



CENTRAL FLORIDA

50 YEARS OF
CARING

2011 Key Worker Training Manual

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YOUR CAMPAIGN ROLE

Welcome to the 2011 Central Florida Combined Federal Campaign!

Our theme this year is: ***Celebrating 50 Years of Giving. Celebrating the compassion, selflessness, and sense of responsibility of the Federal worker.***

Together with help and guidance from your CFC representative, your role is to coordinate a successful campaign for your federal agency and raise the critical dollars that will make a difference. Some of your duties in this important role include:

- First and foremost--Have fun!
- Analyze past campaign history and set goals for your campaign
- Plan campaign dates (kick-off, employee meetings and thank you events)
- Work with team members to help solicit and communicate with employees
- Communicate with your CFC representatives to make sure you have all the necessary resources

You are key to the success of this year's campaign. As a campaign volunteer, it is your responsibility to tell those you solicit the reason they are being asked to give. Their gift will assure that services supported by the CFC are available to all, now and in the future. The CFC recognizes that giving is a personal choice. We want your fellow workers to feel good about giving to the Combined Federal Campaign.

This guide will provide you with the basic knowledge to plan organize and implement a successful campaign. Think positive, be enthusiastic and take advantage of this guide and the other resources available to you.

CENTRAL FLORIDA COMBINED FEDERAL CAMPAIGN QUICK FACTS:

The 2010 Combined Federal Campaign received tremendous support from federal employees in Central Florida. Local federal employees reached deep into their pockets and donated **\$854,990!**

The Central Florida CFC continues to maintain levels of excellence nationally and statewide:

2010 Central Florida CFC Campaign Results	
Total Dollars Raised	\$854,990
Number of Employees	15,030
Number of Donors	3143
Per Capita Gift	\$56.69
Average Gift	\$272.03
Participation	21%
Central Florida CFC	
Administrative Cost	12.4%

If you have any questions, please call Dennis Burns at 407-835-0900, ext 745, or the CFC Desk at ext 595.

CAMPAIGN INFORMATION/CAMPAIGN NOTES

Campaign Start Date: _____

Campaign End Date: _____

Employee meeting dates and times:

Agency Campaign Statistics:

2010 2011

Total Dollars Contributed: _____ _____

Number of Contributors: _____ _____

Average Gift: _____ _____

Per Capita Gift: _____ _____

Team Members (duplicate as necessary):

Name: _____

Name: _____

Phone: _____ Contact Date: _____

Phone: _____ Contact Date: _____

Name: _____

Name: _____

Phone: _____ Contact Date: _____

Phone: _____ Contact Date: _____

Name: _____

Name: _____

Phone: _____ Contact Date: _____

Phone: _____ Contact Date: _____

Principle Combined Fund Organization

**CENTRAL FLORIDA CFC
C/O HEART OF FLORIDA UNITED WAY (PCFO)**

CFC Director: Dennis Burns

Phone: 407- 429-2094

E-Mail: dennis.burns@hfuw.org

Fax: 407-244-2804

Frequently-Asked Questions

How long should my campaign last?

This is dependent upon the size of your agency, but usually no more than two weeks. Set internal deadlines for your campaign volunteers and your employees.

Can I run my CFC Campaign without a committee?

It is more efficient to have a team of support for you and your campaign. This way, you can delegate the responsibilities and have a more effective campaign.

How do I order additional campaign materials?

Contact your CFC representative and let them know how many employees you have. We'll do the rest!

When should I distribute the Agency Guide and the Pledge Forms?

This varies from agency to agency. We suggest that you distribute them at your campaign Kickoff. Remember to give every employee a pledge form. Please share CFC agency guides. Encourage your co-workers to keep the CFC Agency Guide in their department year round. It is a great resource for information!

Schedules are tight at our agency, how can I save time on Employee Meetings?

Employee meetings are key in communicating the importance of giving to the CFC. Here are some tips for fitting them into everyone's schedule:

- Keep them short – 10 minutes is all you need
- Start on time and stay on track!
- Tie in the CFC presentation into an already scheduled meeting – all we need is 5 or 10 minutes to communicate the message
- Add CFC to the agenda of a weekly staff meeting

Why should our employees give to the CFC?

Donations to the CFC improve the quality of life for you and your neighbors. They ensure access to the thousands of vital health, social and environmental services not supplied, or only partially covered, by government sources. These services stabilize lives, arrest social problems, encourage productivity, and increase the resources and prosperity of entire communities. Remember, you never know when you, a friend or a loved one may need the services of a CFC agency.

