Welcome to the new-and-improved Combined Federal Campaign (CFC)!

COMBINED FEDERAL CAMPAIGN 2.0!

As you are probably aware, some critical aspects of the CFC have changed in 2017, but the mission remains the same: to promote and support philanthropy through a program that is employee focused, cost-efficient, and effective in providing all Federal employees the opportunity to improve the quality of life for all.

As the Honorary Chairperson of the 2017 CFC, I would like to thank you for serving as part of a powerful Federal community that raises hundreds of millions of dollars to help important causes and individuals in need. Service as a campaign leader is a fantastic opportunity to network within your organization, increase your visibility, and hone your skills in management, strategic planning, communications creativity, problem solving, time management, and more.

This year, we will ask our colleagues to Show Some Love by making a pledge, via monetary gift or volunteer time, to one or more of the many worthy charities in the campaign. Together, we will help wounded warriors, provide medical care, feed the hungry, house the homeless, protect animals and the environment, and make a difference in countless other ways. The beauty of the CFC is that it is large and small at the same time. How is this possible? The CFC harnesses our collective power to positively impact the lives of millions of people while honoring our individual gifts to the causes we personally care about the most.

As mentioned, some aspects of the CFC are new this year, so please read this guide carefully to ensure your campaign runs in compliance with the new regulations. While these changes are designed to maximize the efficiency and effectiveness of the CFC, the key to success remains the same: personal contact between committed campaign workers and potential donors.

Thank you for continuing the proud 56-year tradition of the CFC and ushering this important program into a new era. Thousands of charitable organizations depend on our support. Now, let’s make this the best campaign yet and Show Some Love together! TOGETHER, LET’S SHOW SOME LOVE!!!

Regards,

The Honorable Benjamin S. Carson, Sr., M.D.  
Secretary  
U.S. Department of Housing and Urban Development  
2017 CFC Honorary Chair
About the CFC

The mission of the CFC is to enable Federal employees to support charitable causes of their choice through a cost-efficient and effective program. Each year, thousands of Federal employees serve as campaign workers to help implement the campaign and inspire their colleagues to *Show Some Love* to the causes that mean the most to them. As a campaign worker, your role is to coordinate the campaign within your department or agency. This guide will help you plan and manage a successful 2017 campaign. Additional information can be found on the website under the Campaign Workers tab.

**Important Facts**

- The CFC is one of the largest and most successful workplace fundraising campaigns in the world.
- Over the past 56 years, the CFC has raised $8.2 billion to help those in need around the corner, across the nation, and throughout the world.
- In 2016, more than 400,000 Federal employees around the world pledged over $167 million to help people and communities in need – a reflection of the generous nature of Federal employees.
- In 2016, more than 7,400 Federal employees in Peachbelt zone pledged more than $5.1 million to help people and communities in need.
- During the campaign, which runs this year from October through January, Federal employees choose from among thousands of vetted charities and give to them online through a central giving platform at opm.gov/ShowSomeLoveCFC or via paper pledge form.

**Geographic Boundaries**

The Peachbelt zone includes: Greater Atlanta - Athens CFC, Central Savannah River Area CFC, Middle Georgia Area CFC, and Coastal Georgia CFC. Campaign workers may only solicit contributions from Federal employees whose official duty station is located within these geographic boundaries and retirees who reside in the area. To see a map of the geographic boundaries of our local campaign zone, visit the website.

**New for 2017**

There are several exciting new additions and changes to the campaign this year.

**ADDITIONS**

- **Centralized giving platform.** All contributors will now be able to pledge via a single pledge portal to give online.

- **Volunteerism.** Federal employees will now be able to pledge volunteer hours in addition to monetary donations.

- **Retiree giving.** Federal retirees are now invited to continue to support the charitable causes that are important to them through the CFC by making a donation through their Federal annuity.

