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**Technical Evaluation Plan**

**KEY PROPOSAL COMPONENTS**

**Derived from**

**Office of Personnel Management (OPM)  
Statement of Work (SOW)**

**ORGANIZATIONAL CAPACITY AND CAPABILITY (SOW 2.1)  
(Descriptive paragraph)**

**BACKGROUND  
(Descriptive paragraph)**

**PRIOR EXPERIENCE (SOW 2.2)  
(Descriptive paragraph)**

**(Name of) Staff Resume Summaries  
(Descriptive paragraph followed by resume summaries)**

*President-  
Chief Operating Officer .  
Senior Vice President for Development –  
Marketing Director  
Accountant  
Donor Services Coordinator  
Pledge Processing Coordinator -  
Development Manager/Director, CFC*

**Marketing Staff Capabilities  
(Descriptive paragraph)**

**CAMPAIGN PLAN**

The following information describes how (the PCFO applicant) will perform all requirements outlined in the Statement of Work (SOW). The Schedule of Deliverables is provided at Appendix C.

**SIX MAJOR TASK DEFINITIONS (SOW 1.2 and 2.3)**

**Task 1: Financial Accountability (SOW 1.2.1; 2.3a; 2.3f)**

**Definition:** The PCFO will maintain a system of records that ensures the integrity and accountability of all funds administered in support of the CFC Program. The following is a description of how the PCFO will meet this objective: (descriptive paragraph followed by requirement/solution paragraphs)

Requirement: Distribute undesignated funds to all organizations in the brochure in the same proportion that they received designations.

Solution:

Requirement: Maintain a detailed schedule of PCFO actual CFC administrative expenses.

Solution:

Requirement: Maintain CFC financial records and interest bearing bank accounts

Solution:

Requirement: Maintain all financial records and bank accounts pursuant to generally accepted accounting principles.

Solution:

Requirement: Implement necessary controls to insure that interest earned on all CFC accounts is distributed in the same manner as undesignated funds

Solution:

Requirement: Submit to the LFCC an audit of collections and disbursements no later than August 1<sup>st</sup> for each campaign managed in which the last disbursement is made. The audit must be performed by an independent certified public accountant pursuant to generally accepted auditing standards and OPM guidance.

Solution:

Requirement: Absorb the cost of reprinting campaign materials due to noncompliance with regulations.

Solution:

Requirement: Prepare and maintain a line item budget that details all estimated costs required to operate the CFC. The budget must contain sufficient details for the LFCC to understand the cost associated with operating the CFC. Major budget categories must include itemized salaries, supplies, rental and maintenance of equipment, printing and artwork, promotion and public events, and staff and volunteer development services, including direct variable costs, and direct and indirect fixed costs. The budget must be prepared based on projected expenses and not based on percentage of the funds raised in the campaign.

Solution:

**Task 2: Pledge Support (SOW 1.2.2; 2.3b)**

Definition: The PCFO must provide pledge support for the campaign.

**Pledge Cards**

Requirement: Pledge cards will be prepared consistent with OPM regulations and instructions.

Solution:

**Pledge Training for Federal Employees**

Requirement: PCFO will provide training for campaign representatives, coordinators and Key Workers.

Solution:

**Donor Privacy and Integrity of the Solicitation Process**

Requirement: The PCFO will maintain donor privacy and honor employee requests that their names not be released to the organizations designated on their pledge cards.

– Solution:

**Pledge Processing**

Requirement: PCFO will conduct all pledge processing according to OPM regulations and instructions.

Solution:

**Procedures to Honor Employee Requests and Designations**

Requirement: PCFO will honor all employee requests regarding release of personal information and pledge designations to charitable organizations.

– Solution:

**Records Retention**

Requirement: The PCFO will maintain all CFC related records and documents for three campaign years, following final payouts for respective year.

Solution:

**Task 3: CFC Applications Support (SOW 1.2.3; 2.3c)**

Definition: The PCFO, at the discretion of the LFCC, will support processing applications for participation by local charities in the CFC.

Requirement: The PCFO will provide support to the LFCC in processing applications for participation by local charities in the CFC, assist in dissemination of information regarding applications, and support development of local instructions and forms to assist charitable agencies for participation in CFC.

