



42d Air Base Wing, Maxwell AFB



**Private Orgs, Unofficial
Activities, & Snack
Bars...PLUS how to
FUNDRAISE
(the right way)**

SEMI ANNUAL TRAINING FEB 2017

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ALSO KNOWN AS...



**YOU REALLY DON'T KNOW WHAT
YOU DON'T KNOW...UNTILL YOU
KNOW IT.**

OUR GOAL TODAY IS TO EDUCATE

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INFORMATION LOCATIONS



Get information at:

www.42fss.us

occasional difficult accessing from .mil network

(samples, templates, and link to our PRIVATE ORG e-mail address)

42 FSS/Private Org Mailbox (GAL)

42fss.privateorg@us.af.mil

Michelle Brown 953-7519 or

Amy Brightbill 953-3667

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WHAT IS a PO and a UA?



- POs and UA's are **self-sustaining special interest groups**, set up by people acting exclusively **outside the scope of any official capacity** of the Federal Government. They operate with the written consent of the installation commander
- POs and UA's **are NOT Federal entities** and are not to be treated as such (Remember..."The Government" **does not fund raise**)
- On-installation fundraising is not allowed by "just anyone"...you must be a registered PO or UA with FSS (all required paperwork must be current) in order to conduct fundraising on base

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WHAT IS RIGHT FOR ME?



Private Organizations (POs)

- **High Maintenance** (both start up and periodic submissions to FSR)
 - Constitution/Bylaws every 2 yrs,
 - Officer listing, Financials, and Insurance Waivers annually All Meeting minutes
 - Name waiver (accomplished once)
- Fundraising requires ALL documentation to be current and on file with FSR
- Assets can exceed \$1,000

withdrawal of authorization to operate on base can result if no response for document requests is received

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Information to put in your tool box for use at your next assignment...



One other benefit to being a PO...

AFI 34-223 states:

Unofficial Activities MAY NOT conduct games of chance, lotteries, raffles or other gambling type activities under ANY circumstances.

POs which are primarily made up of DoD personnel or family members MAY conduct fund raising raffles on an AF installation on an occasional basis, BUT can not violate the law of the city, county state or country in which the installation is located and comply with any applicable requirements of such laws.”



Alabama state law prohibits gambling.
Alabama Code, Title 12, Chapter 13A

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WHAT IS RIGHT FOR ME?



Unofficial Activities/Organizations (UAs)

- Small operations/activities like some booster clubs, coffee, and flower funds
- **Low Maintenance**
 - Simple 1 page registration with name waiver (if applicable)
 - Officer listing
 - Financials annually or as requested
- Must be registered with 42 FSS/FSR Assets cannot exceed \$1,000

withdrawal of authorization to operate on base can result if no response for document requests is received

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SNACK BARS



AAFES on Maxwell has allowed SMALL snack bar sales within break areas.

- Inventory must be kept <\$1,000
- Benefit members of that unit only—CANNOT be open to public or in public areas

Proceeds can only sustain the snack bar. It is NOT appropriate to make profit or use proceeds to fund other activities

- NO special occasion gifts or donations to booster clubs

****MUST REGISTER AS AN Unofficial Activity****

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FUNDRAISING 101



or ...

“all you ever wanted to know about fundraising but were afraid to ask.”

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BUT FIRST...



- **Do not confuse FSS activities or events with fundraising.**
- **FSS rules of engagement are very different from PO's and UA's (official vs unofficial)**
- **FSS logo's will be on all FSS advertising media**
- **PO's and UA's cannot partner with FSS to fundraise**

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WHERE DO I BEGIN?

**ALL FUNDRAISING MUST START WITH FSS
NO EXCEPTIONS!**

This applies to all fundraisers both on or off base

- All media used to advertise fundraisers must have the following disclaimer “**THIS IS A PRIVATE ORGANIZATION (or UNOFFICIAL ACTIVITY). IT IS NOT PART OF THE DEPARTMENT OF DEFENSE OR ANY OF ITS COMPONENTS AND IT HAS NO GOVERNMENTAL STATUS**”

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SO WHAT IS A FUNDRAISER?

