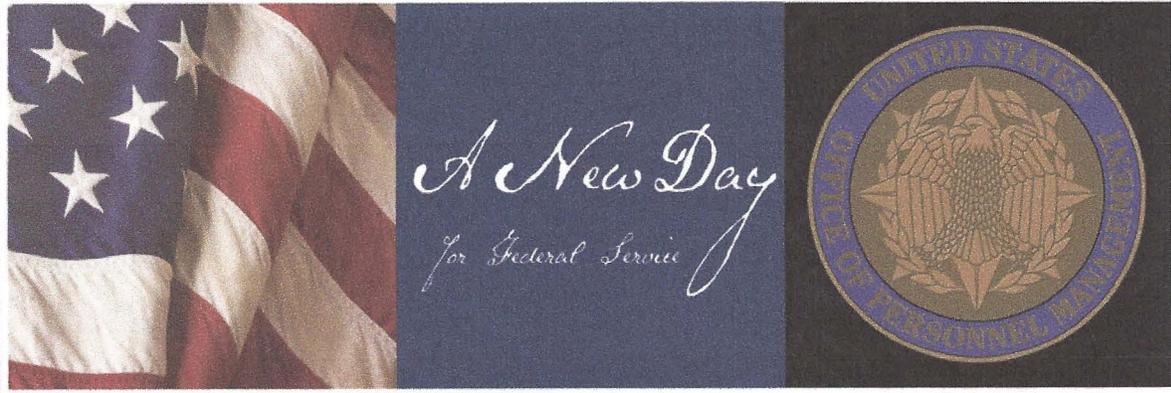


UNITED STATES OFFICE OF PERSONNEL MANAGEMENT



CFC MEMORANDUM 2014-05

July 15, 2014

TO: CFC PARTICIPATING CHARITIES

FROM: KEITH WILLINGHAM *Keith Willingham*
DIRECTOR, COMBINED FEDERAL CAMPAIGN

SUBJECT: ADVERTISING AND MARKETING

It has come to our attention that participating CFC charities are being solicited by a firm offering their placement in a “brochure” that will reach a significant number of CFC donors. The solicitation states that the “brochure” is placed in various newspapers, which is fine. However, it also states that the “publication is sent directly to Federal managers, which is a violation of CFC regulations.

Having materials sent via the U. S. Mail or other delivery services to a Federal workplace is considered solicitation on Federal premises outside of the CFC. CFC regulations at 5 CFR 950.102 state, “The CFC is the only authorized solicitation of employees in the Federal workplace on behalf of charitable organizations”. While CFC regulations at 5 CFR 950.401(b) states, “During the CFC solicitation period, participating CFC organizations may distribute bona fide educational information describing its services or programs,”, the regulation continues to say, “The organization must be granted permission by the Federal agency installation head, or designee to distribute the material. CFC Coordinators, Keyworkers or members of the LFCC, are not authorized to grant permission for the distribution of such information. If one organization is granted permission to distribute educational information, then the Federal agency installation

head must allow any other requesting CFC organization to distribute educational information.” Without specific authorization from the Federal agency head, no marketing materials may be distributed at a Federal agency.

Organizations that choose to include themselves in any marketing that offers to violate these regulations are considered to have violated the regulations and are subject to the sanctions at 5 CFR 950.603, which includes expulsion from the CFC.

Please review your advertising and marketing for the CFC to ensure it complies with the CFC regulations. If you have any questions, please contact Mary Capule, Compliance Specialist, at (202) 606-2564 or mary.capule@opm.gov.