

GIVE CFC® HAPPY

2024

Campaign Worker Guide



Why the CFC Matters

The Combined Federal Campaign (CFC) is a Federal tradition and one of the world's largest and most successful charity workplace campaigns. The CFC is an opportunity for all of us in the Federal community to pledge monetary donations and volunteer time to our favorite charities. **Here are some great reasons to give:**

Give through
PAYROLL DEDUCTION



Give to
MULTIPLE CHARITIES



Give together for
GREATER IMPACT



Looking for even more reasons to give through the CFC?

Tax-Deductible Giving • Unrestricted Funds for Charities • Easy to Renew •
Long-Standing Federal Tradition • Pledge Volunteer Hour • Secure Online Giving Platform •
Thousands of Vetted Charities • Makes Fundraising Easier for Charities

Impact of the CFC...

Each fall, the Federal community gives generously through the CFC to make a difference in our local communities, across the nation, and around the world! **Here are the results of the 2023 campaign:**

\$70.1
MILLION

83,000
VOLUNTEER
HOURS

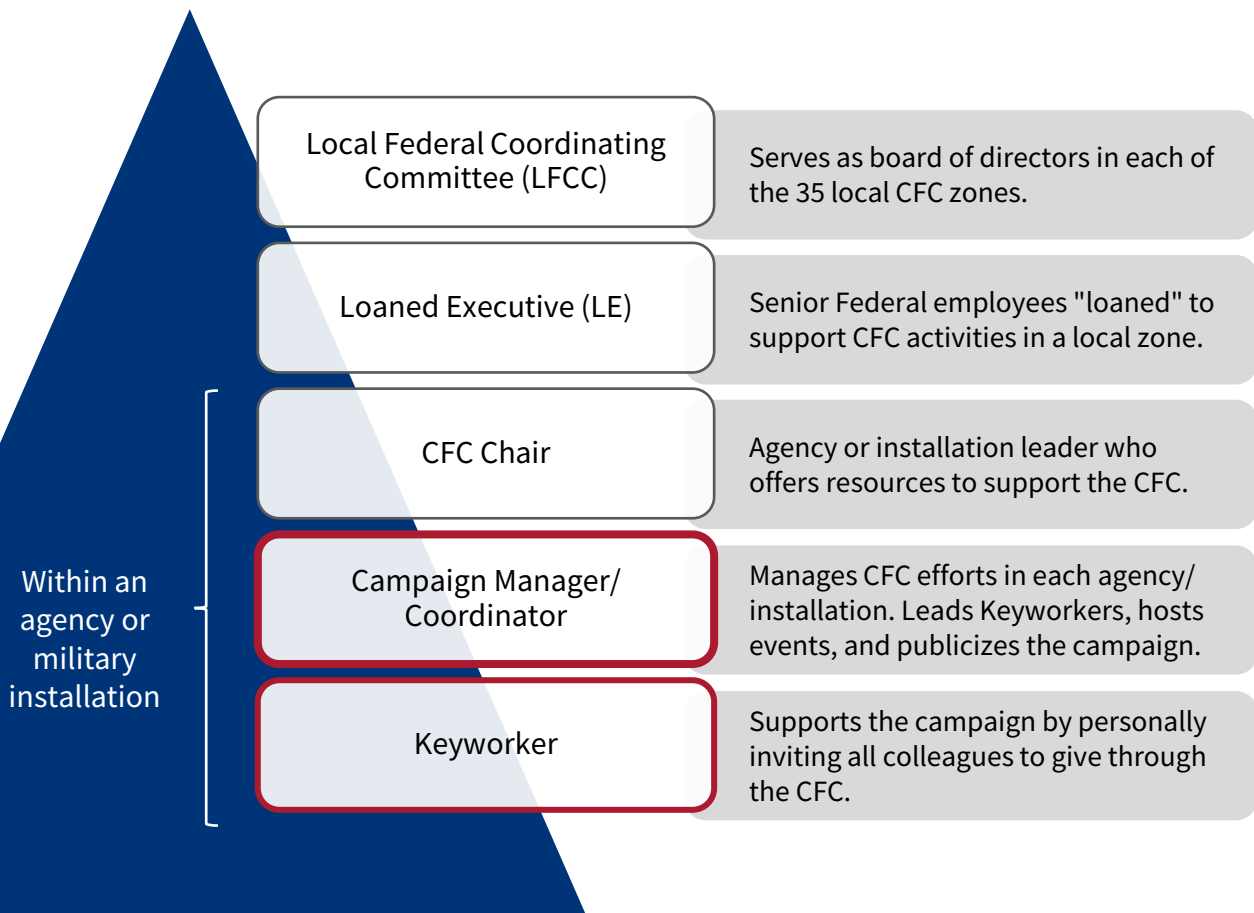
5,000
CHARITIES

Campaign Roles



**The #1 goal:
Invite all of
your colleagues
to give through
the CFC!**

Federal employees like you who volunteer their time to serve as campaign workers each fall make the CFC a success. **This guide focuses on the roles of the Campaign Manager/Coordinator and Keyworkers** in an agency/office or military installation/unit. Here is the hierarchy of Federal employee CFC roles:



More terms to know:

Office of Personnel Management (OPM)

OPM's Office of CFC Operations oversees the entire CFC program.

Outreach Coordinator (OC)

Government contracting agency selected to support outreach and marketing efforts.

Central Campaign Administrator (CCA)

Maintains the national CFC online giving system, receives pledges, and distributes funds to charities.

(The CCA can be contacted at: 800-797-0098 (toll-free), 608-237-4898 (local/international), or <https://cfcgiving.opm.gov/contact>.)

Campaign Preparation

Planning for the campaign will help you be successful. Here are some things you can do before the campaign starts to lay a good foundation.

Campaign Managers/Coordinators

Recruit Keyworkers.

