



Awareness/Education

Awareness ... Communications ... Publicity

Develop a communications strategy that focuses employees' attention on all aspects of the CFC. Your communication activities will be the "voice" of your campaign, it will educate employees about the importance of the campaign, its time frame, how and why to give, where to go for information, and related campaign events. Work to sustain a positive climate for giving and to ensure a steady flow of campaign information.

The following are a few ideas about how to get the word out about the CFC:

Senior Leadership

Keep your agency's leadership informed about the CFC and your agency's progress throughout the campaign and ask for their visible support. Suggest to the Agency Head to write a commentary for your agency's newsletter, website, etc. Have their picture taken filling out their pledge card.

Speakers, Tours and Films

The best way to learn about services supported through the CFC is to see them in action. The Planning Committee Charity Coordinator can help you organize a tour of one or more of the CFC charities or arrange for Speaker(s) from a participating charity to attend a meeting when talking to your peers about the work of their organization and the importance of the CFC.

Personal stories

Personal stories from employees who have utilized the services provided by a participating charity, employees who volunteer with one of the participating charity – these add reality and credibility to the campaign. Ask your peers for their personal experiences with any of the recipient organizations. Publish and publicize these experiences. Ask these employees to speak in group meetings.

Campaign Posters and Banners

Display campaign posters and banners in high-visibility areas.

Staff meetings

Reserve a few minutes during staff meetings to talk about CFC.

Public Affairs Office

CFC logo can be provided by CFC HQ. You can also provide your PAO stories about your agency's CFC activities. Fellow employees may have personal stories to share that demonstrate the importance of the CFC which you can use for publicity purposes.

Getting the Word Out About CFC

Ideas to help spread campaign awareness ...

Answering machine	Ask agency offices to add a plug for CFC to the recorded message during the campaign
Banners	Your agency may be able to print out large computer-generated banners.
Marquees	Use CFC slogans and "Please Support" messages on marquees at your agency and other areas actively frequented by agency personnel.
In-house Publications	Include CFC in your agency or unit's publications or newsletters.
Posters	Posters are available and are included in each Keyperson's envelope. Display prominently in high traffic areas, on bulletin boards, in coffee/break areas, or near your Keyperson's desk.
POD/POW Notes	Include CFC in your agency's plan of the day or plan of the week. Put a CFC note in each week. Ask your CO or boss to write a personal CFC note.
Speakers	Ask to see if any of your co-workers would be willing to share a positive experience they've had or know about with any of the recipient organizations. If you would like speakers to come to a meeting, please call the Planning Team – they can get a speaker for you. Using speakers makes your campaign more personal and appealing.

Suggested Poster Placement Sites

- | | | |
|--------------------------|----------------------------|--------------------------|
| 1. Clubs/Messes | 8. Uniform Shop | 15. Barbers/Beauty Shops |
| 2. Exchange | 9. Bowling Alley | 16. Child Care Centers |
| 3. Commissary | 10. Credit Union | 17. Chapel |
| 4. Mini-Mart/Shoppette | 11. Medical/Dental Clinics | 18. Golf Course |
| 5. Family Service Center | 12. Post Office | Clubhouse |
| 6. Library | 13. Theater | 19. Service Stations |
| 7. Gym | 14. BOQs/BEQs | |



You might be surprised at the power of your contribution. These are just a few things your contribution can do...

\$5 a month provides

- Vaccinations for 150 children against polio (international)
- Provide basic supplies to set up housekeeping for a youth transitioning out of foster care
- Background screening of two prospective volunteer mentors
- 12 home-delivered lunches to elderly and homebound seniors.
- One month of diabetic monitoring supplies

\$10 a month provides

- Six days of emergency shelter for a homeless family of four
- Diabetes risk test for 500 individuals
- A dairy goat to two families in the Dominican Republic
- Purchase a decent-quality ukulele for an extra-curricular cultural education program.
- One annual veterinary exam and vaccination for an assistance dog.