**CHANGES**

- **No undesignated contributions.** Contributors will no longer be allowed to leave a donation undesignated. They must select one or more charities to receive their funds.

- **Campaign events.** New regulations prohibit cash fundraising events. However, events that train and motivate campaign workers, educate contributors about the campaign or its participating charities, or celebrate the success of the campaign (such as kickoff events, rallies, charity fairs, awards ceremonies, and finale events) are still strongly encouraged.

- **No cash contributions.** Donating with cash is no longer permitted.
Campaign Leadership

Local Federal Coordinating Committee (LFCC)
The campaign's governing body which may be comprised of local Federal
officials, members of inter-agency organizations, and representatives of
employee unions. The LFCC Chairperson and Vice Chairperson lead the LFCC in
its oversight of the campaign.

Campaign Chairperson
The department or agency head who supports the campaign by participating in
special events, approving campaign goals, and providing the resources necessary to
run an effective campaign. Also known as “Agency Head.”

Campaign Vice Chairperson
A senior official who secures the support of a department or agency's senior
management team and participates in campaign events.

Loaned Executive (LE)
A Federal campaign assistant detailed to work for the CFC for a specified length
of time (as determined by the LFCC and the LE's Federal agency) to support
campaign activities. (Note: not all campaign zones use LEs.)

Campaign Manager (CM)
At large agencies or installations, the Campaign Manager is a Federal employee
who leads and coordinates the CFC and the campaign committee within the
department or agency.

Campaign Coordinator
A Federal employee who recruits Keyworkers and orders and distributes
campaign supplies at his/her department or agency. The Campaign Coordinator
also oversees campaign reporting and pledge processing, under the direction
of the Campaign Manager (if applicable) or Campaign Chairperson.

Keyworker
A Federal employee who personally contacts colleagues to promote the CFC,
answers questions, and asks people to participate by making a monetary gift
and/or pledging volunteer hours.

Campaign Support

Central Campaign Administrator (CCA)
The organization responsible for developing and maintaining the national
CFC giving website, receiving pledge data, and making distributions to
charities. The CCA can be contacted at: 800-797-0098 (toll-free), 608-237-4898
(local/international), or https://cfcgiving.opm.gov/contact.

Outreach Coordinator (OC)
A small business contracted by the Office of Personnel Management (OPM)
to conduct marketing activities, arrange for events such as charity fairs,
and educate charities and donors regarding the CFC program within a local
campaign zone.

Local Federal Coordinating Committee (LFCC)
Erv Koehler, Chair  GSA
Terry Landreth, Vice Chair
USAF
Alvin Arguello
Lisa Beth Brown
Dan Drake
Adrienne Jones
Elizabeth Peters
Ernie TaFoya
Tony Williams
# Managing a Successful Campaign

## Campaign Activities

This information will help you lead a successful 2017 campaign.

### Pre-campaign

- **Attend campaign training** and/or meet with your local OC or LE. Check the local website to find the time/location of your local campaign training(s). In some cases, campaign training may be an online event. If you are not available for the training meeting, be sure to watch the recorded session and/or arrange to meet in person with your local LE or OC. They will work with you to review last year's results, plan this year's campaign, and help you access numerous CFC resources, campaign management tools, and marketing ideas to inspire a high rate of participation.

- **Make a campaign plan** and submit it to the OC. Consider the following areas:
  - Kickoff and other special events
  - Promotion, marketing, and communications
  - Leadership support
  - Campaign worker recruitment, training, and continued motivation
  - Awards, recognition, and closing events

- **Review your department or agency resources and structure.** Count all of the physical locations of your department or agency and obtain the number of employees in each office/unit. This information will allow you to determine the quantity of supplies to order, delivery locations, and number of Keyworkers you will need. Report any changes to campaign structure/offices from previous years to your LE or OC.

