



## Keyworker Quick Reference Sheet



The Combined Federal Campaign of the National Capital Area (CFCNCA) is OUR campaign – an opportunity for federal employees to come together, wherever we are, and change the world. The CFC has become a tradition each fall, and over the past 59 years, we have raised more than \$8.4 billion for causes like finding cures for diseases, supporting our military heroes, and promoting equality for all. As a Keyworker, you have the most important impact: inviting your co-workers to join the CFCNCA community. Following this checklist will ensure a successful CFCNCA!

### Checklist of Keyworker Activities

**Attend training** to learn more about the CFCNCA.

**Get your supplies** from your Campaign Manager/Coordinator if there are printed campaign materials available in your area this year.

**Know your CFC unit code:** how your unit/office will get credited with donations made by your co-workers.

**Publicize the campaign** using emails, posters, brochures, leadership messages, social media, and campaign event ideas all available on the website!

**Practice giving** via the online portal, a paper pledge form, and the CFC Giving Mobile App so you can answer questions from co-workers. Use the *How to Give Card* for instructions.

**Invite each of your co-workers to give** by speaking to them in person, even via Zoom, **and following the steps to the right.**

**Follow up** by providing resources via email and in meetings.

**Submit completed paper pledge forms** if you are in a work space and are able to collect them. Otherwise, provide information on how your co-workers can mail completed paper pledge forms directly to the pledge processing center.

**Express gratitude** by thanking everyone for their time and providing recognition items (like the *Thank You Card*) if available in your area.



### How to Invite Your Co-Workers to Give

#### Tell your Story.

Talk about a charitable cause that means a lot to you and why.

#### Get them talking.

Ask about their favorite cause.

#### Explain the benefits of the CFC.

Say: *"You can give through payroll deduction and give to multiple, vetted charities with one donation. Giving online makes it really easy to renew your pledge each year."*

#### Invite them to join the CFC.

Say: *"Will you join me in giving through the CFC this year? You can also pledge volunteer hours or get involved by watching charity videos, reading charity stories, submitting your selfie, or sending a thank you message to a charity. You can get started by visiting GiveCFC.org."*

#### Thank them for their time.

Say: *"Thank you for giving me the time to talk to you about the CFC. If you have any questions, please let me know."*