

YOU CAN BE THE
FACE
OF CHANGE



2022
Campaign
Worker
Guide



Why the CFC Matters

The Combined Federal Campaign (CFC) is a federal tradition and one of the world's largest and most successful charity workplace campaigns. The CFC is an opportunity for all of us in the federal community to pledge monetary donations and volunteer time to our favorite charities. **Here are some great reasons to give:**

Give through
PAYROLL DEDUCTION



Give to
MULTIPLE CHARITIES



Give for
COLLECTIVE IMPACT



Looking for even more reasons to give through the CFC?

Tax-Deductible Giving • Unrestricted Funds for Charities • Easy to Renew •
Long-Standing Federal Tradition • Volunteer Hour Pledges • Secure Online Giving Platform •
Thousands of Vetted Charities • Makes Fundraising Easier for Charities

Impact of the CFC...

Each fall, the federal community gives generously through the CFC to make a difference in our local communities, across the nation, and around the world! **Here are the results of the 2021 campaign year:**

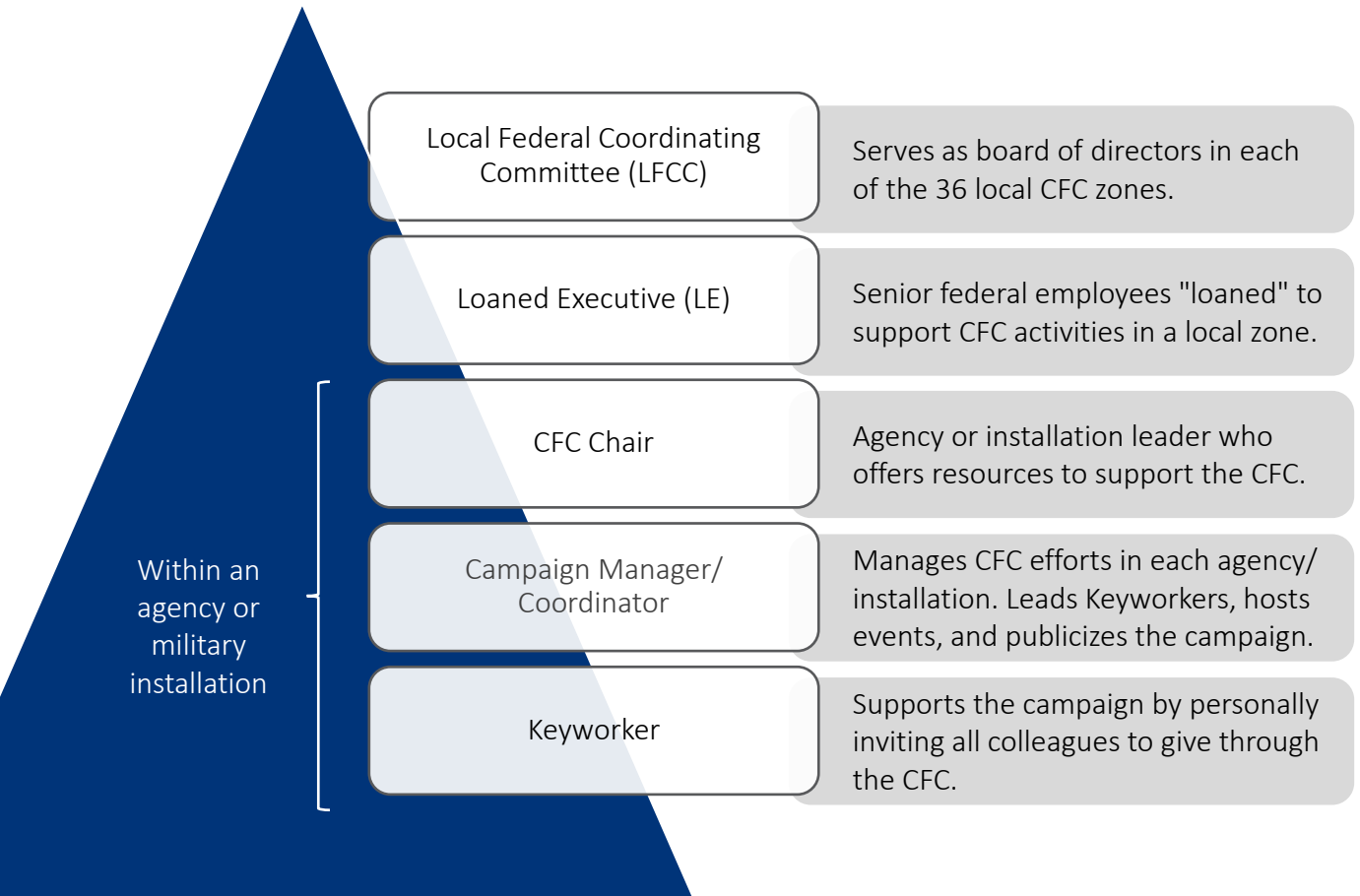
\$78.1
MILLION

80,000
VOLUNTEER
HOURS

5,000+
CHARITIES

Campaign Roles

Federal employees like you, who volunteer their time to serve as campaign workers each fall, make the CFC a success. This guide focuses on the roles of the Campaign Manager/Coordinator and Keyworkers in an agency/office or military installation/unit. Here is the hierarchy of federal employee CFC roles:



More terms to know:

Office of Personnel Management (OPM)

OPM's Office of CFC Operations oversees the entire CFC program.

Outreach Coordinator (OC)

Government contracting agency selected to support outreach and marketing efforts within each zone.

Central Campaign Administrator (CCA)

Maintains the national CFC online giving system, receives pledges, and distributes funds to charities.

(The CCA can be contacted at: 800-797-0098 (toll-free), 608-237-4898 (local/international), or cfcgiving.opm.gov/contact.)