- The intent of the event is to make money = fundraiser
- Exchanges (popcorn, cookies, lollipops) for monetary “donations” (drop what you want in a can) or set price = fundraiser
- Any event where money (cash, check, payroll deduction) changes hands for services (it is not “volunteering” if someone is being paid) = fundraiser

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HOW TO DO IT RIGHT



Fundraising can be complicated because no single fundraising regulation exists.

Fundraising is governed by independent, overlapping, and totally unrelated regulations.

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...TOLD YOU SO



- AFI 34-223, *Private Organizations (PO) Program*
- AFI 36-3101, *Fundraising within the Air Force*
- DoD 5500.7-R, *Joint Ethics Regulation (JER)*
- DoDI 1000.15, *Procedures and Support for Non-Federal Entities Authorized to Operate on DoD Installations*
- AFMAN 33-152, *User Responsibilities and Guidance for Information Systems*
- 5 CFR 2635.808, *Standards of Ethical Conduct for Employees of the Executive Branch; Fundraising Activities*
- AFI 51-601, *Gifts to the Department of the Air Force*
- AFI 36-2909, *Professional and Unprofessional Relationships*
- Local Legal Rulings/Policy Letters

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A QUICK HISTORY LESSON



- Prior to the 1950's, on-the-job fundraising in the federal workplace was an **uncontrolled free-for-all**
- Quotas were freely established and **supervisors applied pressure to employees**. Designations for specific charities were not allowed

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HISTORY OF FUNDRAISING



...the increasing number of entities seeking access to federal buildings and the endless appeals **disrupted the work environment** and confused employees who were unfamiliar with the groups seeking contributions. Federal workers in some facilities "were besieged by dozens of agencies seeking endorsements and the privilege of soliciting governmental employees on the job."

(U.S. Civil Service Comm'n., Manual on Fund-Raising Within the Federal Service for Voluntary Health and Welfare Organizations Section 1.1 (1977).

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AIR FORCE FUNDRAISING/DRIVES



- **The Air Force has 2 official fundraising campaigns (CFC and AFAF) and 1 official food drive (Feds Feeding Families)**
- **These campaigns **ARE** allowed to be conducted during duty hours, in the workspace, by members in uniform**
- **Other than these 3 events, all fundraising and drives on base can only be conducted by Private Orgs or Unofficial Activities that are in good standing**
- **Fundraising done exclusively for the campaign does not count as a fundraiser for your organization (2 per quarter rule)**

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AIR FORCE FUNDRAISING/DRIVES



- **Rules governing PO/UA fundraising during AFAF (April 10-May 19) and CFC (held in the fall) are up to the Installation Commander**
 - **Some do not allow fundraising at all during these campaigns**
 - **Some require a “tax” on fundraiser proceeds go directly to the campaign**

Must observe CFC and AFAF campaigns per installation policy

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AIR FORCE FUNDRAISING/DRIVES



Current ABW policy is that internal fundraising IS allowed during the campaigns with NO TAX

- INTERNAL FUNDRAISING: **must exclusively benefit Air Force members** (a squadron special event or benefit food sale for the unit Christmas party or a collection to assist fellow employees in need)
- No advertising of non campaign fundraisers can be made on base during AFAF or CFC

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(SOME) AIR FORCE FUNDRAISING RULES



*** Must obtain prior permission through 42 FSS ***

- * Participants **MUST** not use official duty time and cannot be in military uniform
- * AF personnel (active duty/civilians) may not use their official positions for endorsing fundraising efforts or membership drives
- * Only in common areas (lobbies, entryways, break rooms, etc.)
- * No more than 2 per quarter per PO/UA
- * Proposed flyers to advertise the event must be attached to the Fundraiser Request
- * Cannot compete with AAFES or NAF activities
- * No door to door solicitation in military housing
- * Cannot involve the servicing or selling of alcohol on base (Club bartender may be hired)

These are not all inclusive. Contact FSR with specific questions

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WHAT ABOUT DRIVES?

