



2018 Campaign Management Training



Agenda

About the CFC

Your Role & Responsibilities

Resources & Tools

Campaign Events

About the CFC



CFC Quiz



The CFC has been around for 57 years. How much money have generous federal employees donated during that time?

Who is eligible to donate through the CFC?

Does the CFC accept cash donations?

What are the ways to make a pledge?

What can donors pledge in addition to money?

Why the CFC

- Confidence
- Convenience
- Choice

How the CFC Works

Step 1: Motivated campaign workers invite their colleagues to make a pledge.

Step 2: Federal employees, retirees, and contractors choose their cause.

Step 3: Donors pledge dollars and volunteer hours, either online or with a paper pledge form.

Step 4: The charities chosen by the donors receive funds throughout the year.

Step 5: Beneficiaries receive help and hope!



The CFC Impact



Who Can Pledge

Who can pledge using which method?

	Online opm.gov/ShowSomeLoveCFC		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	●	●	●	●

2018 Enhancements



Improved online pledge experience



Enhanced online charity search



Reorganized, user-friendly paper
pledge form



New hire pledging



Your role as a Campaign Manager/ Coordinator

Pre-Campaign Responsibilities

- Get Connected
- Prepare your Reporting Unit List
- Develop a Campaign Plan
- Brief your Leadership
- Order Supplies
- Recruit and Train Keyworkers



Active Campaign Responsibilities

- Involve Leadership
- Motivate Keyworkers
- Hold a Campaign Event
- Publicize, Publicize, Publicize
- Collect and Submit Paper Pledges



Campaign Culmination Responsibilities

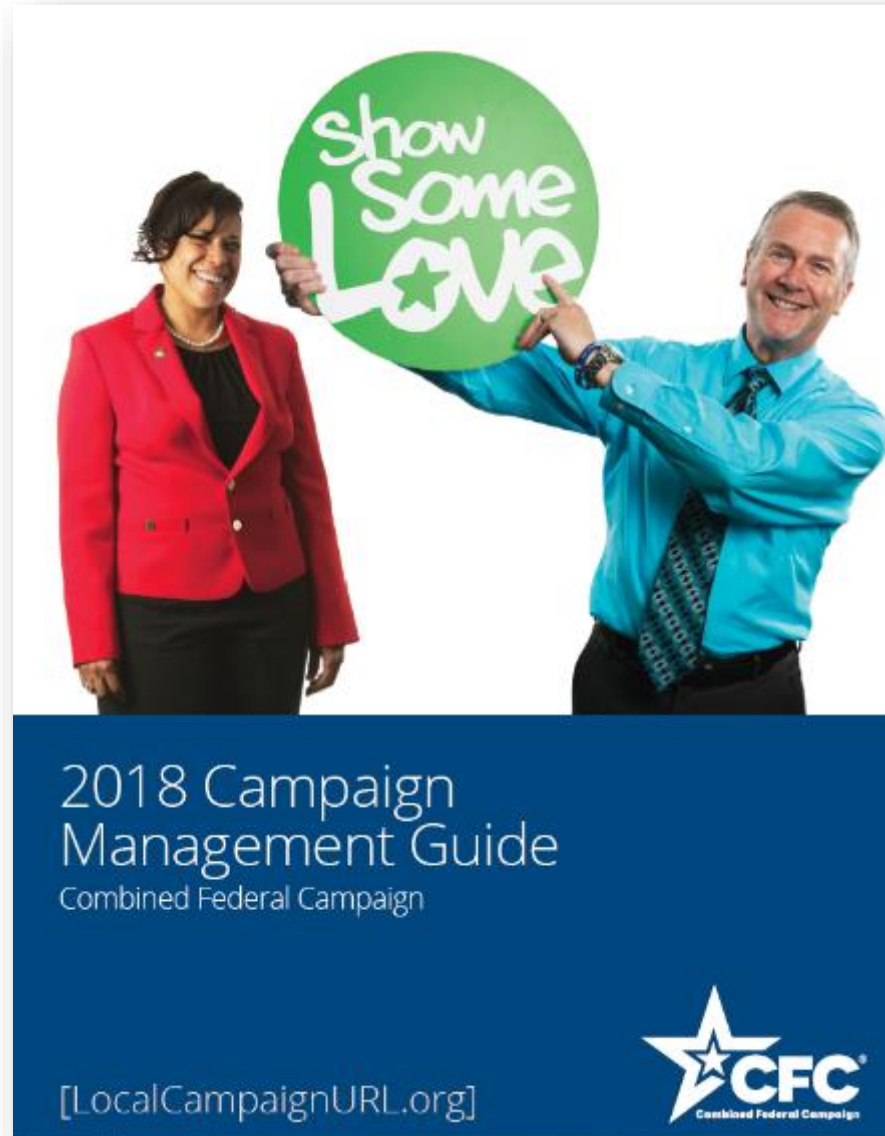
- Recognize Success
- Provide Feedback
- Create a Continuity Book



Campaign Materials, Resources & Tools



Campaign Management Guide



Online Resources



COMBINED FEDERAL CAMPAIGN OF [LOCAL ZONE]



Donate

DONORS

CAMPAIGN WORKERS

CHARITIES/FEDERATIONS

ABOUT

HELP

Coming Soon
Show Some Love
through the
2018 CFC!

- Roles and Responsibilities
- Resources**
- Handling Paper Pledges
- Event Planning
- Event Calendar
- Awards



Pledge Submission Materials

FROM:

TO: CFC Processing Center
P.O. Box 7820
Madison, WI 53707-7820

[Zone 1: Alaska CFC]

Please ensure the Pledge Report Summary is included in the envelope.



The CFC logo features a blue five-pointed star with a white outline. Inside the star is a smaller white star. To the right of the star, the letters 'CFC' are written in a bold, blue, sans-serif font. Below 'CFC', the words 'Combined Federal Campaign' are written in a smaller, blue, sans-serif font.



Campaign Events



Why have campaign events?



Build
excitement

Employee
engagement



Powerful
motivation



Event Guidelines and Regulations

- Events supplement the campaign, but do not replace the “ask” by a Keyworker.
- Cash fundraisers are not permitted.
- CFC funds cannot be used for food, drink, prizes or entertainment.
- Follow your department or agency’s specific regulations and ethics guidelines.

Types of Events

Awareness

- Charity Fair
- Guest speaker

Special

- Competitions
- Contests

Recognition

- Awards Ceremony
- Thank-you Pot Luck



Steps to a Successful Event

Establish a committee.

Request leadership support.

Publicize.

Follow the checklist.

Questions





Thank you

For more information, be sure to visit [LocalCampaign.org] or



[facebook.com/localcfc]



[twitter.com/localcfc]