



## What is Your Role As A CFC Coordinator?

The Combined Federal Campaign creates strong regional partnerships within which the people of our local community and abroad can collaborate, share knowledge and develop resources for families, individuals and species in need, to include our environment and the world. Simply put, Combined Federal Campaign works because of you! Your hard work as a CFC Coordinator is seen each day in our community and the entire world: In day care and early childhood development programs, adult literacy services, environmental programs, health counseling & medical services, wildlife preservation and in many other areas. Nearly 3,000 charity programs and services (over 250 local) are funded through the Combined Federal Campaign because of each CFC Coordinator's work within their Federal Agency/Command.

### CFC Coordinators:

- Provide leadership and direction for the Combined Federal Campaign employee campaign at your Agency/Command and motivate others to participate.
- Ensure that all employees are provided with appropriate materials, education and are given an opportunity to contribute.
- Establish a campaign timetable and work with your Agency/Command Senior Leadership to determine participation and goals.
- Plan components of your campaign to include education, promotion and follow-up.
- Complete and submit all necessary reporting information.
- Thank employees, committees and volunteers for their involvement and support when the campaign is complete.



## CFCSHR Leadership Circle Awards

The leadership giving system of CFC of South Hampton Roads publicly recognizes and thank contributors whose commitment to the Community enables us to further our mission.

FLAG AWARD ~ (\$240-\$1199)

EAGLE AWARD ~ (\$1200+)



## How to Conduct an Educational CFC Campaign

A key part of your CFC Campaign is providing your employees with the information they need to make informed choices about Combined Federal Campaign and their gifts. The following steps can make your campaign special and fun for your employees.

*Your entire Combined Federal Campaign can be wrapped up in as little as **two weeks!***

### Step One: Meet with Your AGENCY/COMMAND LEADERSHIP

**Support from top management will benefit your Combined Federal Campaign greatly.** That's why it is important to meet with your Agency/Command Leader(s) and ask them to assist with your campaign. They can provide leadership within your Agency/Command and increase support of your efforts as a CFC Coordinator.

In your initial meeting, confirm with your AGENCY/COMMAND LEADER the following checklist.

- **Campaign Goal.** Has it been approved? If so, what will it be?
- **Incentives.** Are there any internal incentives your Agency/Command Leader may be able to offer to employees to foster participation & raise awareness? You may also see your CFC staff representative for incentive ideas and gifts upon approval from your leadership. **PLEASE BE SURE TO CHECK WITH YOUR ETHICS/LEGAL OFFICE FIRST. Per OPM regulations, please be informed that Federal Employees are not permitted to solicit donations from vendors. See your CFC Staff Representative for Incentive Gifts and Solicitation of Vendors on your behalf.**
- **Employee meeting(s)/presentation(s).** Will you be able to plan employee meetings in which you, your CFC representative and a Charity Speaker(s) can educate employees on the needs of the community and how donor contributions benefit charities and the clients served?
- **Leadership giving meeting/presentation.** Will your Agency/Command support a meeting specifically for Leadership Givers (donors giving at a leadership level of \$240+ or have potential)?

#### Other things you should ask of your AGENCY/COMMAND LEADER:

- Establish a campaign budget (*if applicable & appropriate*).
- Attend employee meetings about Combined Federal Campaign.
- Send an endorsement letter to employees. A sample is available from your CFCSHR Representatives and on our website under Coordinator/Key Worker Resource Center, [www.cfcsshr.org](http://www.cfcsshr.org).

### Step Two: Plan Campaign Themes and Ideas

Special events can enhance employee giving by **incorporating fun and awareness**. It is best to have your special events **at the end of the campaign** so they do not replace or compete with employee annual gifts. You can build your events on Combined Federal Campaign's theme, or consider the ideas listed below and on our website under Coordinator/Key Worker Resource Center. Consider using CFC special events to help motivate employees and build enthusiasm for the campaign. **PLEASE BE SURE TO CHECK WITH YOUR ETHICS/LEGAL OFFICE FIRST. Per OPM regulations, please be informed that Federal Employees are not permitted to solicit donations from vendors. See your CFC Staff Representative for Incentive Gifts and Solicitation of Vendors on your behalf.**

#### Event Ideas

- Host different fund-raising events with the proceeds to benefit the Combined Federal Campaign—Yard sales, Drawings, Bake Sales, Cake Auctions, Craft Shows, Recipe Book Sales and others.