DRIVES (food, coat, bicycle, etc.) do not fall under the legal definition of FUNDRAISER

Sponsoring DRIVES will not count towards your quarterly fundraising limit...HOWEVER, FSS Drives and Donation Request must still be submitted to request and receive approval for the event

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DONATIONS

**Donations = products or money given for PO use
(sometimes referred to as Sponsorship or Gifts)**

- **No soliciting for donations of any sort allowed on base.**
- Unsolicited donations to an organization **can** occur at any time.
- Donations **cannot** be requested on government letterhead or official e-mail
- No advertising may be made for the benefit of the donor
- No public recognition can be made...donor can be recognized briefly at the event that their contribution benefits
- GoFundMe or other internet "crowd funding" sites (be aware of fees and charges...GoFundMe currently = 5% + 2.9% (bank) plus 30 cents per donationa \$10 donation = \$8.90 to the originator

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AND NOW IT'S TIME FOR A QUIZ...



**CAN I USE MY GOVERNMENT E-MAIL
TO SEND OUT AN ANNOUNCEMENT
THAT OUR BOOSTER CLUB IS
HAVING A MEETING TOMORROW AT
LUNCH?**

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And the answer is...



YES

...as long as no fundraising activities are mentioned and the email stays within your organization, occasional use of official email is allowed only for notification purposes

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NEXT QUESTION...



**CAN I USE MY GOVERNMENT E-MAIL
TO RECRUIT HELP FOR OUR
BOOSTER CLUB WHO IS LOOKING
FOR MEMBERS TO COME
“VOLUNTEER” TO WORK A
CONCESSION STAND AT A BISCUITS
GAME?**

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FUNDRAISING RULES, cont.



NO

...you are not looking for volunteers, you are soliciting help
for a fundraiser

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ANOTHER QUESTION...



**CAN I USE MY GOVERNMENT E-MAIL
TO UPDATE EVERYONE ON THE
LATEST POINT TOTALS FOR PIE IN
THE FACE?**

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FUNDRAISING RULES, cont.



NO

...you would be using an official government system to provide notice of how your fundraiser is progressing. Use whiteboards in the collection area instead.

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And The Most Frequently Asked Question...



➤ The BIG, BIG Question:

**CAN I USE MY GOVERNMENT E-MAIL
TO SEND OUT AN ANNOUNCEMENT
(OR FLYER) TELLING FOLKS THAT
WE ARE HAVING A FUNDRAISER?**

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FUNDRAISING RULES, cont.



THE BIG, BIG ANSWER...

NO

But why not?

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WHY??? BECAUSE...



PER AFI 34-223...PARAGRAPH 11.1.3.

“The use of Government equipment and systems for other than official purposes is extremely limited...**In no event** should official email, mail, computers, copiers, BITS, etc., be used to provide notice of these *(FUNDRAISER)* type of activities.”

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AND ANOTHER REFERENCE...



- JER 2-301. Use of Federal Government Resources
- a. Communication Systems. ***Federal Government communication systems and equipment (including Government owned telephones, facsimile machines, electronic mail, internet systems, and commercial systems when use is paid for by the Federal Government) shall be for official use and authorized purposes only.***

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...AND MY FAVORITE



- JER 2-301(a)(2)(d) Do not put Federal Government communications systems to uses that would reflect adversely on DoD or the DoD Component (such as uses involving pornography; chain letters; **unofficial advertising, soliciting or selling except on authorized bulletin boards established for such use**; violations of statute or regulation; inappropriately handled classified information; and other uses that are incompatible with public service)

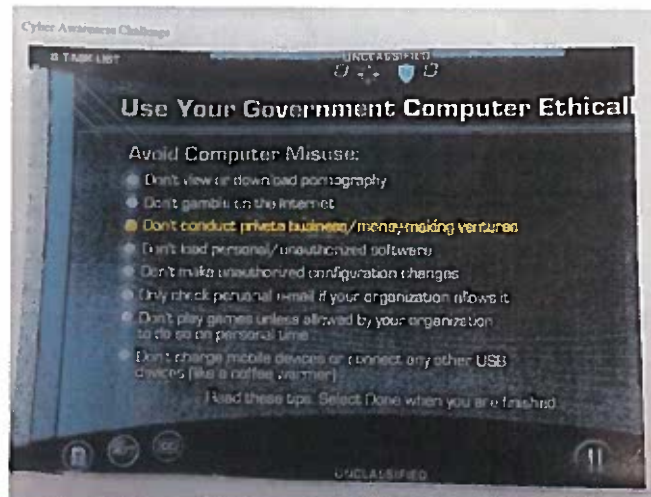
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ALSO...