See the [Leadership Resources](#) of the [Campaign Worker Toolkit](#) for a recruitment request template.

Train Keyworkers.

Invite your Keyworkers to a training provided by the CFC or host one yourself.

Design a campaign plan.

Use the suggestions provided in this guide to decide how you will inspire your coworkers, promote the campaign, and engage your leadership. Share this plan with your leadership.

Brief leadership.

Ask them to visibly support the campaign (see the [Engage Your Leadership section](#) in this guide).

Keyworkers

Learn about the CFC.

Attend training provided by the CFC or your Campaign Manager/Coordinator.

Visit GiveCFC.org.

Review the resources available [for campaign workers](#).

DO



- ✓ Promote voluntary electronic giving.
- ✓ Engage donors weekly.
- ✓ Have leaders demonstrate visible and tangible support.
- ✓ Share campaign results.
- ✓ Keep a list of donors who are eligible to receive a thank you gift.
- ✓ Set cumulative campaign goals.

DON'T



- ✗ Use coercion for giving.
- ✗ Share individual pledges.
- ✗ Share a list of donors or non-donors.
- ✗ Set 100% participation requirement or set dollar amount per person.
- ✗ Allow leaders to ask employees who report to them to give.

How to Inspire Coworkers

As a campaign worker, you will inspire your colleagues by sharing how they can make an impact through the CFC. Campaign Managers/Coordinators and Keyworkers can work together to accomplish this task.

Definitely do this:

Send weekly CFC emails.

Use the [pre-written email templates](#) in the [Campaign Worker Toolkit](#). Customize them to make them your own.

Want to do a little more?

Talk with your coworkers about the CFC.

You can do this one-on-one or use the [CFC Briefing Slides](#) to introduce the CFC during a team meeting.

Go above and beyond!

Plan and host a CFC event.

Campaign events can be a lot of fun and are a great way to supplement your campaign. See the Events Guide for event ideas and instructions on how to plan and implement a CFC event.

Why host a CFC event?

- ✓ Give colleagues the opportunity to hear directly from the charities they support.
- ✓ Increase participation in the campaign.
- ✓ Motivate campaign workers.
- ✓ Boost morale.
- ✓ Have fun!

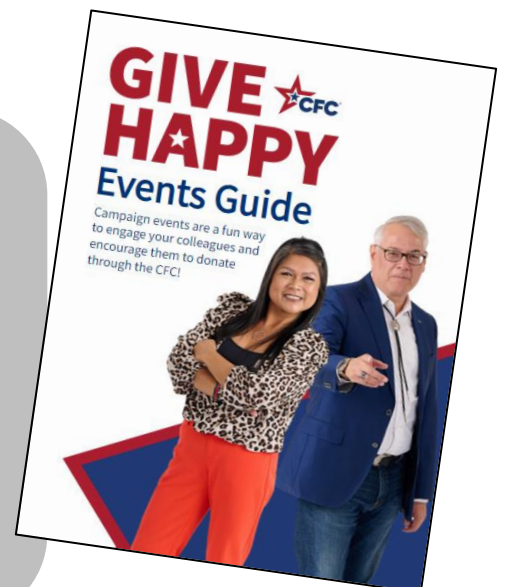
Hello everyone!

