

CFC Keyworkers Guide

I Care by attending training.

I Care by volunteering to help.



Thank you!

Thank you for serving as a Combined Federal Campaign (CFC) Keyworker for your department or agency. You make possible a remarkable campaign that raises millions of dollars to help people in need.

The CFC supports charities that provide life-enriching and life-saving programs for people and communities right here in Lincoln, Nebraska, across our nation, and around the world. On behalf of more than 4,400 participating charities, thank you for all that you do to make the Combined Federal Campaign a great success.

Campaign Roles:

Local Federal Coordinating Committee (LFCC)

Federal leaders who provide regulatory oversight of the campaign.

Campaign Chair

Department or agency head who supports the campaign by visiting with other department leaders about CFC.

Campaign Coordinator

Federal campaign worker who recruits Keyworkers.

Keyworker

Federal campaign worker who personally reaches out to colleagues to promote the CFC and to ask people to give to the CFC.

I'm a Keyworker now what do I do?

1. **Train:** Attend training sessions to discover the best practices for asking your co-workers to make pledges and to learn about the reporting tools you will use to process pledges.
2. **Pledge:** Make your own donation to learn about the process and to demonstrate you believe in what you're doing.
3. **Prepare:** Understand the many benefits of donating through the CFC as well as how federal employee donations make a tangible impact in our community. Make sure you have the supplies you need. (You can get them from the Campaign Coordinator or the PCFO),
4. **Promote:** Keep the campaign visible with posters, events, social media and emails.
5. **Ask:** Encourage your assigned co-workers to contribute to the causes and charities that matter to them.
6. **Process the Paperwork:** Keep completed forms in a secure location. Fill out the Pledge Form Reporting Envelope and deliver all the materials to the Campaign Coordinator (a copy of pledge for goes to the donor, payroll and PCFO).
7. **Thank:** Sincerely thank every co-worker you contacted. You can utilize personal notes, donor stickers, and thank give-away item.



Review, Set Goals, and Plan

REVIEW last year's results, then ask yourself:

- Was a goal set, if so, how was it determined?
- What kind of dollar amount was achieved and what kind of participation did you see?
- Was there a campaign committee, if so, how many were recruited?
- How was the campaign promoted?
- Were there incentives for employee to participate and were they successful?

SET Challenging Goals:

- When setting a goal, consider any changes in the number of employees, employees from other locations, ad past office or agency performance. Goals can be based on:
 - Per Capita – the total employee contribution divided by the total number in office.
 - Average Gift Per Donor – the total employee contribution divided by the number of donors.
 - Percent Participation – the number of donors divided by the number of employees.

What questions do you have?

Develop a Timeline

- Follow the campaign planner provided on the last page.
- Encourage all agency Key Workers to attend the CFC Kick Off and Key Worker Training Workshop. If someone could not attend, review the materials with them, or contact the PCFO to schedule a one-on-one training.

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 giving organizations to which employees can donate.
- Pledge Forms – 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 and find us on Facebook at LincolnCFC.
- Report Envelopes – to record donations.

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.
- Display CFC Posters throughout the workplace.
- Offer tours of charitable organizations to employees.

Campaign Practices cont'd...

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 forms are distributed to all employees. Personalized pledge forms 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 forms after the meeting or were unable to attend the meeting.

Campaign Practices cont'd...

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 Forms and Campaign Brochures are distributed.
- Trained Key Workers 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 forms.
- 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 Forms, 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.

Campaign Practices cont'd...

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 form.**
- **Answer 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.**
- **Thank all the committee members and donors.**
- **Announce the results as soon as possible.**

**How do I ask my
co-workers to give
to CFC?**

For many, the thought of asking their friends and colleagues to donate to the CFC makes hands go clammy and nervous, hearts beat faster, and their throat goes dry. But, it's actually pretty easy to do. Here are some tips to make talking with your co-workers stress-free and effective.