- **Meet with your Campaign Chairperson and Vice Chairperson** (i.e., local department or agency head) to secure their support for your campaign plan and ensure their active involvement in the campaign. You will also want them to set a dollar goal for your campaign. Your LE or OC can provide your agency's giving history to help you. The most successful campaigns are those with visible support from a department or agency's top leaders with a measurable goal to attain by the end of the campaign.

- **Recruit and train Keyworkers** and establish a campaign support committee to meet regularly during the course of the campaign. Keyworkers and committee members will plan and implement critical elements of your campaign, including communications, logistics, marketing, labor, and event planning and support. If possible, include next year's Campaign Manager on your committee. Invite enthusiastic, creative employees who represent different age groups, offices, and backgrounds.

- **Meet with other internal teams** to assist with campaign needs. Identify IT contacts as members of your committee who will provide technology support and help address technology issues such as firewall blocking. Create a plan for internal tracking and reporting of campaign results, including who is responsible for submitting any paper pledges. Contact your ethics office to discuss approval processes for events and activities. Contact your communications team to assess necessary approvals.

- **Order supplies.** Base the quantity of each supply on the number of employees. See the Ordering Guide on the website for detailed instructions on how to order supplies. You can also contact your LE, if applicable.
During the Campaign

- **Promote the campaign.** Use posters, donor cards, email, social media, intranet sites, and events to educate and motivate employees to *Show Some Love*. With Keyworkers, focus on face-to-face contact with each individual employee.

- **Meet regularly with your Keyworkers** and/or campaign committee. Hold weekly meetings with Keyworkers and committee members to offer motivation, answer questions, review procedures, and share best practices.

- **Establish an account on the CFC centralized giving platform: opm.gov/ShowSomeLoveCFC.** Click the “Create an Account” button and follow the prompts while filling in the information required to sign up. In addition to handling online pledges, this system will help you generate reports on campaign progress.

- **Track results and brief leadership.** Meet with your campaign Chairperson and/or Vice Chairperson weekly to brief them on campaign progress, upcoming events, and review ways for them to get involved.

- **Collect and submit completed paper pledges.** Download and complete the CFC Pledge Report Summary located on the website. Enclose it and the completed paper pledge forms in the Pledge Report Envelope and mail to the CFC Processing Center at P.O. Box 7820 Madison, WI 53707-7820.

Post-campaign

- **Show Some Love to campaign workers and donors** by thanking them sincerely. Remember to order your CFC awards and certificates well ahead of your awards ceremony.

- **Close out the campaign.** Order awards, plan an internal awards ceremony, collect and submit final pledge forms, and attend your local campaign’s regional awards ceremony, if applicable.

- **Report back.** Prepare a “lessons learned” report to present to next year’s Campaign Coordinator. Provide feedback to the OC and your LE to help improve the campaign.

Leadership Support

*Encourage your leaders to take the following steps*

1. Send an email or memo endorsing the campaign.
2. Make CFC service an element of professional & educational development.
3. Vocally support the goals for your agency.
5. Be the first to make your CFC pledge.
6. Ask all managers to endorse the campaign.
7. Participate personally in campaign events.
8. Send a “thank-you” email or memo at the conclusion of the campaign.
9. Recognize campaign team members for great service.
Recruiting and Training Keyworkers

Recruiting
- Ask successful Keyworkers from previous years to serve again. Seek their recommendations for others who would make good Keyworkers.
- Look for committed employees who follow through, are effective communicators, enjoy giving back, and/or support a charitable cause.
- The newest person in the office may not be the best Keyworker.
- Emphasize that Keyworker service is a positive opportunity providing visibility, networking connections, and the opportunity to hone leadership skills.
- Obtain the candidate’s supervisor’s support. NOTE: Supervisors should never serve as Keyworkers themselves.

