

Campaign Timeline and Personal Planner

ACTIVITY	TARGET DATE	DATE COMPLETED	NOTES
Attend Key Worker Training			
Develop a general campaign plan - timetable, campaigning method, publicity/promotions, incentives, activities, thank you notes			
Obtain Agency Director/Unit Commander's support			
Recruit Campaign Committee or additional Key Workers			
Obtain campaign materials			
Assign tasks to committee members			
Set agency goal with Director and Campaign Committee			
Plan Campaign Kick Off			
Reserve meeting room(s)			
Schedule speakers			
Publicize upcoming campaign			
Send endorsement letter from Director/Unit Commander to all employees			
Conduct employee rallies			
Report totals to PCFO			
Deliver all incentive items			
Thank employees and Campaign Committee with posters, events, letters, etc.			
Conduct campaign critique			

2012 Key Worker Guide

Lincoln & Lancaster County Area Combined Federal Campaign



Reaching Out, Raising Hope

Thank You!

Thank you for volunteering to serve as a Key Worker for the 2012 Lincoln and Lancaster County Area Combined Federal Campaign! Your leadership is critical to the success of our campaign.

As a Key Worker, you will help plan, organize and direct all steps of the campaign in your agency or area of operations.

Your job is to ensure that all Federal employees in your organization have an opportunity to contribute to the campaign. Share with potential donors that contributions to the campaign help more than 2,500 agencies provide needed programs and services to thousands of individuals and families here in our local community across our nation, and around the world.

This guide will be a resource to you as you provide leadership and support to your fellow workers. Your hard work and talents are very much appreciated and will make a tremendous difference.

Thank you, again, for your commitment to make the 2011 Lincoln and Lancaster County Area Combined Federal Campaign one of our best ever!

2012 Campaign Facts

Theme: “Reaching Out, Raising Hope”

Goal: \$300,000 with 100% Ask and 1% Increase in Participation.

Campaign Dates: October 1 – November 9

2012 Lincoln/Lancaster Campaign Chair:

Maxine Moul, Nebraska State Director, USDA-Rural Development

2012 Local Coordinating Committee (LFCC) Officers:

Karin Roberts, Chair, NPS, 402-437-5392, ext. 120

Gena Hegemann, Vice Chair, NENG, 402-309-7198

Linda Kruger, Secretary, USDA-NRCS, 402-437-5016

2012 Principal Combined Fund Organization (PCFO):

Lori Meyers, United Way, 402-441-6167

Step Three – Completing the Campaign



Report Your Results

After your employee meeting is complete and you’ve received pledge cards from your employees, please complete and sign the Key Worker Report Envelope in order for your agency’s results to be included in the CFC total. Verify that all pledge cards have been returned. To ensure the accuracy of the pledge cards, please make sure they are legible, accurate and complete:

- 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.
- Donors need to verify if they would like acknowledgement from the organizations to which they are giving.
- Those cards electing payroll deduction must be signed and dated, and include social security numbers.

Make sure the employee keeps the pink receipt copy of the pledge card for tax purposes. For payroll deduction pledges, forward the white copy of the pledge card to the agency payroll office. The yellow copies are placed in the Key Worker Envelope. Be sure to verify the amounts in the envelope before you seal it and turn it in.

Say “Thank You” to Everyone

Saying “thank you” is the most important element in winning long-term, positive support for the CFC mission. Immediately after campaign completion, you should report the results to your Agency Director and to all employees. You might also:

- Distribute incentive items to those participating.
- Thank employees in a personal letter.
- Use certificates, plaques, cards, special awards, pins or a special rally or event to share the agency’s success.
- Run “thank you” ads in the company newsletter or in local publications.

Final Step

After the campaign is completed and the results have been announced, ask for feedback from employees about improving the campaign next year.



Step 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?
- What kind of participation did you see?
- Was there a campaign committee?
- If so, how were committee members recruited?
- How was the campaign promoted?
- Were there incentives for employees to participate and were they successful?

Set Challenging Goals

When setting a goal, you should consider any changes in the number of employees, employees from other locations, and past office or agency performance. Goals can be based on:

- Per Capita** – the total employee contribution divided by the total number of employees in an agency.
- Average Gift Per Giver** – 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 plan and stay on schedule.