By contributing today, you can help build a stronger tomorrow!

Why not just give directly to the charities?

There are several reasons that the CFC is among the best ways to give to charity.

- CFC is your campaign. It gives a voice to caring federal employees who annually raise millions to support worthy charities.
- The fact is that most of us are too busy to research charities and make a contribution. CFC makes it easy and does it for you! Your local LFCC screens all charities that apply in your local area. OPM screens all charities that apply nationally as well as internationally. All agencies and federations are carefully screened to meet strict but fair requirements established by OPM.
- Giving through the CFC allows you to use payroll deduction, thus increasing the amount of money you can afford to give to your favorite charity.
- Undesignated money is distributed according to the percentage of money designated to the agencies. Your designated gift allows your favorite agency to receive a percentage of the undesignated money.
- Remember our theme- ***Celebrating 50 Years of Giving. Celebrating the compassion, selflessness, and sense of responsibility of the Federal worker.***

Who determines what agencies are listed in the CFC Agency Directory?

The Local Federal Coordinating Committee (LFCC) governs the local CFC. This volunteer committee, comprised of federal personnel, reviews each agency application for compliance with strict OPM/CFC criteria and votes on the acceptance or denial of each agency based on the criteria.

How do Federal employees know their contributions really get to the agency they designate to?

By CFC regulation, all designations must be honored! Each CFC is administered by a Principle Combined Fund Organization (PCFO) which is audited annually by an independent auditor to ensure that designations have been honored. In addition, you can request to be acknowledged for your pledge by your designated charity.

When does my payroll deduction begin and how long is my contribution commitment?

Payroll deductions will be for **one year only** and begin the first pay period in January of the year following the pledge.

Why isn't my favorite charity a member of CFC?

Any nonprofit organization can apply to the CFC, though they must meet strict, but fair requirements. Your specific charity may simply not be aware of how they can participate in CFC. Please contact the CFC office at 407-835-0900 if your organization would like an application.

There is a CFC agency I don't like. I don't want to support CFC because of this.

Because of the varied interest of the Federal workforce, CFC represents a broad spectrum of charitable agencies. By designating where your funds go, you can be assured that only the charities of your choice receive your donation.

What is the relationship between the Central Florida CFC and Heart of Florida United Way?

The CFC requires an organization to serve as the Principal Combined Fund Organization (PCFO) to plan, promote, and carry out its goals. Heart of Florida United Way (HFUW) applies every year to the Local Federal Coordinating Committee to be granted a one-year contract to serve in this capacity. HFUW applies to the campaign separately as an eligible non-profit organization to receive designations.

Someone I know didn't receive help from a CFC funded agency.

Get the facts — names, dates, and all other pertinent information, then call your local CFC office at 407-835-0900. No one who needs help is arbitrarily turned down, nor do you have to contribute to the campaign in order to receive help. An agency's ability to help those-in-need is often times dependent upon CFC and other private contributions received. Consequently, there are cases in which an agency has just enough funds to assist a specific number of people. Federal employees' continued generosity can give CFC agencies an increased ability to help more people in need.

THANK YOU FOR YOUR TIME AND TALENT!

WE COULD NOT HAVE A SUCCESSFUL CAMPAIGN WITHOUT YOU!

CHARITY LISTING / NTEE CLASSIFICATION SYSTEM

NEW: Each organization can self-identify up to three categories, in priority order, which most closely identifies the type of mission, services, and activities provided. The corresponding letters will be printed in your organization's listing in the CFC brochure (see example below) to assist donors in selecting a charity. Categories are derived from the National Taxonomy of Exempt Entities (NTEE) classification system developed by the National Center for Charitable Statistics. The 26 categories are:

- A Arts, Culture, and Humanities
- B Educational Institutions & Related Activities
- C Environment Quality, Protection & Beautification
- D Animal Related
- E Health – General and Rehabilitative
- F Mental Health, Crisis Intervention
- G Disease, Disorders, Medicinal Disciplines
- H Medical Research
- I Crime, Legal Related
- J Employment, Job Related
- K Food, Agriculture, and Nutrition
- L Housing, Shelter
- M Public Safety, Disaster Preparedness & Relief
- N Recreation, Sports, Leisure, Athletics
- O Youth Development
- P Human Services – Multipurpose and Other
- Q International, Foreign Affairs, National Security
- R Civil Rights, Social Action, Advocacy
- S Community Improvement, Capacity Building
- T Philanthropy, Volunteerism & Foundations
- U Science & Technology Research Institutes, Services
- V Social Science Research Institutes, Services
- W Public, Social Benefit: Multipurpose, Other
- X Religion Related, Spiritual Development
- Y Mutual/Membership Benefit / Other
- Z Other