\$15 a month provides

- Six week parenting education program for three families
- A Lifetime Emergency Alert Unit for two seniors
- 40 blankets for children in a refugee camp
- Sandwiches and water for 45 homeless people
- Prevent water service disconnection for up to three households who are facing financial difficulties

\$20 a month provides

- Feeds two orphaned bear cubs for a week or one rehabilitating Peregrine Falcon for two weeks
- Subsidized child care to prepare one low-income child for school readiness
- Eight hours of case management support
- Security deposit for a homeless family moving into transitional housing
- Covers one three-month sport season (training, uniform, equipment) for an athlete with intellectual disabilities

\$25 a month provides

- Three weeks of life skills training to one teen mother
- Six month of home health care for one senior
- Purchase food to stock a pantry for a week that feeds 40-60 people daily.
- School supplies for 24 low-income elementary school students
- Rescue of two pets from cruel environments.

Leadership Messages

Sample letters to employees

Example #1

Dear (Name, Group):

I wanted to write to you personally to talk about the (current year) Combined Federal Campaign. This year's CFC will kick off on (month and day). The CFC has always had the full support and commitment of (agency name) and I am looking forward to this year's campaign with enthusiasm.

If you or I were to need services tomorrow, CFC supported agencies would be there to help. Keep in mind that one of every three of us has used CFC services in the past year. In addition many of the benefits we all enjoy, such as CPR training or research on health issues, come from CFC supported agencies. Although you may not know it, you are benefiting from the CFC every day.

Perhaps most importantly, you choose where your donations go, including many local, national and international agencies.

During the week of (date), a co-worker designated as your CFC Keyperson will be asking you for a contribution. Please consider a payroll deduction, which is by far the easiest way to give. I hope to enjoy your continued support.

Example #2

Dear (Name, Group):

At (agency name), we have been recognized as leaders in the Hawaii-Pacific area. We have taken the initiative and set the pace for others.

We have the opportunity to demonstrate our leadership through the Combined Federal Campaign. By contributing to our community through the CFC, we're contributing to a network of caring and assistance that consists of thousands of programs and services throughout the world.

It is my hope that each of you will share in this important effort. How much you contribute is a personal decision, based on your ability and desire. With the option of payroll deduction, we can give generously with ease. The suggested giving guide may help you decide what is a manageable amount to give.

I encourage you to think about the difference the Combined Federal Campaign makes. Remember this year's theme: "I Care!"

Key Messages

Four reasons to give through the CFC: Choice. Convenience. Confidence. Care.

Choice. Donors can choose the designation amount, which charitable organization(s) receives their contribution, and how their contribution is given: by cash, check, or payroll. The Charity List provides over 2,400 local, national and international charities that donors can select from.

Convenience. With the CFC, donors can give via payroll deduction and have the ability to automatically support the causes of your choice year-around. Or you can give via cash or check. Contributions are 100% tax-deductible.

Confidence. CFC has been around a long time with a proven track record for effectiveness and efficiency. All charities who participate in the CFC are screened by Federal Employees who serve as volunteers. Local charities are screened by local volunteers. National and International charities are screened by a national CFC committee. Each charity listed has met regulations set by Office of Personnel Management (OPM) and are in good standing with the IRS. The local campaign is audited annually by an independent CPA and periodically by the OPM OIG.

Care. Donor contributions improves the quality of life for everyone including donors, their family and friends. Donors have access throughout their lifetime to the thousands of vital health and social services not supplies, or only partially covered, by government sources. These services stabilize lives, arrest social problems, encourage productivity, and increase the resources and prosperity of the entire community, our nation and around the world.

Frequently Asked Questions

Q. Who determines where my contributions go?

A. You do! When you designate, your contribution must go to that charity.

Q. What if I do not designate?

A. Undesignated donations will be distributed among the charities in the same proportion that the charities received designations.

Q. Why do people not give?

A. >They were not asked – by far the biggest reason for non-participation.
>They feel pressured.
>They dislike an agency listed in the CFC Charity List.
>They can't afford it.

Q. Why give through the CFC?

A. >Because each agency has been screened by a committee of Federal employees, ensuring its legitimacy.
>Payroll deduction is available to CFC donors ... they can give continuously, throughout the year.
>CFC's overhead costs are very low at just 5.9% and have the effect of lowering overhead for each recipient organization.
>Charities know in March what their revenue from pledges will be and can plan their programs accordingly. Systematic planning is not possible with sporadic individual contributions.

Q. How is an organization chosen to be listed in the CFC Charity List?

A. A committee of Federal employees screens each organization annually.

Q. What if I terminate my employment?

A. You will not be expected to continue your pledge payments once you leave the Federal government employment. When your employment ends your payroll deductions also end. You should know that your gift has strengthened these charities and has made a difference to thousands of lives.