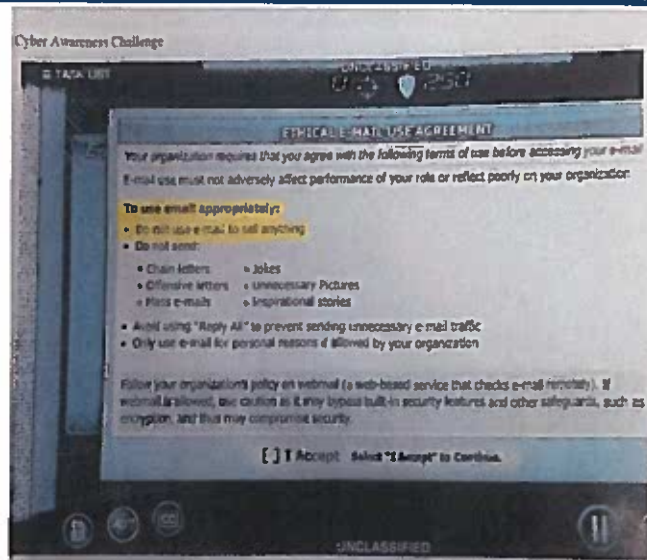
- Mentioned not once...BUT TWICE...in your Annual Information Assuredness training...



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...AND HERE



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SO HOW DO WE GET THE WORD OUT?



- Signs advertising approved fundraisers may be posted in common areas of buildings with the approval of facility manager
- Facebook pages, social media, unofficial email (don't forget the disclaimer)
- Paid advertising on FSS media
- Have your fundraiser at an FSS activity and get free advertising on FSS media
- Word of mouth
- Approved OFF BASE fundraisers CAN be advertised in the Daily Bulletin if NOT occurring during CFC or AFAF

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FUNDRAISING DOs



- **DO** get approval for ALL fundraisers
- **DO** route request form through FSS/FSR. Allow AT LEAST TWO WEEKS to process
- **DO** READ all of the instructions on the back of the Fundraiser Request Form
- **DO** write a comprehensive email (What, Where, When, Why/Purpose) describing your fundraising event to submit with the Fundraiser Request Form. This will streamline the process.
- **DO** submit copies of all potential advertisements/flyers/posters with the fundraising request form.

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FUNDRAISING DON'Ts



- **DON'T** use government time, e-mail, or equipment for unofficial fundraising activities! Don't use it to advertise your fundraiser, conduct activities in furtherance of your fundraiser, or to collect money
- **DON'T** use your government computer to get on social media **to fundraise**
- **DON'T** fundraise in the federal workplace. Don't collect money; don't circulate order forms for cookies or candles or donuts; don't deliver or distribute fundraiser items

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MORE FUNDRAISING DON'Ts



- **DON'T** solicit to your civilian subordinates or military members junior in rank to you

- **DON'T** use government time, or allow subordinates to use government time, for PO/UA meetings, planning committees, advisory boards, or oversight boards

- **DON'T** officially endorse, or appear to endorse, unofficial fundraising activities and non-federal organizations or their events, products, services, or enterprises

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THE MOST IMPORTANT “Fundraising DON'T”



- **DON'T** THINK THAT BECAUSE YOU'VE SEEN IT DONE BEFORE HERE, OR SEEN IT DONE AT ANOTHER INSTALLATION, THAT IT WAS IN COMPLIANCE WITH THE AFIs AND JOINT ETHICS REGULATION

Just because something was done in the past does not mean that it is now permitted. If past activity violated the rules, it cannot be used as precedent to authorize such action in the future.

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BIG FUNDRAISING OPPORTUNITY



MAXWELL AIR SHOW 2 FULL DAYS APRIL 2017

- Will count as 1 of your quarterly fundraisers
 - Requests will be streamlined
 - PO or UA MUST be in good standing
- Manpower for concessions (food and trinkets)
- Paid following the airshow by FSS--\$100 for 1 "man-day" worked

- **MORE PEOPLE = MORE MONEY FOR YOUR PO/UA**

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QUESTIONS



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