Training
- Attend your regional campaign training event in person (or online, if applicable).
- Coordinate internal Keyworker training with your LE or local OC. Hold multiple training sessions and make-up sessions if necessary. Every Keyworker should attend a training session.
- Read and understand the Keyworker Guide in advance to fully understand what you are asking Keyworkers to do.
- Hold Keyworker training in a comfortable space with the ability to show PowerPoint slides and access to the internet.
- During Keyworker training, which should last about one hour, your Keyworkers will learn how to talk about the CFC with co-workers, how to tell their own story about which charitable cause is important to them and why, and how to complete the mechanics of the campaign.
- Stress the importance of 100 percent, face-to-face contact between Keyworkers and employees. No other solicitation method is proven to be more effective than a personal ask!
- Hand out the Keyworker Guide and provide each Keyworker with their campaign supplies.
- Encourage Keyworkers to visit the website to find tips, videos, tools, templates, and additional training materials.

Campaign Don’ts

The goal of the CFC is to provide a 100 percent informed opportunity for all potential contributors to give. Participation is voluntary and the following coercive practices are strictly prohibited:

Do NOT:

- Develop or use lists of noncontributors or contributors for purposes other than routine collection by campaign staff. Supervisors may only see CFC results in aggregate.
- Allow supervisors to solicit those who report directly to them.
- Use results as a factor in an employee’s performance appraisal.
- Set a goal of 100 percent participation or establish individual dollar amount goals.
- Solicit personnel outside Federal employees or retirees.
- Solicit pledges from employees outside the local campaign boundaries.
- Coerce anyone into participating in the campaign. The CFC is strictly voluntary.
- Collect any information other than on the pledge form.
- Keep pledge forms out in the open. All pledge forms should be stored under lock and key until they are sent to the CCA.
Promoting the Campaign

- Organize a CFC kickoff event to jumpstart your campaign and build enthusiasm among employees. Play some fun games. Invite charities. Arrange for a motivational speaker. Please visit the website for more ideas!
- Hold a charity fair or arrange for a visit to local charities to educate colleagues about the many organizations counting on their support.
- Hang campaign posters to build awareness and encourage colleagues to Show Some Love.
- Utilize websites, intranets, social media, and email to publicize the campaign. Develop a special CFC section on your website that highlights the benefits of giving, tells inspiring stories of people who have been helped by the campaign, shows photos of your campaign activities, and highlights progress toward your goals.
- Collect event pictures and personal stories about how you and your colleagues Show Some Love through the CFC and send them to your local OC to be featured on your campaign zone’s website and social media platforms.
- Consider organizing a CFC day of service to include Federal employees who may wish to expand their impact and volunteer time through the campaign.
- Hold an internal CFC Celebration Event to thank participants, showcase your results, and recognize campaign staff and others who helped make the campaign a success.
- For more event ideas and tips, visit the Campaign Worker section on the website.

“I am one of 10 siblings. Growing up our family experienced homelessness. As a result, I vividly remember sleeping in the car and living in shelters. Funding through the CFC to organizations who serve the homeless population in our region will provide much needed resources dedicated to meeting their holistic needs.”

— Gerald A. Wilson
U.S. Department of Health and Human Services
Sample Kickoff Event Program
Use this table as a starting point to plan your CFC kickoff event. Feel free to get creative! You can customize the length and content of your CFC launch rally to meet the size and needs of your specific federal agency.

<table>
<thead>
<tr>
<th>Agenda Item</th>
<th>Presenter</th>
<th>Time Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome/opening remarks</td>
<td>Event Coordinator</td>
<td>1-2 minutes</td>
</tr>
<tr>
<td>Endorsement</td>
<td>Agency Head or Commanding Officer</td>
<td>1-3 minutes</td>
</tr>
<tr>
<td>CFC Overview – what CFC is, how it works, pledging methods, incentive items, etc.</td>
<td>Event Coordinator</td>
<td>2-5 minutes</td>
</tr>
<tr>
<td>CFC Video (3 minutes)</td>
<td>Event Coordinator</td>
<td>3 minutes</td>
</tr>
<tr>
<td>Charity speaker (ask them to bring a recipient of their services, if at all possible!)</td>
<td>Invited guest charity (make sure the organization is on the 2017 CFC Charity List)</td>
<td>5-7 minutes</td>
</tr>
<tr>
<td>CFC story</td>
<td>Federal employee speaker</td>
<td>5-7 minutes</td>
</tr>
<tr>
<td>Game or activity</td>
<td>CFC campaign team</td>
<td>15-30 minutes</td>
</tr>
<tr>
<td>Closing comments (be sure to say “thank you!”)</td>
<td>CFC Manager, Agency Head, or Commanding Officer</td>
<td>1-2 minutes</td>
</tr>
</tbody>
</table>