Campaign Worker Checklist

As a campaign worker, you will inspire your colleagues by sharing the impact of the CFC. Attending a CFC training, using the provided resources, and following this checklist will ensure you have a successful campaign season.



Your #1 task as a campaign worker is to invite all of your colleagues to give through the CFC.

How does a Campaign Manager/Coordinator support this?

Recruit Keyworkers

- *Reference Leadership Section of Campaign Worker Toolkit*
- *Ask leadership to assist in recruiting*

Motivate Keyworkers

- *Invite to training provided by the CFC*
- *Hold regular team meetings*

Engage leadership

- *Reference Leadership Section of Campaign Worker Toolkit*

Share results

- *Use weekly pledge report provided by the CFC*
- *Keep Leadership and Keyworkers informed of campaign progress*



How does a Keyworker support this?

Engage colleagues

- *Send weekly emails provided by the CFC*
- *Present the CFC briefing slides in a meeting*
- *Talk to your colleagues and answer questions about the CFC*

Inform leadership

- *Reference Leadership Section of Campaign Worker Toolkit*



If you want to do even more to make sure the CFC is a success, check out the following sections in this guide: [promote the campaign](#), [host a CFC event](#), [campaign closeout](#), [ways to give](#), and [submit paper pledges](#).

Promote the Campaign

Make sure your co-workers know it is CFC season by promoting the campaign EVERYWHERE you can! Here are a few ways Campaign Workers can increase public visibility within your campaign.

Promote the CFC In Person:

- Print and hang campaign posters and banners in prominent areas.
- Track campaign progress with a physical barometer poster.
- Print and place donor cards and flyers on people's desks or in high-traffic areas.
- Use splash screen on digital signage and public monitors.
- Coordinate with your Public Affairs Office to place CFC articles and ads in publications.

