



YOU CAN CHANGE A LIFE

STAGE ONE CAMPAIGN PLANNING

Review the Previous Year's Results

Ask yourself the following questions:

- » Was a goal set?
- » How was the goal determined?
- » What dollar amount was achieved?
- » Was there a campaign committee? If so, who was on the committee?
- » How were team members solicited?
- » How was the campaign promoted?
- » Were incentive gifts used?

Set Challenging Goals

Consider any changes in the number of employees, employees from other locations and past performance:

- » **Per Capita** - the total employee contribution divided by the total number of employees.
- » **Average Gift** - the total employee contribution divided by the number of givers.
- » **Percent Participation** - the number of givers divided by the number of employees.

Develop a Timeline

- » Follow the campaign planner, provided on page 8, to help you develop your timeline and stay on schedule.

Recruit and Train All Keyworkers

- » Whether the group of Keyworkers is small or large, training is important and should be provided.
- » If you want to conduct Keyworker training, please contact your Loaned Executive (LE) for planning assistance.

Review Your Campaign Materials

You will receive *Campaign Materials* designed to educate potential donors about the importance of the Combined Federal Campaign. All you need to do is give your Loaned Executive (LE) an accurate employee count, and we will take care of the rest. These materials include:

- » **Heart of the Midlands Charity Listing/Campaign Brochure** - Provides an overview of the CFC and lists the agencies to which donors can designate.
- » **Pledge Cards** - To record employee donations.
- » **Posters, Goal Charts and Video** - To promote the drive in your workplace.
- » **Report Envelopes** - To record contributions. Completed envelopes are copied and submitted to the Loaned Executive (LE) or the CFC office.

Consider an Electronic Campaign

Federal employees who use the EEX payroll system can sign on, search the Heart of the Midlands agency information and enter this year's pledge online. No other set up is required!

All other Federal agencies, use CFC NEXUS. To see how this tool can save you time, and potentially increase donations, go to <https://www.cfcnexus.org> and view the demo video. Your Loaned Executive will help get your agency set up.



STAGE TWO CAMPAIGN PRACTICES

Promote and Educate

Take **advantage** of every opportunity to promote the campaign and help employees understand what the Combined Federal Campaign is all about:

- » **Speakers** - Bring CFC stories to life by having a speaker or recipient from a funded agency speak to your employees. Ask your Loaned Executive (LE) to arrange your speaker.
- » **Ask co-workers** who are volunteers of a CFC-funded agency, or recipients of their services, to give moving personal testimonies.
- » **Utilize e-mail** messages throughout the campaign.
- » **Display CFC posters** in the workplace.
- » **Offer agency tours** for employees, to provide a first-hand look at where contributions go and who is getting help.

Types of Solicitation

The number one reason for not giving is: "I wasn't asked." Personal contact is worth a thousand words. Contact can take place through one-on-one solicitation, in a group (employee rally) or a combination of the two. Each method has its advantages. Only you and your *Campaign Committee* can decide which works best for your agency.

Employee Rally

This is the most effective solicitation. Employees are brought together in small groups to hear a CFC presentation at a rally designed to last about 20 minutes (see next page). Personalized *pledge cards* are distributed and employees are asked to return completed cards at the end of the meeting.

Advantages: Efficient use of time; presents consistent message; employees do not feel pressured or singled out.

One-on-One Solicitation

This involves one employee asking another to support the campaign.

Advantages: Personal interaction; one-on-one approach adds to the appeal; greater opportunity to have questions and objections answered; appeal can be tailored to the person's interest.

Combination of the Two

Conduct your employee rally and follow it up with one-on-one contact with those employees who did not turn in their pledge cards at the end of the meeting, or were unable to attend the meeting.

Advantages: Enables you to reach all employees and guarantee that all employees are given the opportunity to participate in the campaign.



Just a Reminder!

Gifts to the CFC help thousands of families both here at home and around the world. Your donation could touch the lives of people you know...your friends and neighbors.



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STAGE TWO

CAMPAIGN PRACTICES

Planning and Implementing a 20-Minute Employee Rally

Four easy steps to a 20-minute rally:

1. Employees attend a meeting, complete with speaker and endorsement from your Agency Director/Unit Commander.
2. Personalized *Pledge Cards*, *Instructions* and *Campaign Brochures* are distributed.
3. *Pledge Cards* are completed and returned at the end of the meeting.
4. Trained Keyworkers *personally* contact those who were unable to attend the meeting.

Prior to the rally:

- » Place posters and use e-mail to promote the campaign.
- » Personalize pledge cards.
- » Ask your Loaned Executive (LE) to invite speakers while you arrange for employee testimonials.

On the day of the rally:

- » Have personalized Pledge Cards, Instructions and Campaign Brochures ready.
- » Have pens available.
- » Brief the Agency Director/Unit Commander.
- » Check audio visual equipment.

Agenda for a 20-minute rally:

- » Open meeting and introduce Agency Director/Unit Commander to have him/her endorse the campaign and announce the organizational goal.
- » Show Campaign Video (if available).
- » Present guest speakers/testimonials.
- » Discuss incentive options.
- » Provide instructions and answer questions.

After the meeting:

- » Tabulate the Pledge Cards.
- » Track and order incentives.
- » Assist Keyworkers with follow-up.
- » Thank all committee members.
- » Thank all donors.
- » Announce the results as soon as possible.

STAGE THREE

COMPLETING THE CAMPAIGN

Now that the rallies are complete, report the results and say thank you.

Report Your Results

You and your Loaned Executive (LE) need to complete and sign the Campaign Manager Report Envelope in order for your agency's results to be included in the CFC total. Analyze your results by department. This helps to verify that all cards have been returned. To ensure the accuracy of the pledge cards, please make sure they are legible, accurate and complete:

- » Payroll deduction cards must be signed and dated and include social security numbers.
- » The total donation on each pledge card must equal the amount per pay period times the number of pay periods, and must equal the total designation.
- » Designations to agencies should be in whole dollars.

Be sure to verify the amounts in the envelope before you seal it. Then you should report the results to the Agency Director/Unit Commander and to all employees.

Say "Thank You" to Everyone

People really do appreciate it. Saying "thank you" is the most important element in winning the long-term, positive support you worked so hard to achieve. In addition to distributing the CFC incentive items, some other possible "thank yous" include:

- » Announce final campaign results and significant achievements.
- » Thank employees in a personal letter.
- » Send letters of appreciation to *Campaign Committee Members* or give them a gift.
- » Say thanks by having a pizza party or other event.
- » Use certificates, plaques, cards, special awards, pins or a special rally or event to share the agency's success with the employees.
- » At the end of the employee rally, give cookies that say "thank you" to those attending the rally.
- » Run "thank you" ads in the company newsletter or local publications.

Final Step

After the campaign is complete and the results have been announced, have one final meeting with your Loaned Executive (LE) to discuss strengths and weaknesses of your campaign and what can be done next year to improve the drive.