Tip! Remember teleworking employees and those who work different shifts. Take pictures or record video of your event, and share it on your agency’s social media channel or other approved communication vehicle (intranet, email, e-newsletter, etc.).

How to Request Charity Participation at an Event
Know the rules of engagement. For agencywide events, you must provide an opportunity for ALL CFC charities to attend your event. If space is limited, access should be granted on a first-come, first-served basis.

Check the website for details on the procedures to request charity attendance at an event. When contacting charities to participate in an event, be sure to include the location, date, time, facility access instructions and other instructions, such as:

- Speaking requirements
- Table/booth requirements
- Reminders about prohibited activities such as selling items or asking for direct contributions
- Reminder that the charity is there to represent ALL charities

“We all feel powerless against world hunger but even pennies a day multiplied by thousands of people can save the lives and change the future for starving children.”

— Jeanne S. Phillips
U.S. Postal Service
Suggestions for Increasing Event Attendance

1. Plan something creative and fun! Promote your plans and special speakers in advance. Get management to promote it as well.

2. Make it part of a regularly scheduled meeting (with management approval).

3. Food! Hold it during the lunch hour and make it a potluck event. Advertise that refreshments will be served. (Important – Per regulations, any food must be approved by your department or agency leadership and provided by the campaign team or volunteers. CFC funds may not be used to purchase food.)

4. Combine it with a holiday activity such as Halloween, Veterans Day, Thanksgiving, or in support of the campaign promotional days.

5. Offer door prizes (nothing over $20 in value). If funds are scarce, ask management for other incentives such as prime parking spaces, an extra hour for lunch, etc.

NOTE: Fundraising events are no longer allowed under new CFC regulations. No cash or other monetary transactions should take place at CFC activities.

Tip! Research shows that inviting the beneficiary from a CFC charity to tell his/her story can be a great motivator for Keyworkers. If the beneficiary is also a Federal employee, that's a double bonus!

Campaign Promotional Days

Oct. 2, 2017 Promotional Day #1: Kickoff Event
Celebrate the kickoff of the campaign with your fellow Federal employees.

Nov. 2, 2017 Promotional Day #2: Show Some Love Day
Tell your CFC story by sharing your cause board and why the campaign is important to you.

Nov. 28, 2017 Promotional Day #3: Giving Tuesday
Help make this the single largest online donation day of the campaign by making a gift on the website.

Dec. 5, 2017 Promotional Day #4: International Volunteer Day
Donate your time by volunteering with a participating charity.
Processing Paper Pledge Forms

One great benefit when contributors choose to give online is that it requires no paperwork. For paper pledges, contributors can mail their completed pledge form directly to the CFC Processing Center at P.O. Box 7820 Madison, WI 53707-7820. Alternatively, you can collect the forms and mail them together once a week in the envelopes provided for this purpose. You will need to establish a secure location within your agency for Keyworkers or contributors to drop their completed pledge forms where you can retrieve them weekly. To send the forms, download and complete the CFC Pledge Report Summary located on the website. Enclose it and the completed paper pledge forms in the Pledge Report Envelope and mail to the CFC Processing Center.

