaign progress. Tip: you can make the dashboard full screen, and screen capture your agency's results as a report.
2. Complete final event reporting and transmittal reports; make copies of transmittal reports and mail them to CVC Processing Center.
3. Hold a debriefing with your Campaign Committee and record recommendations for next year's Coordinator.

## Step Ten: Post-Campaign

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1. By February 1, report all direct giving and volunteer hours.
2. Watch for mid-February communications about the annual CVC Awards & Recognition luncheon. DHRM CVC will provide award criteria and nomination instructions.
3. Attend a CVC Coordinator Focus Group to provide feedback to the CVC team.
4. If you're not returning as Coordinator, share campaign results and feedback with your successor. Agencies are asked in May to submit nominations/re-nominations of Coordinators for the next campaign.

## Recommendations to Strengthen Your Campaign

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The following ideas build on the ten-step model above and reflect practices that consistently improve participation rates and average gift size across public- and private-sector workplace giving campaigns.

### Grow Participation

- Set both a dollar goal and a participation-rate goal, and publicize both — participation growth is usually easier to move than total dollars and it compounds year over year.
- Segment communications by audience (new hires, remote/field staff, long-tenured employees, leadership) instead of one generic message — new hires respond to a short "why the CVC exists" explainer; returning donors respond better to impact updates.
- Recruit a "campaign captain" per department for face-to-face asks — peer-to-peer solicitation consistently outperforms broadcast messaging alone.
- Lead every communication with a QR code or direct link to CVC Giving Portals so employees can give in under a minute.

## Grow the Average Gift

- Frame payroll deduction per-pay-period ("just \$5 per pay period") rather than the annual total — smaller numbers feel more attainable and drive larger annual totals.
- Ask leadership to model giving publicly to normalize higher gift levels.
- Consider a matching-gift or challenge-gift period — a business, foundation, or leadership group matches new or increased gifts during a defined window — to create urgency.
- Use milestone recognition (bronze/silver/gold/platinum giving levels) so employees have a reason to stretch their gift.

## Improve Tracking and Follow-Through

- Move event cash/check collection to a shared, running spreadsheet or simple online form alongside the paper Event Tracking Form, so your Committee can see real-time totals without waiting for a mailed transmittal.
- Set a standing weekly transmittal deadline rather than batching at the end of the campaign — reduces the risk of misplaced checks and keeps the two-person integrity check manageable.
- Assign a single "report owner" on your Committee to reconcile Event Tracking Forms against Transmittal Reports before mailing, catching mismatched totals early.

## Sustain Engagement Beyond the Campaign

- Send a short mid-year "impact recap" (e.g., in the spring, after CVC Awards season) showing what the agency's giving funded — keeps the CVC visible outside the October–December window and warms up next year's ask.
- Debrief with your Committee and Agency Leadership within two weeks of campaign close, while what worked (and what didn't) is still fresh, and document it for your successor.
- Where possible, pair a fundraising event with a volunteer event at the same charity — donors who also volunteer tend to become repeat, higher-level donors.

## CVC Awards

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Each April, on the third Wednesday, the CVC hosts the CVC Awards and Recognition Luncheon. Agency awards are based on final campaign numbers; team and individual awards are based on nomination. All CVC Coordinators, teams/committees, agency heads, and charities are invited.

### Agency-Level Awards

1. **Philanthropy Excellence Award** — the agency that raises the most money. Four awards are given in four categories based on agency size.
2. **Collective Impact Award** — the agency with the highest employee participation. Four awards are given in four categories based on agency size.
3. **Heart of the CVC Award for Items and Volunteer Hours** — awarded separately for the highest number of items donated and the highest number of volunteer hours logged during the campaign.