Solution:

**Task 4: Campaign Management Support (SOW 1.2.4; 2.3d)**

Definition: The PCFO will provide support to the LFCC in CFC management functions, including a full-time staffing position to serve as the Maricopa County CFC Director.

Requirement: Identification of a senior agency official to serve as campaign chairman

Solution:

Requirement: Identification and solicitation of Loaned Executives will be conducted throughout the calendar year

Solution:

Requirement: Establishment of a network of employee Key Workers and volunteers to carry out the campaign

Solution:

Requirement: PCFO will ensure, to the extent reasonably possible, maximum possible contact to ensure every Federal employee has the opportunity to participate in the CFC

Solution:

Requirement: The PCFO will maintain records of meetings and activities performed in support of CFC

Solution:

Requirement: The PCFO will provide a Planning Calendar and Schedule of Deliverables that identifies key campaign events and milestones

Solution: Planning Calendar and Schedule of Deliverables is provided at Appendix C.

### **Brochure Development and Preparation Process**

Requirement: The PCFO will prepare the Charity List according to OPM regulatory requirements and LFCC direction.

– Solution:

### **Task 5: Campaign Marketing (SOW 1.2.5; 2.3e)**

Definition: The PCFO will be responsible for campaign marketing activities.

Requirement: The PCFO will be responsible for the following marketing activities: CFC Awards, Events, Speakers, Feedback and Suggestions, and Campaign Promotional Materials.

Solution: CFC Awards

Solution: Events

Solution: Speakers

Solution: Feedback and Suggestions

Solution: Campaign Promotional Materials

Discussion: Website

### **Marketing Plan** **(Descriptive paragraphs)**

### **Task 6: Campaign Reporting (SOW 1.2.6; 2.3g)**

Definition: The PCFO must submit all required reports to the LFCC.

Requirements: The PCFO will provide support to the LFCC by providing all required data and informational reports within prescribed timeframes.

Solution: The PCFO will meet the following reporting requirements:

**Summary Report**

(Descriptive paragraphs)

**Monthly Campaign Update Report**

(Descriptive paragraphs)

**Donor Designation and Disbursement Reports**

Requirement: The PCFO will maintain and report CFC donor designations to receiving organizations apart and separate from other funding sources so as to ensure that CFC funding is uniquely identifiable and reconcilable.

Solution:

Requirement: The PCFO will provide to the LFCC a copy of the PCFO notice to federations and organizations of the amount designated, if any, and the amount allocated from undesignated contributions by March 15.

Solution:

Requirement: The PCFO will provide actual disbursement checks to the LFCC within established timeframes.

Solution:

**Budget Reports**

Requirement: The PCFO will provide detailed reports of budget versus actual expenses at monthly LFCC meetings and as requested by the LFCC.

Solution:

Requirement: At the end of each campaign solicitation period, the PCFO will provide the LFCC with a comprehensive list of campaign incentives and donor recognition items used in that campaign. This list will include the types of items, number of each purchased, number of each distributed, and number of each remaining in stock.

Solution:

**Progress Reports**

Requirement: The PCFO will support the LFCC oversight responsibilities by convening sessions to support milestone progress reports of the campaign's compliance with CFC regulations and OPM guidance on an annual basis. The LFCC will ensure, with PCFO support,

all campaigns submit the compliance assessment documents to OPM by September 15 of each year.

Solution:

**Miscellaneous**

Requirement: The PCFO will provide the LFCC with documents or information requested by the LFCC and/or the Director, CFC Operations, OPM, with 10 calendar days of the receipt of that request.

Solution:

Requirement: The PCFO will respond, in a timely and appropriate manner, to reasonable inquiries from participating organizations.

Solution:

**REQUIRED STATEMENTS & CERTIFICATIONS (SOW 2.4)**

The PCFO hereby certifies the following required statements and pledges by the PCFO Executive Director's signature:

- a. The PCFO will administer the CFC fairly and equitably
- b. The PCFO will conduct campaign operations such as training, kick-off and other events, and fiscal operations, such as banking, auditing, reporting and distribution separate from the applicant's non-CFC operations.
- c. The PCFO will abide by the directions, decisions, and supervision of the LFCC and/or Director.
- d. The PCFO acknowledges they are subject to the potential sanctions of §950.403 and §950.603.
- e. The PCFO acknowledges they are subject to the provisions of §950.202 and §950.203.