Tip! Remind donors that recurring credit card or bank draft payments (eChecks) are viable alternatives to payroll giving, and that these methods can also be completed online. Some donors like to collect credit card points while others may prefer to track charitable giving via their bank accounts. The CFC enables Federal employees to give in many ways.

Common Pledge Form Errors
Reviewing pledge forms before sending them to the CFC Processing Center will ensure they can be quickly and easily entered into the pledge system. If you find errors, work with the donor to submit a corrected form.

• Illegible
• Total gift and charity designation amounts are not the same
• Funds are undesignated (all funds must be designated using a 5-digit code)
• Reporting unit name/number is missing
• Authorizations portion is NOT signed
• Social Security number is missing for a payroll deduction pledge
  (Social Security numbers are only needed for payroll deduction)

“I am a veteran and I come from a family of service members dating back to the Korean war. I feel I have a personal responsibility to help my fellow comrades through individual services and donating to organizations that support our service members through the CFC.”

— Natasha Tyler
U.S. Department of Justice, U.S. Army Veteran
Awards and Recognition

One of the campaign’s most important activities is taking the time to *Show Some Love* to donors, campaign workers, and participating agencies/units by saying “thank you.” Recognition and appreciation builds morale and a strong foundation for the following year’s campaign. Timely recognition can even improve participation in the current campaign.

**Donor recognition:** Celebrate each donor’s generosity, whether through monetary contributions or volunteerism, and recognize the positive impact made by their gifts in the local community, around the nation, and throughout the world. Keyworkers can personalize the thank you cards before presenting them to donors by writing a brief note or as a part of individual thank you emails. Not only will donors appreciate the sentiment and feel recognized, but they may also post the circular *Show Some Love* card in their workspace, increasing awareness of the campaign.

**Campaign workers:** The dedication and commitment of Campaign Managers, Coordinators, and Keyworkers are what make the CFC a success, and they should be recognized for their hard work. Certificates are an excellent and inexpensive way to accomplish this.

**Agency/Unit Awards:** Awards are provided for departments, agencies and reporting units for a variety of contributions and efforts.

For more details on our campaign zone’s specific recognition programs, please visit the website.

“Many youth sports programs depend on donations to allow children to participate who may not otherwise be able to afford these activities. Most importantly, donations are allowing for healthy development and socialization of our future leaders. I feel it is extremely important to help others when you have been blessed with the ability to do so. Giving back to programs that have helped you be successful only makes it more meaningful.”

— Lt Col Colin R. Huckins
U.S. Air Force
FAQs

Why is the CFC important?
The Combined Federal Campaign is one of the largest workplace giving campaigns in the world. Over the past 56 years, Federal employees have contributed more than $8.2 billion through regional CFCs across America and overseas. Federal employees generously pledged more than $167 million to charities through the 2016 CFC.

How do charities become part of the CFC?
Charities must apply to be part of the CFC. Each charity must be a 501(c)(3) nonprofit organization, submit an IRS Form 990, describe its human health and welfare benefits, and meet other requirements. Application information can be found at https://cfccarities.opm.gov.

How much does the CFC actually benefit charities?
Charities truly love the CFC. It is a critical source of revenue and an inexpensive way to attract new donors. Charities require diverse streams of income, including foundations, corporations, direct mail, special events, and the CFC. CFC donations are especially treasured because they are unrestricted funds, allowing nonprofit organizations to effectively respond to community needs. Equally important, CFC donations provide charities with a source of funding throughout the year.

How do I choose a charity to support?
The charity search function at opm.gov/ShowSomeLoveCFC can help you find the right charity for you. Search for causes that interest you and get a list of charities that support that cause, then make your donation online or by filling out a paper pledge form.

What is the minimum contribution?
Federal employees who choose payroll giving must pledge at least $1 per pay period. There is a $10 minimum gift for an online credit, debit, or bank transfer. The centralized giving platform accepts contributions up to $9,999.