## Individual / Team Awards

| Award                | Criteria                                                                                                                    | Requires                                |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| Rookie of the Year   | An individual/team ran the campaign for the first time with significant results                                             | Nomination form + one letter of support |
| Teamwork             | A team worked together to create an event moving the campaign forward                                                       | Nomination form + one letter of support |
| Community Connection | A team partnered with a CVC charity on a benefiting project                                                                 | Nomination form + one letter of support |
| Innovation           | A team/individual created and implemented a process, tool, or event that moved the campaign forward (excludes tech-related) | Nomination form + one letter of support |
| CVC Champion         | Effort far beyond the minimum expectation of the role; identified by the DHRM CVC Director                                  | None required                           |

## CVC Jargon

| Term                       | What it means                                                                                                                                                                                                                        |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Approved charity           | Charities have to apply and be approved each campaign cycle. All donations or pledges during a campaign have to be made to an approved charity.                                                                                      |
| Centralized Agency         | An agency who's payroll is managed by the Department of Accounts.                                                                                                                                                                    |
| Charity application        | Each year, charities must apply to be approved to participate in the upcoming campaign using the charity application process, which is live from April 1-May 31.                                                                     |
| Charity designation        | When making a pledge or donation, donors can designate a charity to receive their donation or pledge. Donors can also mark their pledge or donation as "Undesignated", which will go to the Virginia State Employee Assistance Fund. |
| Charity Fair               | An event that invites charities to table or meet face-to-face with employees to raise awareness about charity missions and empower employees to find a cause to support. Donations are not collected during these events.            |
| Charity Search Application | A directory for all currently approved charities. Can be found by visiting the CVC Website.                                                                                                                                          |

| Term                       | What it means                                                                                                                                                                                                                                                                                              |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Credit card/check donation | Donations made online using the CVC Credit Card process or made by check in person at an agency event.                                                                                                                                                                                                     |
| CVC Code                   | Each approved charity is assigned a 6 digit code specific to that charity. This code must be used to identify a charity during a donation process.                                                                                                                                                         |
| CVC Processing Center      | A centralized processing center that deposits all checks received directly to the CVC account and scans all documents received and transmits them to the CVC team.                                                                                                                                         |
| CVC Website                | <a href="http://cvc.virginia.gov">cvc.virginia.gov</a> - the one-stop shop for all donation processes, coordinator and charity resources, and charity search tools.                                                                                                                                        |
| Decentralized Agency       | An agency who's payroll is managed independently by the agency.                                                                                                                                                                                                                                            |
| Direct giving donation     | Money, items, food, or volunteered hours that are directly given to a charity.                                                                                                                                                                                                                             |
| Event Report               | Critical online survey form that Coordinators must complete to report an agency event. The report captures agency, event, donation, event cost, and transmittal report details. CVC Event Tracking forms, paper pledges, event cost receipts, and donation receipts must all be uploaded using the report. |
| Event Tracking Form        | Form that is used during an agency fundraising event to capture the charity designation for the event and the name of donors, donation type, and donation amount received during the event. The form is to be uploaded using the CVC Event Report.                                                         |
| Paper Pledge               | A printable document that can replace an online payroll deduction pledge.                                                                                                                                                                                                                                  |
| Payroll deduction pledge   | A payroll deduction pledge is a promise to donate a total amount divided over 24 pay periods from January-December following a campaign.                                                                                                                                                                   |
| Pledge or donation         | A donation can be money, items, food, or volunteered hours that have been given and can be considered tax-deductible. A pledge is a promise to make a donation and is not tax-deductible until it is collected.                                                                                            |
| Transmittal Report         | Document that serves as a cover letter when Coordinators need to mail check(s) from agency events to the CVC Processing Center                                                                                                                                                                             |
| Two-Person Integrity       | A process of verifying cash donations made during an agency event,                                                                                                                                                                                                                                         |

| Term                                            | What it means                                                                                                                                                                                                                                                                                 |
|-------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                 | requiring at least two people to verify the total amount collected.                                                                                                                                                                                                                           |
| Virginia State Employee Assistance Fund (VSEAF) | VSEAF is a registered 501(c)3 managed by DHRM. VSEAF's mission is to provide grant funding to any state employee who has worked for a least a year who may be facing financial hardship due to a qualified, unforeseen emergency. All undesignated donations or pledges are donated to VSEAF. |

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## A Typical CVC Letter or Email to Agency Employees

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*Example:*

Dear (Employee's Name):

Have you ever provided a homeless family with a warm and safe place to sleep, or delivered a hot meal to a homebound senior? Have you ever given a group of children a safe place to play away from the street, or helped a disabled adult realize their potential to be an active member of their community? If you have ever given to the CVC, the answer is "yes."