Now that the calendar page has turned to September, you know what that means! It's time for our annual tradition, the Combined Federal Campaign (CFC) – our opportunity as Federal employees to come together and raise money and volunteer for our favorite charities.

Thank you for joining me and making an impact this year by giving through the CFC!

Sincerely,

Your CFC Keyworker



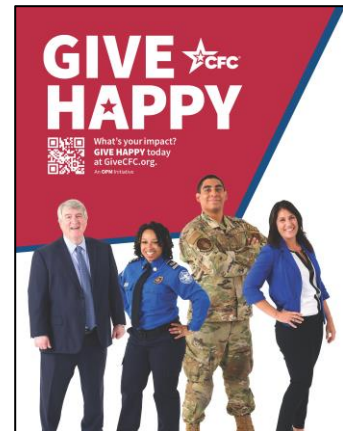
Ways to Promote the CFC

Campaign Managers/Coordinators and Keyworkers can work together to ensure all of your coworkers know it is CFC season. Promote the CFC EVERYWHERE you can! Here are a few ideas you can use to increase public visibility for your campaign.

Definitely do this:

Hang posters and flyers.

Print any of the [posters available on GiveCFC.org](https://www.givecfc.org) or create your own using the template. Use them all together or switch them out throughout the campaign. The barometer poster is great to keep track of progress from week to week. The CFC also has digital posters (splashescreens) to use on monitors and digital screens throughout your building.



Want to do a little more?

Distribute HAPPY cards.

Use the pre-printed versions or [print them](https://www.givecfc.org) and cut them out yourself from GiveCFC.org. Use them as a leave-behind when you talk with your coworkers about the CFC.



Go above and beyond!

Work with public affairs and communications teams.

Generate excitement for the campaign by posting CFC-related content on social media, intranet sites, and newsletters. Check Cause Resources section of the Campaign Worker Toolkit for lots of great content.



Engage your Leadership

Involve your leadership (at all levels) as much as you can. Historically, campaigns with visible and tangible leadership support have much better results than those that do not. What is important to the boss is important to everyone, so it makes sense that a great campaign starts with leaders.

Definitely do this:

Set a goal and track progress.

Work with leaders to establish a goal for your campaign and then publicly track progress against that goal in staff meetings or other avenues. Use the [Barometer poster](#) (or [DoD version](#)) to make this easy!

Want to do a little more?

Send out messages of support.

Use the prewritten communications templates in the [Leadership Resources](#) section of the [Campaign Worker Toolkit](#) to have them send CFC emails or publish memos or articles on intranet sites or newsletters. They can even film a video message! Be sure to share these with the CFC.

Go above and beyond!

Implement a challenge/support an event.

See if your leaders will personally invest in the success of the campaign by agreeing to a specific activity (e.g., pie in the face, certain level of donation matching, dressing in costume, etc.), if a certain goal or milestone is met. If you are planning to host a CFC event, another way your leaders can support is by attending and speaking at that event.



Campaign Closeout

Some of the campaign's most important activities take place after the campaign has ended. Recognition and appreciation build morale and a strong foundation for your campaign for years to come.

Provide Recognition

Campaign Managers/Coordinators:

- Thank your Keyworkers through a nice note, email, or the [Thank You Card](#).
- Plan and host a CFC awards ceremony to thank participants, showcase your results, and recognize Keyworkers.
- Recognize campaign workers for their service by presenting them with a signed CFC certificate from your [zone's awards program](#).

Keyworkers:

- Provide any donor recognition items, if available in your zone.
- Always thank everyone for their time and for considering a donation.

Campaign Closing Activities

Campaign Managers/Coordinators:

- Send in any paper pledges and inform your CFC point of contact.
- Prepare a "lessons learned" report for future Campaign Managers/Coordinators.
- Provide feedback, when asked, to help improve the campaign.

Keyworkers:

- Collect, review, and submit paper pledge forms to Campaign Mangers/Coordinators.
- Attend event ceremonies.
- Provide feedback, when asked, to help improve the campaign.