Recruitment and Training of Key Workers

Encourage all agency Key Workers to attend the CFC Kickoff and Key Worker Training Workshop.



Step Two – Campaign Practices

Campaign Materials

As a Key Worker, you will receive all the campaign materials you will need for a successful campaign. These materials include:

- Campaign Brochure – gives an overview of the CFC and lists the charitable organizations to which employees can donate.
- Pledge Cards – to record employee donations.
- Posters, Post Cards, and Flyers – to promote the campaign in your workplace. Check our CFC website for more ideas at www.cfclincoln.org or search for “Lincoln CFC” on Facebook
- Report Envelopes – to record contributions.
- Tips for carrying out a fun and successful campaign!

Promote and Educate

Take advantage of every opportunity to promote the campaign and help employees understand what the CFC is all about.

- Invite a speaker from one of the charitable agencies.
- Use co-workers to give moving personal testimonies.
- Utilize e-mail messages throughout the campaign.
- Display CFC Posters throughout the workplace.
- Offer tours of charitable organizations to employees.

Types of Solicitation

The number one reason people use for not giving is: “I wasn’t asked.”

Personal contact is worth a thousand words!

Employee Rally

This is the most effective solicitation. Employees are brought together in small groups to hear a short CFC presentation. Pledge cards are distributed to all employees. Personalized pledge cards make it easy for employees to complete and turn in!

One-on-One Solicitation

The Key Worker(s) visits with each employee asking for him/her to consider supporting the campaign.

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 after the meeting or were unable to attend the meeting.



Step Two – Campaign Practices

Planning and Implementing a 20-Minute Employee Rally

- Employees attend a meeting, complete with a speaker, and endorsement from your Agency Director/Unit Commander.
- Pledge Cards and Campaign Brochures are distributed
- Trained Key Workers personally contact those whose were unable to attend the meeting.

Prior to the Rally:

- Place posters and use e-mail to promote the campaign.
- Personalize pledge cards.
- Arrange for speakers from one of the charitable organizations participating in CFC or an employee testimonial.

On the Day of the Rally:

- Have personalized Pledge Cards, Campaign Brochures and pens ready for employees to use at the rally.
- Brief your Agency Director/Unit Commander about the rally agenda.
- Check AV equipment for video and speaker presentations.
- Conduct the meeting.

Agenda for 20-Minute Rally:

- Open meeting
- Make a positive, friendly introduction and explain why you support and believe in the power of CFC
- Introduce Agency Director/Unit Commander. Have him/her endorse the campaign and announce the organizational goal.
- Present campaign video and guest speakers/testimonials.
- Explain giving and provide instructions for the pledge card.
- Answer questions for employees.
- Ask for the pledge.
- Say THANK YOU for considering contributing to CFC!

After the Meeting:

- Key Workers should follow-up with employees who were not able to attend the rally.
- Thank all the committee members and donors.
- Announce the results as soon as possible.



Campaign Team

The Campaign Key Worker

Your appointment as Key Worker speaks to the confidence management has in you and of their support for the Combined Federal Campaign (CFC). Your leadership and enthusiasm will make a difference in this campaign and in your community. Your challenge will be to design and enhance this year's campaign for your agency.

Remember to design your campaign with two goals:

- Educate prospective donors about the CFC and its participating charitable organizations.
- Ask people to give.

Your Principal Combined Fund Organization (PCFO)

The PCFO, Lincoln and Lancaster County United Way, is available to assist you throughout the entire campaign. The PCFO at United Way can help you by:

- Scheduling speakers for agency rallies.
- Delivering campaign materials.
- Providing logistical and administrative support when required.

Your Campaign Committee

Don't try to build the campaign on your own. Instead gather a talented committee to help you! Suggested members include:

- Senior executive(s)
- Marketing person
- Past committee members
- Key Workers

Your Agency Director/Unit Commander

The visible support of your Agency Director or Unit Commander is crucial to the drive. Before the campaign begins, ask your Agency Director/Unit Commander to:

- Approve the plan developed by you and the Campaign Committee.
- Send letters to employees endorsing the campaign.
- Actively support the campaign.
- Report the results of the campaign to employees.