The Commonwealth of Virginia Campaign (CVC) gives each of us an opportunity to create positive change in our community. I donate to the CVC because I believe the charities it supports are making a difference in many lives — in our community, our country, and around the world.

Our agency's CVC campaign will kick off on \_\_\_\_\_. During the campaign, I encourage each of you to take a few minutes to attend a campaign event or hear from a local charity speaker about the vital services nonprofits provide in our community. I hope you'll consider participating — whether giving for the first time or increasing last year's gift, your donation helps strengthen our community.

Thank you for all that you do for our agency and our community. Together, we make a difference!

Sincerely, Agency Head's Name

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## CVC Donation FAQs

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**Are charities charged administrative fees?** The CVC's administrative cost (10% of current-year campaign funds) is lower than the percentage most charities spend on their own fundraising and administration. Implemented with the 2020 campaign; charities may opt to have the fee deducted from their disbursement.

**How are undesignated funds distributed?** All undesignated funds go to the Virginia State Employee Assistance Fund (VSEAF).

**Are CVC donations tax-deductible?** Yes, 100% to the extent allowed by law.

**Who should I make my check out to?** Commonwealth of Virginia Campaign.

**Do donors who mail donations receive a receipt?** Yes, via email, once the donation is processed — if an email address was provided.

**Do online donors receive a receipt?** Yes, always, via email, regardless of amount.

**What is CVC's Tax ID number?** The CVC is not a charity and does not have a Tax ID number; a designated charity's own Tax ID identifies it as a 501(c)(3).

**Can a non-salaried, wage employee give by payroll deduction?** Not encouraged, since deductions are a consistent amount each paycheck and wage paychecks vary. Wage employees are encouraged to give via credit card, direct giving, or volunteering time.

**Where should I mail donation checks?** Mail a printout of the pledge card, transmittal report, and fundraiser materials to: Commonwealth of Virginia Campaign, PO Box 96906, Charlotte, NC 28296-6906 (FedEx/UPS: 600 E Main Street, Floor 17, Richmond, VA 23219).

**What does it mean to give online?** Payroll deduction: pledge a yearly amount, divided over 24 paychecks starting in January (e.g., \$240/year = \$10/paycheck); last day to give via payroll deduction is the third Tuesday in December. Credit card: securely through a third-party vendor, no fees for donors; last day is December 31.

**What about paper pledge cards?** CVC encourages online giving since it's confirmed instantly. Agencies that still need paper pledges should download the current Individual Employee Paper Pledge Form and mail it with the transmittal report to the CVC Processing Center.

## CVC Fundraising FAQs

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**Need fundraising ideas?** See the fundraiser ideas document in the "For Coordinators" section of the CVC website.

**Can I donate by check online?** No — checks must be mailed with a Transmittal Report.

**What if I receive a cash donation?** Convert it to a money order or check and mail it with a transmittal report to the CVC Processing Center. Questions: [cvcsupport@dhrm.virginia.gov](mailto:cvcsupport@dhrm.virginia.gov).

**A donor is requesting a Tax ID number — how do I get it?** Contact the CVC charity directly for its Tax ID.

**Business CVC solicitation letters** — contact the charity you're raising funds for and request a solicitation letter, which includes its Tax ID.

**How do I collect and report CVC fundraisers?** Convert cash to a check/money order payable to "Commonwealth of Virginia Campaign" (spelled out). Use the CVC Event Reporting process to upload event tracking forms, receipts, and paper pledges; mail checks/money orders with a Transmittal Report to the CVC Processing Center and retain copies.

**CVC swag** — Coordinators may use the CVC logo (available at no charge) and procure their own promotional items, following agency policy on promotional materials. Questions: [cvcsupport@dhrm.virginia.gov](mailto:cvcsupport@dhrm.virginia.gov).

**Can my agency volunteer or partner with a CVC charity?** Yes — see DHRM Policy 4.40. Contact the charity directly, coordinate with their Volunteer Coordinator, and after the event report volunteer hours, photos, and the charity's volunteer letter to [cvcsupport@dhrm.virginia.gov](mailto:cvcsupport@dhrm.virginia.gov). Organizations like Toys for Tots or smaller food banks may not provide an instant receipt — record the event date, items collected, and photos instead.