Sample Charity Listing

11405 ABC Charity (Alpha-Charity) (800) 555-5555
www.abccharity.org EIN#12-3456789 ABC Charity attacks the
causes of hunger and poverty by promoting effective and
innovative community-based solutions that create self-reliance,
economic justice, and food security. 15.8% P,S,K

7 STEPS TO A SUCCESSFUL CAMPAIGN:

STEP #1: SECURE CFC SUPPORT FROM TOP MANAGEMENT

Your agency leadership involvement is key to the campaign and can make the difference in how truly successful your campaign is. Top level support demonstrates that the entire agency is behind the campaign. Having support from the top will lay the foundation for a successful campaign, no matter the size, structure or culture of a federal agency.

Keys to Success

- With the support of your agency director, analyze past campaign history and set goals for your campaign.
- Conduct a leadership campaign with the members of management before the regular campaign.
- Management should be visible and speak in support of the CFC at all campaign events.
- Ask management to promote the CFC at all regularly scheduled staff meetings.

Step #2: SET GOALS AND TRACK RESULTS

Everyone needs something to strive for and your CFC campaign is no exception. Establishing a realistic but aggressive goal creates excitement among your employees. Analyzing past campaigns will help you plan this year's campaign.

Keys to Success

- Meet with your CFC representative to review previous campaign history.
- Meet with previous employee coordinator and campaign team to discuss what worked and what did not work.
- Utilize the checklist in this guide to set a campaign timetable.
- Set an obtainable campaign goal.
- Track campaign results throughout the campaign.
- Publicize your results to the employees throughout the campaign.
- Report your results to the CFC PCFO.

When setting your campaign goals look at these facts:

- Long-Term Giving History
- Agency Structure
- Economic Factors
- Leadership Givers

When tracking your results throughout the campaign consider:

- Number and amounts of pledges by payroll deduction
- Number and amounts of pledges by cash and by checks. Track separately.
- Number giving and amount given at the leadership level

Step #3: RECRUIT A CAMPAIGN TEAM

A strong campaign team with innovative thinkers and motivated volunteers (*working together*) will help ensure the success of your CFC campaign. **Campaigners** provide face-to-face interaction, giving them the opportunity to make the personal ask and to answer any questions your co-worker may have. They make the task of reaching every worker more convenient by breaking the organization into manageable segments.

Steps Critical to Training the Campaign Team:

- Allow a CFC representative to conduct the training.
- Educate the campaign team on the impact their role has on the success of the campaign, the CFC and the resources available to them.
- Ask campaign volunteers to make their pledges at the training.
- Say "thank you" to each employee for their pledge and their time.

Keys to Success

- Select employees who are high energy; possess good communication skills and are respected within your agency.
- Recruit workers from each department or division.
- Design your team to share responsibilities of the campaign.
- Involve labor representatives on your team.
- Meet with your campaign team to discuss the campaign.
- Get campaign volunteers excited about the campaign.
- Formulate your campaign plan.

Step #4: CONDUCT A SEPARATE LEADERSHIP GIVING CAMPAIGN

A Leadership Giving Campaign is the most effective way to increase your employee campaign results and provide community recognition for your agency and its employees. Leadership Giving provides the motivating factor and is the cornerstone for the CFC's ability to make a difference in our community. Membership in the CFC's **Leadership Giving Program begins with an annual commitment of \$200 or more.**

There are several benefits to conducting a Leadership Giving Campaign in your agency:

- Extends your agency's CFC participation.
- Leadership Giving is the easiest way to meet your CFC goal.
- Makes the largest impact on services in our community!

Keys to success:

- Recruit a Leadership Giving Campaign Volunteer. The volunteer should be a leadership donor.
- Have a separate Leadership Giving meeting inviting all agency leadership, past and potential leadership donors.
- One to One Peer Contact.
- Report Leadership Giving results at the employee kickoff.
- Say thank you to all your leadership donors.

What Can your Leadership Gift Do?

