



# Keyworker Checklist



Throughout a 57-year history, the federal community has donated more than \$8.3 billion through the Combined Federal Campaign (CFC), supporting important causes like education, medical research, disaster relief, animal welfare, and many others. Inspiring individuals like you will encourage your colleagues to *Show Some Love* for their own charitable causes through the 2018 CFC. Following this checklist will ensure you have a successful campaign season.

- Attend a training session.** Learn about the CFC, ways to give, how to answer questions about the campaign, and how to confidently ask your co-workers to donate and volunteer time. Even if you were a Keyworker in the past, attend a training session to learn about enhancements to the CFC Online Giving System and pledge processing procedures.
- Get your supplies.** Work with your Campaign Manager (CM) to obtain campaign materials. Remember, there are digital resources on your local CFC zone's website!
- Publicize the campaign.** Use emails, posters, brochures, leadership messages, social media, and campaign events to promote the CFC.
- Practice giving.** Get familiar with the online donation portal and the paper pledge forms so you can offer help as needed. Make your own pledge before you ask others to give!

Who can pledge using which method?	Online <a href="http://opm.gov/ShowSomeLoveCFC">opm.gov/ShowSomeLoveCFC</a>		Paper Pledge Form	
	Payroll Deduction or Annuity	Credit/Debit/ACH (one-time or recurring)	Payroll Deduction or Annuity	One-Time Check
Federal employees	●	●	●	●
Federal retirees	●	●	●	●
Federal contractors	●	●	●	●



**Kat Sepka**  
Federal Emergency Management Agency  
Cause: Cancer Research



**Ask each of your co-workers to give.** The most effective way to engage and encourage a potential donor is by speaking to them in person. Make a connection, make 'the ask,' and do it confidently with these suggestions!

**1. Tell your story.**

Example: "My cause is cancer research. My mother was diagnosed with breast cancer a few years ago, and I know she is still with us today because of the cancer research and medical advancements that have occurred over the past few decades. But there is still a lot of research that needs to be done for alternative methods and those who are still in need of top-notch care around the world; which is why I donate to cancer research."

**2. Explain the benefits of the CFC.**

Example: "The beauty of the CFC is that we can each choose the cause that is most important to us. The CFC allows us to give via payroll deduction, which lets us give a little with each paycheck and makes it easy to give to multiple charities at once. I also love being able to give anonymously. Did you know in addition to giving money, we can also pledge volunteer hours to charities that accept them?"

**3. Ask about their favorite cause.**

Ask your co-workers if they have a favorite charitable cause and have them explain why. Listen to their answer! They may end up convincing themselves to give. TIP: Have the charity list ready and show how to navigate it to find charities that fall under their cause interests!

**4. Invite your co-workers to join you in making a pledge through the CFC.**

Example: "I made my pledge yesterday using the online giving portal at [opm.gov/ShowSomeLoveCFC](https://opm.gov/ShowSomeLoveCFC). It was really easy. I gave via payroll deduction, but you can also give using a credit card, debit card, or bank account. Will you consider making a pledge of your own this year? I am going to leave this card with you that has some tips on how to pledge, and I will follow up with you next week to see if you have any questions."

**5. Thank your co-workers for their time, and be accessible for any questions.**

Example: "Thank you for giving me the time to talk to you about this. Let me know if you have any questions."



**Follow up.** Research shows it may take four to six touchpoints before action is taken. Use the provided resources (donor cards, email templates, etc.) to make following up easy. If there is a campaign event coming up, invite them to join you to have fun with colleagues and see what the CFC is all about!



**Submit completed paper pledge forms.** Encourage donors to promptly submit pledge forms to you or a designated drop-off location, if available. Review the completed form for legibility, details, and calculation of the charity allocations. Store all paperwork securely until delivery to your CM.



**Express gratitude.** Always thank everyone for their time and for considering a donation through the CFC. Provide donor recognition items, if available in your zone, to those who self-identify.