Q. Can Contractors and Retirees give to charities through the CFC?

A. YES! Contractors and retirees must complete a pledge card, give a cash or check donation (payroll deduction is not available), and able to designate to their contribution.

Q. Can monies raised through a Fundraiser be designated to a charity?

A. In most situations, monies raised through a fundraiser should be undesignated. However, if a fundraiser is held in which a specific charity benefits, potential donors to the Fundraiser must be notified prior to and during the fundraising event that any monies contributed will go to a specific charity. To ensure that participants were informed, a list with signatures should also be included.

Q. What is the status of online or electronic pledging/giving through CFC?

A. Under the current regulation, electronic giving is being conducted in selected campaigns as a pilot program.

Group Presentations

The Group Presentation ... 20-30 minutes

- ▶ The most efficient and effective way to ask
- ▶ Puts donors at ease, no one is singled out
- ▶ Easiest way to reach the most people
- ▶ Charity speaker and/or a Federal Employee who has been helped by a participating charity help to tell the story

Group Presentation Check List

- Arrange for meeting space
- Distribute announcements/publicize in advance
- Confirm attendance of leadership
- Arrange for and confirm a guest speaker through the Planning Committee
- Have materials ready to distribute immediately following the presentation

Presentation Format

- ▶ Welcome & remarks (2 minutes)
 - Meeting coordinator welcomes everyone and explains the purpose of the campaign.
- ▶ Introduce guest speaker and remarks by guest speaker (8 minutes)
 - A Charity speaker describes how the Combined Federal Campaign helps real people.
(and/or)
 - A fellow employee shares a personal experience with a CFC participating charity. People are more willing to give when they meet someone who has been helped by a charity.
- ▶ Remarks by Agency Leadership (10 minutes)
 - Gives overview of the campaign
 - Reasons for giving
 - Ease of payroll allotment
 - CFC Charity List and pledge card and procedures for participating – receive and return pledge card via Keyperson
 - Advantages of giving through CFC
 - Ask them to complete their pledge card and give generously
- ▶ Conclusion (10 minutes)
 - Ask for questions.
 - Thank them for being there!

Who uses these charities?

If you or anyone in your family have picked up or dropped off a dog, cat, and or pet at the Humane Society, please stand.

If you or anyone in your family has used the USO, please stand up.

If you or anyone in your family have been in or are currently in the Boy Scouts or Girl Scouts, please stand up.

If you or anyone in your family watches Public TV, please stand up.

If you or anyone in your family listens to Public Radio, please stand up.

If you or anyone in your family uses or have used the YMCA, please stand up.

If you or anyone in your family uses or have used the YWCA, please stand up.

If you or anyone in your family have resuscitated Annie!... know CPR, took swimming lessons, learned about the affects of smoking or received other benefits from the Red Cross, please stand up!

Now think if you or anyone in your family have been affected by; Heart disease, Lung Disease, Cancer, and or Diabetes,Please stand up.

If you or anyone in your family like to hunt and or fish, please stand up.

Look to your right ... look to your left. One out every three people is affected by Alzheimer's.... The rest of you can stand!

This is only a dozen or so of the over one thousand eight hundred charities in the donor brochure. We all use these charities!

Please have a seat.

Request a Charity Speaker or Tour

Having a guest speaker can help make your job easier. Guest speakers could be a fellow Federal Employee who has an inspirational story about being helped by a CFC participating charity or charity speaker(s) can be requested through the Planning Committee to attend a meeting or group presentation.

By arranging to have a charity speaker at your meeting or group presentation, you can have first hand information presented to your group about one of the many charities listed in the Charity List.

People are very willing to give if they know what they are giving to; a guest speaker is the best way to do this!

Charity Tours are also available. Arranging a tour can give you first hand information about a charity, how contributions can help charities and what charities are doing to improve the lives of others.

The Planning Team Charity Coordinator can arrange for charity speaker(s) your meeting/group education sessions or arrange a tour for your group. Complete the Speakers/Tour Request Form found in the "Form" section in this binder.

Charity Speakers and tours may be available on: Oahu, Maui, Molokai, Kauai, Big Island, Guam and Saipan.