Some of the most rewarding opportunities to give could be the ones you give away:

\$5 Café Mocha each work day	\$25 Young people with physical or mental disabilities can participate in special needs scouting
\$5 Fast-food value meal each work day	\$38 School-aged children and teens get education, prevention and intervention on alcohol and drug abuse
\$35 Manicure/ pedicure twice a month	\$14 Bone Marrow Registry donors will be available to aid those suffering from childhood and adult cancer
\$90 Dinner and a movie for two each month	\$240 Meals delivered to homebound, low-income seniors

Step #5: EDUCATE, ENGAGE AND INVOLVE YOUR CO-WORKERS

Your LFCC wants federal employees to feel good about giving to the CFC. Get your co-workers involved and educate them about the difference they are making by contributing to the CFC. Consider your agency's culture and demographics when planning your campaign message. You know best what your co-workers will respond to!

Keys to success:

- Kick-off your campaign incorporating a fun theme, food and door prizes ...this is the best way to motivate and generate excitement among your employees.
- Publicize your kickoff.
- Distribute campaign materials at the kickoff.
- Show the CFC video.
- Ask a co-worker who has benefited from the CFC to share their story.
- Invite agency speakers to illustrate the importance of giving to the CFC.
- Jumpstart the campaign by announcing Leadership Giving results.
- Provide incentives for turning in pledge cards before workers leave the kickoff.

Communicate! Communicate! Communicate! Keeping your co-workers excited about the campaign increases awareness of the CFC, increases donations and increases participation. People give if they are well informed and understand that their donation can make a difference in the life of someone less fortunate.

Additional methods of publicizing your campaign:

- Include campaign information in your agency newsletter.
- Utilize your agencies' intranet or e-mail to promote upcoming events and highlight important deadlines.
- Utilize information from the national CFC web-site.

Step #6: ASK EVERYONE TO GIVE

The main reason people do not give to the CFC is because they are never asked. Don't let this happen in your organization! It is important to provide your co-workers with adequate information about the CFC, enabling them to make an informed decision about giving.

Encourage your co-workers to give to the charities of their choice. Illustrate the affordability of contributions to the CFC (see below).

Based on 26 pay periods:

A gift of \$208 is only \$8 per pay period
A gift of \$520 is only \$20 per pay period
A gift of \$1014 is only \$39 per pay period

Keys to Success:

- Ask management to set the example by pledging to the CFC.
- Utilize volunteers to distribute campaign materials, collect pledge cards and answer questions.
- Don't forget to ask off-site employees to give.
- Discuss the Leadership Giving Program with donors.
- Encourage past donors to increase their gift.
- Help donors fill out their pledge form.
- **Remember the *personal ask* is the key.**

Encourage Payroll Deduction – This is the easiest way to donate to the CFC and is the preferred method as well.

- It's simple...just fill out your pledge form and you can give to your favorite charity all year long.
- It's easy on the pocketbook...a smaller donation taken out of your paycheck each pay period is a painless way to give.
- It's more effective...payroll deduction allows you to give larger donations easily.

One-Time Gift (*check or cash*) - Employees can still designate which charities they wish to donate to with a one time gift.

Step #7: SAY THANK YOU

At the end of your campaign, celebrate your campaign's success by thanking your donors, agency leadership, and your volunteers for their support! Remember, every gift, no matter the size, or amount of time given is making a difference in the lives of many people. Everyone deserves to be thanked!

Keys to Success:

- **REPORT YOUR CAMPAIGN RESULTS!!!!**
- Host the celebration as soon as possible after your campaign ends.
- Ask management to publicly thank all the donors and the campaign team.
- Create certificates for your volunteers and those departments that did especially well.
- Create a banner to be posted in your agency's lobby or at the entrance gate of your agency thanking employees for their contributions. Include total dollars donated to the CFC.

REPORTING YOUR CAMPAIGN RESULTS:

It is very important to provide accurate reports to the CFC as soon as possible. It is important that contributions are processed quickly allowing for accurate reporting of results to OPM and our auditors, and we want to see how the overall campaign is progressing.

When reporting your campaign results REMEMBER to:

- Set internal deadlines for your volunteers and your employees.
- Turn in your report envelope, donor recognition report and leadership giving report to the CFC office immediately.

