2020 Campaign Management Training

National Campaign Dates:
September 21, 2020 - January 15, 2021

Show Some Love at GiveCFC.org
Have you served as a CFC Campaign Manager before?

A. This is my first time!
B. I was a Keyworker last year.
C. I was a Campaign Manager last year.
D. I have been doing this for years!
What will we cover today?

- What is the CFC? Why should people give?
- Your CFC role and responsibilities
  - Campaign Management
  - Campaign Marketing
  - Campaign Reporting
What is the CFC? (Combined Federal Campaign)

Giving for ~60 YEARS
We’ve raised $8.4B since 1961
Last year we raised $86.5M in 2019
Choose from ~6,000 CFC CHARITIES — in 2020 —

Show Some Love at GiveCFC.org
Ok, that sounds great!

But what do I have to do as a Campaign Manager?
### CFC role and responsibilities

#### Campaign Management

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Campaign Management

- Attend campaign training
- Develop a campaign plan
- Brief leadership
- Review agency structure
- Identify and train Keyworkers
- Meet with your team
Develop a campaign plan

[Zone will enter local campaign plan details here.]
Brief leadership

Visible/Tangible Leadership Support Includes:

• Helping to recruit UPOs/Keyworkers
• Public CFC endorsements
• Set CFC goal
• Attend campaign events
• Publicly pledge
• Offer incentives/perks
• Recognition
Review agency structure

- Identify structure
- Obtain number of employees
- Report any changes to CFC office
- Create list (Name/ZIP code)

These numbers will determine quantity for materials!

[Include photo or visual of how they will review agency structure.]
Identify and train Keyworkers

Phase 1: Build your team

Phase 2: Train your team

Phase 3: Motivate your team
What is the ideal ratio of Keyworkers to employees?

A  1:1
B  1:25
C  1:50
D  1:100
Meet with your team

Campaign Manager

- Keyworkers
- Information Technology
- Ethics Office
- Public Affairs
- Events Committee
Campaign Marketing

• 2020 theme and concept
• Understand your tools and resources
• Order and distribute materials
• Promote the campaign
• Host events
2020 theme and concept

• Theme: *Show Some Love*

• Concept: *Be the Face of Change*

• Design: Mosaic photo theme and layout

• New URL: GiveCFC.org
### 2020 Cause of the Week

<table>
<thead>
<tr>
<th>Week of Sept. 28:</th>
<th>End Hunger</th>
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<tr>
<td>Week of Oct. 5:</td>
<td>Human Rights</td>
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<td>Week of Oct. 12:</td>
<td>Eradicate Poverty</td>
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<td>Week of Oct. 19:</td>
<td>Medical Research</td>
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<td>Week of Oct. 26:</td>
<td>Arts &amp; Culture</td>
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<td>Week of Nov. 2:</td>
<td>Education</td>
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<td>Week of Nov. 9:</td>
<td>Military Support</td>
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<td>Week of Nov. 16:</td>
<td>Children &amp; Family Services</td>
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<td>Week of Nov. 23:</td>
<td>Public Safety</td>
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<td>Week of Nov. 30:</td>
<td>Global Health</td>
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<td>Week of Dec. 7:</td>
<td>Housing &amp; Shelter</td>
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<td>Week of Dec. 14:</td>
<td>Faith-Based</td>
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<td>Week of Dec. 21:</td>
<td>Environmental Protection</td>
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<td>Week of Dec. 28:</td>
<td>Mental Health</td>
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<td>Week of Jan. 4:</td>
<td>Animal Welfare</td>
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<td>Week of Jan. 11:</td>
<td>Choose your favorite cause to celebrate this week!</td>
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Artwork provided by elementary school students in DoDEA schools overseas.
Virtual Charity Fair

SUCCESS STORIES

CHARITY VIDEOS
Understand your tools and resources
Are you still with me?

YES -- Let’s hear more about the website!

Of course!
Website...local zone page!

Join us!
You’re invited join the CFC community and change the world by supporting CFC charities that depend on our generosity.

WHAT
2020 Combined Federal Campaign

WHO
All federal employees and retirees

WHEN
Sept. 21, 2020 to Jan. 15, 2021
Website...Campaign materials and resources!

COMBINED FEDERAL CAMPAIGN OF [LOCAL ZONE]

Search...

DONORS CAMPAIGN WORKERS CHARITIES/FEDERATIONS ABOUT HELP

CAMPAIGN MATERIALS AND RESOURCES

Use the filters to find campaign materials and resources.

SHOW ALL DONOR MATERIALS EMAILS AND SPEECHES LOGOS AND TEMPLATES

MEDIA AND ADVERTISING POSTERS AND FLYERS TOOLKITS TRAINING MATERIALS

CFC LOGO

Use this official CFC logo for all your materials. Click the image or title to learn more.
Read more

SHOW SOME LOVE CIRCLES

Use these circles to brand CFC pieces.
Read more
Show Some Love Circle - Blue (55.4 KB)

DOCUMENT TEMPLATES

Use the document template or document header when crafting CFC communications.
Read more
# Audience Engagement

[Trainer will now demo website OR insert demo slides]
# Available CFC materials

## TRAINING RESOURCES
- Campaign Management Guide*
- Keyworker Guide*
- Training Presentations
- Event Guide
- Event Presentation
- How to Have a Successful Event Video

## PUBLICITY MATERIALS
- General Posters*
- Barometer Poster*
- Table Tents*
- Infographics*
- Donor Cards*
- Advertisements
- Pre-written Communications
- Social Media Posts
- Success Stories
- Virtual Charity Fair
- Charity Success Stories

## TOOLKITS
- Start Strong
- Cause of the Week
- Virtual Events
- #GivingTuesday
- Finish Strong
- Leadership
- Thank You

* Available for print.
Order and distribute materials

[Local zones to enter in order and distribution directions]
Promote the campaign...PUBLICITY

- Posters
- Table tents
- Website
- Newsletters
- Digital screens
- Social media
- Pre-written communications
- Virtual Charity Fair
- Advertisements/print ads
Still need more ideas?

Host events!

Available Resources:

• Events Guide
• Event Videos
• Virtual Events toolkit
• Event Presentation
What are some CFC events you have been a part of?

Including those you helped plan, attended in previous years or seen done in other organizations!

👍 Let’s hear some of those events!
Campaign Reporting

- Collect/submit pledges
- Reporting and briefing leadership
- Tracking progress
- Recognition
Collect and submit pledges

1. Collect
   - How will I collect pledges?

2. Store in safe location
   - Where will I store pledges?

3. Send in for processing
   - How will you pay for postage?
   - Bundle payroll pledges and check pledges separately by unit/office and complete a summary for each bundle.
Report and brief leadership

• Follow up with units that are reporting low contact.

• Praise great Keyworkers

• Track how close units are to achieving unit level awards.

• Brief leadership on results throughout the campaign.
Track progress...

100% contact is required

[Zones to include details on reporting contact]

Ensure 100% of employees are given the opportunity to give through the CFC!
Recognition

[Zones can enter recognition and awards program here]
# CFC roles and responsibilities

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After today’s session, do you feel more confident in your role as a Campaign Manager?

A  Yes, I got this!
B  No, please give me more information.
Questions?
Submit a selfie to

Be the Face of Change

and show your support for the CFC!

GiveCFC.org
Thank You!

GiveCFC.org
Stay Connected!

Facebook.com/localCFC

Instagram.com/localCFC

Twitter.com/localCFC

LinkedIn.com/localCFC

GiveCFC.org
Stay in Touch!

@ GiveCFC.org

[Email] [Campaign@localCFC.org]

[Phone] [000-000-0000]