How can I make my CFC pledge?
Pledges can be recurring or one-time donations and are made online or by paper pledge form. When giving online, you can contribute through the CFC by payroll giving, credit card, debit card, or eCheck. When giving using a paper pledge form, you can contribute through the CFC by payroll giving or a paper check.

Benefits of the CFC
When you give through the CFC you are given:

- **Choice** – Thousands of charities to choose from.
- **Convenience** – You can give to multiple charities at one time through the online giving platform.
- **Confidence** – All charities are audited and vetted so you know your dollars are going to a trustworthy organization.
What if I do not want my co-workers to know how much I gave or which charities I chose?
When you give online, your charities and donation amount will be confidential. If you prefer to make a paper pledge, give your pledge form to your Campaign Manager in a sealed envelope marked “confidential.” Your pledge will not be opened or processed until it reaches the CFC Processing Center.

If giving by check, to whom should the be made out?
Combined Federal Campaign.

Will my contribution really make a difference?
Absolutely! Just look at these examples:

- $30 provides a family with a safe, affordable home for one month.
- $75 equips a technology room to connect troops serving overseas with loved ones back home.
- $160 ensures the delivery of books and human rights program materials to 10 community centers in Senegal.

Can I make an undesignated contribution?
Undesignated contributions are no longer permitted under new CFC regulations. Please designate your pledge to a specific CFC charity or charities of your choice.

How much money goes to administrative overhead instead of to the charities?
All fundraising has some administrative overhead. However, new CFC regulations and procedures have been designed to reduce the already low administrative rate of the campaign. In 2016, the CFC had a national expense ratio of 15 percent. We are working hard to get that number even lower in the future. That’s a fraction of the 35 percent deemed acceptable by the Better Business Bureau.

How can I get help or more information?
Talk to your LE or local OC. Visit the website for more ways to Show Some Love and for tools to be a successful campaign worker.

“My cause is education for the underprivileged. I was fortunate and blessed enough to have parents who worked and fought for me to have the best educational opportunities possible. Far too often, other children aren’t so lucky. The CFC allows Federal employees to return the favor some of us were granted. They simple and easy for Federal employees to do their part and then some.”

— Charles C. Nelson, Jr.
U.S. Capitol Police
Checklist

Pre-Campaign
(August - September)
☐ Attend CFC training and/or meet with your LE
☐ Make a campaign plan, including events (kickoff, campaign contest, closing, etc.), communication and promotion
☐ Determine your employee count and submit that and other unit updates to your LE or OC
☐ Meet with agency leadership to secure their support, approve your campaign plan and set an agency campaign goal
☐ Recruit and train Campaign Coordinators, committee members, and Keyworkers
☐ Schedule meetings throughout the campaign with Campaign Coordinators, committee members, leadership, and Keyworkers
☐ Determine supply amounts and place order

During the Campaign
(October – January)
☐ Make your pledge
☐ Promote campaign on website, intranet, and social media, including the campaign contest
☐ Send emails/newsletters to employees
☐ Hang campaign posters
☐ Hold a kickoff event and include leadership
☐ Meet regularly with Campaign Coordinator and committee members
☐ Meet periodically with agency leadership team
☐ Mail paper pledge forms to the CFC Processing Center weekly
☐ Track results

Post-Campaign
(January – March)
☐ Prepare final reports for agency leadership team
☐ Prepare “lessons learned” report
☐ Plan and implement closing event
☐ Order awards and certificates
☐ Recognize campaign workers and donors
Tips for Being an Effective Campaign Leader

- Make a campaign plan
- Involve senior leadership
- Build a campaign committee
- Recruit and appreciate keyworkers
- Promote the campaign
- Track results
- Celebrate your accomplishments

Pictured on front cover (left to right): Lanetha Neal, U.S. Army Corps of Engineers; Joelle Keller, Federal Trade Commission; and Roy Ahrens, Federal Deposit Insurance Corporation