- Everyone loves ice cream. Hold an ice cream social at the end of the campaign for employees who made donations.
- Bring your employees together with food. Provide lunch or breakfast at Combined Federal Campaign presentations or reward leadership givers with a special treat. Be creative. Perhaps partnering with MWR and/or base Chef, etc.
- Ride like a king! Promote a contest where each employee votes with a quarter for their favorite co-worker and the winner gets a free limo ride to work.
- The ol' switcheroo! Ask employees to make donations to "switch" jobs with someone for a day (*if applicable & appropriate*).
- Get active. Put on a basketball, softball, or bowling competition between departments or management. If you have a whole day, put together a golf tournament on a local course.
- Post pictures of daily or weekly drawing winners with their names and work area in staff lounges or cafeterias.
- Offer a 50/50 drawing. Sell tickets and draw a winner. Fifty percent of the ticket sales will go to the winner and fifty percent will go to support Combined Federal Campaign (*if applicable & appropriate*).

## Step Three: Promote Your Campaign

Build excitement about your campaign even before your first campaign meeting through your Command's Public Affairs and other media.

**Let everyone know that together you are working toward a common goal.** If you have an agency/ command newsletter or other marketing medium, use it to get the word out. Let employees know their company volunteers and ask them to talk to their peers about the importance of Combined Federal Campaign to the community.

You can also use the Combined Federal Campaign materials (posters, brochures, thermometers) to promote the campaign. Check out [www.cfcshr.org](http://www.cfcshr.org) for additional materials. Keep employees aware of upcoming Combined Federal Campaign meetings and activities through e-mail, memos and payroll stuffers. **PLEASE BE SURE TO CHECK WITH YOUR ETHICS/LEGAL OFFICE FIRST. Per OPM regulations, please be informed that Federal Employees are not permitted to solicit donations from vendors. See your CFC Staff Representative for Incentive Gifts and Solicitation of Vendors on your behalf.**

## Use Incentives (Internal)

Always, if possible, use incentives to reward your employees' participation and support.

### Reward employees for:

- Coordinator/Key Worker reaching 100% Contact
- Returning pledge cards at the meeting
- Giving on a leadership level
- Increasing their gift
- Giving one-percent of their salary
- "Power of the Hour" - giving one hour's pay per month
- Achieving agency/command or department goal of participation

### Incentives may include:

- T-shirts
- Free lunch with Agency Department Head, Command Leader/Admiral and/or other Senior Leadership
- Gift certificates

## Step Four: Conduct Employee Meetings

An employee group meeting is **the most effective and efficient way to ask employees to support Our Community and Abroad** through the Combined Federal Campaign of South

Hampton Roads. Set dates and times of your employee group meetings and promote them throughout the Agency/Command. If possible ask to be added to a regularly scheduled staff meeting. You can complete your part of the meeting in 20 minutes or less and it will take less time out of the workday.

Use the campaign video ([www.cfcsshr.org](http://www.cfcsshr.org)) to promote greater understanding of how Combined Federal Campaign works in our local community & abroad. Share with employees some of the services that their fellow employees use. Show how Combined Federal Campaign is there for them with employee testimonials, charity speakers and or charity fairs/tours.

## The 15-Minute Presentation To Employees

Time	Activity	Purpose
2 minutes	Welcome and endorsement is given by AGENCY/COMMAND LEADER (or appointed representative).	Publicly shows AGENCY/COMMAND LEADER support, and commitment. Gets audience's attention.
3 minutes	CFC campaign video is shown.	Employees are educated about what Combined Federal Campaign is doing in Our Local Community and Abroad.
3 minutes	Combined Federal Campaign Representative speaks and answers questions.	Educate audience on community needs and how they can help.
3 minutes	Charity representative speaks and answers questions.	Educate employees on particular charity programs/services/benefits available and how donor dollars work in the community & abroad.

**In order to promote leadership giving in your campaign, it may be a good idea to host a leadership meeting.**

A leadership meeting is a small group of employees brought together to learn about the giving opportunities within the Combined Federal Campaign. This can be an informal meeting in a boardroom with coffee and muffins or an elaborately catered event. Your CFCSHR representative can help you with all the details. He or she can schedule a community or charity representative to speak at your meeting and you can ask the attendees for their gift during the meeting. You can have a drawing or other special incentives to encourage employees to turn in their pledge cards at the end of the meeting. This will save time and allow you to report out immediately how committed your leadership team is to the community and our world.

**A leadership meeting can be used to:**

- Educate employees about benefits of CFC
- Ask for a leadership gift
- Jump start your campaign

**Who should come to a leadership meeting?**

- Management (all levels)
- Previous Leadership Givers
- Anyone who has shown a strong interest in Combined Federal Campaign or Community Impact.

**THANK YOU FOR YOUR SUPPORT AND SERVICE AS  
CFC COORDINATOR!**