ELEMENTS OF CAMPAIGN REPORTING:

INSTRUCTIONS FOR COMPLETING THE PLEDGE FORM:

STEP# 1: Contributor Information

Complete all portions including: donor name, federal agency/organization name, and unit/division or payroll office (*please check with your Human Resources department for this information or it can be found on your pay stub*), work address, phone and social security number (*for payroll deduction contributions only*). Sign and date the payroll authorization agreement to allow for payroll deduction only.

STEP #2: Contribution Information

For **civilian** payroll deduction, please indicate the gift amount per pay period and total contribution. For **military** payroll deduction please indicate gift amount per month and total contribution. For cash or check, please indicate total gift amount on the "OTHER" line. *All checks must be made out to the Central FL - CFC.*

STEP #3: Charitable Agency Designations

Indicate the organization's five-digit code, found in the 2011 CFC Agency Guide, and the annual dollar amount of the designations for each. Total annual dollar amount cannot exceed your total gift amount.

STEP #4: Donor Recognition Options

Signify whether or not you would like to receive acknowledgement of your contribution from the charities of your choice. The CFC **will not** release the names, e-mail address or mailing address information of donors who **do not** wish to be acknowledged.

Keys to Success:

- The **white copy** of the pledge card is to be sent to your payroll department for processing.
- The **yellow copy** of the pledge card, no matter if the donor gave through payroll deduction or a one time gift, goes inside the report envelope to be sent to the CFC office.
- The **pink copy** of the pledge card is the donor's tax receipt.



2011 CENTRAL FLORIDA COMBINED FEDERAL CAMPAIGN
 1940 Traylor Blvd., Orlando FL 32804-4714 (407) 835-0900

CFC Campaign No. City/State Code:
0192 12 2360

ATTENTION PAYROLL OFFICES:
 Only use this number to identify the local campaign.

PRINT NAME (LAST)	FIRST	MIDDLE INITIAL	CHECK (if applicable) <input type="checkbox"/> Civilian <input type="checkbox"/> Military	FEDERAL AGENCY AND OFFICE	SOCIAL SECURITY NUMBER/EMPLOYEE ID
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WORK ADDRESS & ZIP CODE	WORK PHONE ()
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CONTRIBUTION: Fill in the blank showing the amount of your payroll allotment, cash or check contribution. Write in the total of your annual contribution in the space provided

ALLOTMENT SOURCE	AMOUNT	INTERVAL	TOTAL GIFT	CHARITY CODE	ANNUAL AMOUNT
MILITARY PAYROLL Branch of Service? _____		X 12 months	\$		
CIVILIAN PAYROLL		X 26 pay periods	\$		
Cash/Check Amount: \$ _____ Check Number: _____ <small>(make check payable to the Combined Federal Campaign)</small>			Date of Contribution: _____		

CFC Organizations do not provide goods or services in whole or partial consideration for any contributions made to the organizations via this pledge card.

DESIGNATED GIFT: To designate one or more charities or federated groups, fill in the charity code(s) and dollar amounts above. Undesignated gifts are distributed among all organizations in proportion to their pledges.

INFORMATION RELEASE (OPTIONAL)

Any information you enter below will be released, along with your name, to the charity(ies) to which you made a pledge. Do not enter your work address or email.

Home Address _____

Personal Email Address _____

In addition to my contact information, I authorize the CFC to release the amount of my pledge to the charity(ies) I designated above.

PAYROLL DEDUCTION AUTHORIZATION

I hereby authorize any agency of the United States Government by which I may be employed during 2012 to deduct the amount(s) shown above from my pay each pay period during the calendar year 2012 starting with the first pay period that begins in January and ending with the last pay period that begins in December, and to pay the amounts so deducted to the Combined Federal Campaign shown above. I understand that this authorization may be revoked by me in writing at any time before it expires.

SIGNATURE _____ DATE _____

OPM FORM 1654 REV. MAY 2011



IMPORTANT NOTE:

If left "blank", donor will NOT receive any acknowledgement from the Charity.

INSTRUCTIONS FOR COMPLETING THE CFC REPORT ENVELOPE:

STEP# 1: Federal Agency Information

Complete all portions including: federal agency/organization/unit name, address, phone, fax and number of employees.

STEP #2: Employee Coordinator Information

Complete the coordinator information including name, title, phone number and date.

STEP #3: Check appropriate box

Partial or Final report.

STEP #4: Donors

Number of donors = Number of pledge forms enclosed in this report envelope
Amount pledged = Total dollars (payroll deduction) enclosed in this report envelope
Amount enclosed= One time gifts (cash or check) enclosed in this report envelope

STEP #5: Leadership Level Contributors

Please list all Leadership contributors (name and level) in designated space on back of envelope.