- 1. Make your own donation.** Make your own gift first so you can ask people to join you in supporting our community.
- 2. Be prepared.** Remember that there are more than 4,400 non-profit organizations in the 2013 Catalog of Caring, so it's easy for every donor to find favorite charities.
- 3. Be proud.** It's an honor to be a Keyworker. You're giving your co-workers the chance to make a significant difference in their community. How great is that?
- 4. Speak face-to-face.** Talk to your co-workers in person. Say something like, "I'm here to ask you to support the CFC. Did you know that there are more than 4,400 charities that are part of the CFC and that you can pick the ones that mean the most to you? You can even give a little bit each pay period through payroll deduction. You can also write a check. Here's a pledge form....I will get back to you soon."
- 5. Follow-up.** Follow-up with your co-workers, providing them with a 2nd touch and ask if they have any questions – it is best to do this in person.

Completing the Campaign

Report Your Results:

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

- The total donation on each pledge form 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.
- Donors electing payroll deduction must sign and date the pledge form, and include a social security number.

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

Completing the Campaign – Cont'd

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/Unit Commander and to all employees.

You might also:

- Distribute donor “thank you” items to those that participated.
- Thank employees, in a personal letter.
- Use plaques, cards, special awards, pins or a special rally or event to share the Agency’s success.
- Run “thank you” ads in the Agency 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.

Frequently Asked Questions

- **How Important is the Combined Federal Campaign?** The CFC is the largest workplace giving campaign in the world. Over the past 50 years, federal employees have contributed more than \$7 Billion...and that makes anything possible.
- **Is there a minimum donation?** An and all donations are welcome and appreciated, though there is a \$1 minimum per pay period for payroll deduction.
- **If someone gives by check, who is the check payable to?** Lincoln and Lancaster County Area CFC
- **How do charities become part of the Catalog Listing?** Charities must apply annually to participate in the CFC. They must be a 501(c)3 nonprofit organization, submit IRS Form 990, describe its human health and welfare benefits, and meet other requirements. Applications may be found at www.opm.gov/cfc
- **Will a charity receive more money if I give to them directly?** Not typically, it cost just 6.6% to raise and process a Lincoln and Lancaster County Area contribution, and average charitable fundraising costs are on average much higher.
- **Will my contribution really make a difference?** Absolutely! Just look at these examples:
 - \$30 per pay period provides an injured veteran with physical rehabilitation and emotional support.
 - \$25 per pay period supports clinical research to cure cancer, diabetes, mental illness, autism, and other diseases.
 - \$20 per pay period trains volunteers to advocate for abused and neglected children.
 - \$12 per pay period neuters/spays six rescue dogs.
 - \$5 per pay period delivers weekly home health care so a fragile senior can remain in his or her home.
 - \$3 per pay period provides after-school programs to at-risk teens to encourage academic achievement.

Quick Tips for Being an Effective Keyworker

1. **Reach out to everyone.** Make sure all your assigned co-workers are included...and don't forget shift workers, telecommuters, and new employees.
2. **Make giving personal.** Charity facts and personal stories motivate co-workers to donate to causes that matter to them.
3. **Keep the campaign visible.** Use social media, emails, posters, brochures, and events to promote the campaign.
4. **Talk about the CFC in person.** Speaking face-to-face is the most effective way to inspire your co-workers to give.
5. **Understand the paper pledge form.** Make sure you are familiar with the pledge form so you can offer help as needed.
6. **Maintain the campaign integrity.** Keep pledges secure and give them to your campaign coordinator as quickly as possible, so they may secure them in the Reporting Envelope.
7. **GIVE THANKS.** Thank everyone for donating and recognize their contribution with the thank you item.

Campaign Timeline and Personal Planner

Activity	Target Date	Date Completed	Notes
Attend Key Worker Training	September 19 th , 2013	September 19 th , 2013	Refer to these materials throughout the campaign and contact a member of the LFCC or PCFO if I have ANY questions!
Develop a general campaign plan, timetable, campaigning method, publicity, promotions, incentives, activities, thank you notes			
Obtain Agency Director/Unit Commander support			
Recruit Campaign Committee or additional Key Workers			
Obtain campaign materials			
Assign tasks to committee members			
Set Agency Goal			
Plan Campaign Kick Off			
Reserve meeting room(s)			
Schedule Speakers (charity - PCFO)			
Publicize upcoming campaign			
Send endorsement letter from Director/Unit Commander to all employees			

Activity	Target Date	Date Completed	Notes
Conduct employee rallies			
Report totals to PCFO			
Deliver all donor "thank you" items			
Thank employees and Campaign Committee with posters, events, letters, etc...			
Conduct campaign critique			