Promote the CFC Virtually:

- Develop a CFC section on your intranet highlighting the benefits of giving, inspiring stories, photos of campaign activities, and progress toward campaign goals.
- Promote splash screens on everyone's computer when they log in for the day.
- Engage with the CFC's social media accounts by liking, commenting, and sharing.
- Send out the pre-drafted weekly emails from the Campaign Worker Toolkit.



All promotional materials and digital resources are available on the [GiveCFC.org](https://www.givecfc.org) website.



DO

- ✓ Promote voluntary giving.
- ✓ Have leaders demonstrate visible and tangible support.
- ✓ Share campaign results.
- ✓ Keep list of donors who are eligible to receive a thank you gift.
- ✓ Set cumulative campaign goals.



DON'T

- ✗ Use coercion for giving.
- ✗ Allow leaders to directly ask donors to participate.
- ✗ Share individual pledges.
- ✗ Share list of donors or non-donors.
- ✗ Set 100% participation requirement or set dollar amount per person.

Host a CFC Event

Campaign events are important! **Whether a virtual event or an on-site gathering, well done events can:**

- Give colleagues the opportunity to hear directly from the charities they support.
- Increase participation in the campaign.
- Give employees opportunities to learn about the CFC.
- Motivate campaign workers.
- Increase donations for charities.
- Make you (the organizer) look like a rock star to your leadership.
- Boost morale in your workplace.

Now, more than ever, reaching remote or telework employees is essential in hosting an event.



Use our Events Guide and Checklist for detailed instructions and more tips and tricks on hosting CFC Events.



Events can be fun, but we must remember to play by the rules. Here are a few of the best practices for CFC events.

CFC Events should ALWAYS:

- ✓ Promote employee engagement.
- ✓ Educate about the CFC and participating charities.
- ✓ Boost morale and camaraderie.
- ✓ Take place during duty hours.
- ✓ Contribute to reaching every federal employee.
- ✓ Participation should remain voluntary.
- ✓ Be approved by your ethics officer.
- ✓ Abide by health and safety guidelines.

Virtual Event Tips

- Choose your platform
- Get help
- Communicate
- Keep it short
- Include visuals
- Allow questions
- Practice
- Get creative
- Involve charities

Campaign Closeout

Some of the campaign's most important activities take place after the campaign has ended. Recognition and appreciation build morale and a strong foundation for your campaign for years to come.

Provide Recognition

Campaign Managers/Coordinators:

- Thank your Keyworkers through a nice note or email.
- Plan and host a CFC awards ceremony to thank participants, showcase your results, and recognize Keyworkers.
- Recognize campaign workers for their service by providing a signed CFC certificate.

Keyworkers:

- Distribute any donor recognition items, if available in your zone.
- Always thank everyone for their time and for considering a donation by sending the CFC Thank You card.

Campaign Closing Activities

Campaign Managers/Coordinators:

- Prepare a "lessons learned" report for future Campaign Managers/Coordinators.
- Provide feedback, when asked, to help improve the campaign.

Keyworkers:

- Collect, review, and submit paper pledge forms.
- Attend event ceremonies.
- Provide feedback, when asked, to help improve the campaign.



Ways To Give

Federal employees have the opportunity to pledge money and volunteer time. There are three ways to pledge; all methods are easy, safe, and secure ways to give through the CFC!



Online Giving

Give through:

- Payroll deduction
- Credit/debit card
- E-check/bank transfer
- Volunteer hours

Paper Pledge Form

Give through:

- Payroll deduction
- Check
- Volunteer hours

CFC Giving Mobile App

Give through:

- Payroll deduction
- Credit/debit card
- E-check/bank transfer
- Volunteer hours

For a detailed walk-through with screenshots, see the How to Give Online and CFC Giving Mobile app presentations on the website.



Interested in volunteering?

In addition to your monetary donation, you can pledge volunteer hours to charities accepting them. Contact your chosen charity to fulfill your time VIRTUALLY or IN PERSON.

Charities accepting volunteer hours will be designated with a hand icon in the charity listing.