.....**2011 LEADERSHIP GIVING:**

.....EAGLE CLUB MEMBER.....Donors who contribute \$1000.00 or more

.....PATRIOT CLUB MEMBER....Donors who contribute between \$500 and \$999

.....SUPER HERO.....Donors who contribute between \$200 and \$499

STEP #6: Review check-list on back of envelope

STEP #7: Next step

Place cash, checks and/or pledge forms inside the report envelope. Seal the report envelope! Then call your CFC representative and arrange for a convenient time to pick up the report envelope. Do not give your CFC representative an open report envelope. Again, the report envelope MUST BE SEALED first before giving it to your CFC representative

STEP #8: Put total number of employees in box

If you have any questions, please contact the CFC office at 407-835-0900, ext 745 or 595.

CFC Campaign Report

Account # _____

PLEASE PRINT

Main Federal Branch _____

Local Agency Name _____

Address _____

City _____ State _____ Zip _____

Tel _____ Fax _____

Preparer's Name _____

Preparer's Signature _____

Date _____

For United Way Use Only

Envelope _____ File _____

Type: W LB M A

Intake by _____ Date _____

Audited by _____ Date _____

Input by _____ Date _____

Approved by _____ Date _____

Closed by _____ Date _____

Deposit # _____ Date _____

Deposit by _____ Date _____

Cash _____ Checks _____

**Total Number of Employees
in the Organization:** _____

	TYPE OF GIVING	# OF DONORS	AMOUNT PLEDGED	AMOUNT ENCLOSED
1	Fully Paid Cash / Check Contributions <i>(Enclose pledge cards)</i>			
2	Payroll Deduction Pledges <i>(Retain white copy of pledge card and enclose yellow copy)</i>			
3	Special Events <i>(Cash/Checks MUST be enclosed.)</i>			
4	GRAND TOTAL <i>(in this envelope ONLY)</i>			

Central Florida Combined Federal Campaign
c/o Heart of Florida United Way (PCFO)
Dr. Nelson Ying Center • 1940 Trolley Blvd • Orlando, FL 32804
Phone: (407) 835-0900 • Fax: (407) 244-2804 • www.cf-cfc.org



CFC CAMPAIGN RESOURCES:

We are here to help!! We want to make your CFC experience enjoyable.

Utilize your CFC Representative or Loaned Executive to:

- Analyze previous campaigns and set goals for this year.
- Help plan and implement a campaign strategy custom to your agency.
- Conduct Campaign Training.
- Order Campaign Materials.
- Secure agency Speakers, Tours and Fairs.
- Present CFC Information at employee meetings.
- Work with you to report your campaign results.
- Be there to help in any way needed.

CAMPAIGN MATERIALS:

CFC Agency Guide has the list of eligible CFC agencies with vital information about the CFC. CFC agency guides should be made available to all employees. The agency guide is one of the CFC's best education tools available to your employees.

PLEDGE FORM provides a way to record employees' gifts to CFC agencies. Each employee should receive a pledge form. Please note the donor recognition program in the white box, lower left corner of form.

CAMPAIGN POSTERS will remind employees of this year's campaign.

CAMPAIGN VIDEO will educate viewers on the CFC and the importance of giving.

CFC SPEAKERS, TOURS AND FAIRS

CFC speakers, agency tours and fairs are the best ways to motivate your co-workers through awareness and education. Explore what causes or charities interest your co-workers. Potential donors are more apt to attend a meeting or take a tour, if they have a vested interest. Refer to your Speakers & Tours List to schedule your agency's next CFC Presentation or Tour.

AGENCY SPEAKERS bring the agency to your organization. Agency speakers are able to best tell their stories and provide your team with a better understanding of the community needs and the programs offered by the agency.

AGENCY FAIRS provide first hand exposure to a variety of CFC agencies. Design the fair to be interactive between your employees and the agency representatives.

AGENCY TOURS define "seeing is believing." Tours are the single best way to show donor contributions in action.

Keys to Success:

- Choose agencies that interest your team.
- Plan your events at least two weeks in advance to allow for scheduling.
- Specify timeframes (i.e.:15 min. per speaker; 2 hour agency fair; 1 hour per agency tour)
- Inform your CFC representative of any details regarding parking, location (directions), how many employees to expect (helps plan for materials and giveaways), what time the agencies should arrive to set up and security issues at your agency.
- Start on time.

