

## COMMUNITY/AREA PROJECT OFFICER (CAPO) TEAM RESPONSIBILITIES

The CAPO Teams are responsible for planning, implementing, reporting and overseeing the campaign for all units within the geographic area to which they belong. Serving in a CAPO Team is a significant responsibility and demonstrates the trust placed in you by your command. The local CFC-O office stands ready to assist you to make your campaign a success.

### Pre-Campaign (July-September)

- Expect a welcome letter and information packet from the local CFC-O office.
- Inform installation/area leadership of your appointment and request support.
- Participate in one of the scheduled CAPO orientation sessions offered by the local CFC-O office.
- Task each unit in your installation/area's footprint to provide you with a Unit Coordinator and an alternate.
- Create a contact list using the previous year's unit list as a guide.
- Give your updated unit list (including potential contributor numbers) to the local CFC-O office.
- Remind your Unit Coordinators to assign Keypersons as necessary within the unit. **Note: One Keyperson is suggested for every 20-50 potential contributors.**
- Plan and execute a training session for all of your campaign Representatives based on the instructions received from the local CFC-O office.
- Begin planning a kickoff event for the start of the campaign and remember to involve your Unit Coordinators and your leadership. Order your kickoff giveaways on the MANAGE system.
- Develop a publicity plan for the campaign and consider appointing a publicity team. See the Publicity Kit for more details.
- Contact the various finance offices on your installation to develop a plan for the submission and processing of payroll allotment forms. Remember that branches of service, government civilian designations (GS & NAF) and various other agencies (DLA, Army Corps of Engineers, AAFES, DoDDS, etc.) have individual finance offices and a varied set of regulations for processing payroll allotments.
- Provide the local CFC-O office with a contact list of confirmed finance offices.
- Brief installation/area leadership regarding your plans for campaign execution.
- Receive and distribute the campaign materials (e.g., Charity Listings, Pledge Cards, Report Envelopes, Posters, Thank You Coins) to your Unit Coordinators, based on the number of potential contributors in each unit.

### During Campaign (October–December)

- Conduct the campaign kickoff event.
- Publicize, publicize, publicize.
- Link your campaign to the CFC-O social media, including YouTube, Defense Video & Imagery Distribution System (DVIDS), Facebook and Twitter.

- Notify the local CFC-O office of special events. They can support the event with giveaway items and promote via the CFC-O website and social media outlets.
- Receive and process weekly turn-in envelopes from Unit Coordinators.
- Verify all envelopes and Pledge Cards are complete and accurate.
- Ensure all confidential gifts are opened in the presence of another person (not the Unit Coordinator) and processed like all other contributions.
- Enter campaign results for each unit on the MANAGE system. **Note: Only enter contributions collected and in hand; do not enter amounts that are projected to be turned in.**
- Send all white copies of the Pledge Cards for contributions made by payroll allotment to the appropriate finance office.
- Deposit all cash and checks to the CFC-O bank account.
- Collect all audit (pink) copies in a CAPO Weekly Batch Envelope and send it to the local CFC-O office.
- Remain in close contact with your Unit Coordinators to motivate them, share campaign information, highlight units that meet goals and proactively resolve any problems that might arise.
- Brief installation/area leadership on the progress of the campaign.
- Wrap up the campaign as quickly as possible (by the end of December) and mail your final pledges to the local CFC-O office.
- Reconcile all pledge batches and ensure all information captured on the MANAGE system is correct.
- Ensure all audit copies are turned in. The audit copies are the pink slips of the Pledge Cards; for the online printed Pledge Card option, the audit copy will read, "Audit Copy."
- Ensure all payroll allotment copies have been turned in to the finance office(s).

### **Post Campaign (January–February)**

- Contact installation/area leadership and suggest a unit and/or Representative recognition ceremony at your installation. (Some components will have component-wide ceremonies.)
- Order the Unit Award plaques on the MANAGE system for the qualified units. **Note: All unit plaques should be ordered within 2 weeks of the campaign end date.**
- Order and distribute Certificates of Achievement for all of your campaign Representatives on the MANAGE system.
- Create (or add to) a campaign continuity binder, which can be passed on to your successor.