FUN AND CREATIVE CAMPAIGN IDEAS

Try to make your campaign as informative and fun as possible. Below are some suggested fundraising activities and incentives to boost your campaign contributions and get your employees excited about your campaign.

Fundraising Activities

Bake Sale
Silent Auction
Contests
Balloon Sales, Candy Sales, Thank You Grams
Book Fair
Sporting Tournaments

When to Use Incentives

For a payroll deduction gift
For turning in a pledge card
For Leadership Giving
For the department with the highest participation
For the department with highest percent increase

Incentive Ideas to Engage Your Employees

Themed Meetings
Drawings
Meals
Vacation Days
Casual Days
Special Event Tickets
CFC items
Parking Spaces
Executive Car Wash
Gift Certificates

Where to Get Incentives

CFC Office
Your vendors
Your own company and employees
Local Businesses

GENERAL CAMPAIGN AND PRESENTATION TIPS

Be Prepared

- Develop a clear understanding of the CFC. Review the materials in this guide, become familiar with the agency guide and pledge form.
- Establish your credibility...understand the topic you are presenting.

Be Friendly

- Make a good first impression.
- Thank everyone, whether or not they give to the campaign.

Be Informative

- Use the CFC Agency Guide as a means to address concerns. Point out the spectrum of services offered by CFC charities.
- **Stress agency needs rather than campaign results in your presentation.**

Address Questions and Concerns

- Answer any questions you can.
- If you don't know the answer, don't guess ... get the answer from your CFC representative and follow up.

Ask for a Pledge

- Remember ... you're not asking for yourself, but for others who need help.
- Be sincere. Make your own pledge before asking co-workers to do so.
- Arouse the emotions of your audience. Tell them about how you, a friend or co-worker was assisted by a CFC agency. The campaign video also provides emotional impact.
- Stress the importance and efficiency of helping others through the CFC.
- Present the pledge form and ask for a pledge.

SAMPLE PRESENTATION AGENDA (15 Minutes)

- Welcome and remarks by CFC Coordinator or Campaign Volunteer (2 min.)
- View the campaign video (7 min.)
- A brief presentation from an agency speaker(s) or a testimonial by a fellow employee who has been helped by the CFC (3 min.)
- Conclude ... ask Team to complete pledge cards. Say THANK YOU to all attendees (3 min.)

Call your CFC Representative to help you plan your campaign and report your results.



CFC PLANNING FORMS:

CFC CAMPAIGN PLANNING GUIDE

ACTIVITY	TARGET DATE	COMPLETION
1. Attend Campaign Training	_____	_____
2. Attend Campaign Kickoff	_____	_____
3. Confirm agency/installation director support	_____	_____
4. Develop a Leadership Giving Plan	_____	_____
• Identify potential Leadership Givers	_____	_____
• Conduct Leadership Giving Campaign prior to the overall campaign	_____	_____
• Begin peer visits and follow-up on results	_____	_____
• Thank all Leadership Givers	_____	_____
• Report results of Leadership Giving at overall Campaign Kickoff	_____	_____
5. Recruit Campaign Volunteers	_____	_____
6. Campaign Volunteer Training	_____	_____
• Coordinate with CFC Representative	_____	_____
• Set location for training	_____	_____
• Assign roles to the campaign volunteers	_____	_____
7. Plan Kick-off:	_____	_____
• Coordinate with CFC Representative	_____	_____
• Theme	_____	_____
• Location, food and giveaways (check with your CFC representative and your vendors)	_____	_____
• Confirm agency speaker	_____	_____
• Publicize your event	_____	_____
• Ask Agency Director or management representative to participate	_____	_____
• Show CFC Video	_____	_____
• Ask co-worker affected by the CFC to speak	_____	_____
• Distribute CFC Agency Directory and Pledge Cards	_____	_____
8. Start Campaign publicity	_____	_____
9. Develop Campaign solicitation plan	_____	_____
• Group meeting solicitation dates set	_____	_____
• One-on-one solicitation dates set	_____	_____
10. Collect pledge forms and tally results	_____	_____
11. Report progress throughout agency/installation	_____	_____
12. Complete weekly reports and send to CFC Office	_____	_____
13. Report final results	_____	_____
14. Say thank you to your donors and campaigners	_____	_____

Special Thanks to Our 2011 Central Florida CFC Sponsors:

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