2020 Keyworker Training

National Campaign Dates:
September 21, 2020 - January 15, 2021

Show Some Love at GiveCFC.org
#AUDIENCE ENGAGEMENT

Have you served as a Keyworker before?

A  This is my first time!
B  1-2 years
C  3-4 years!
D  5+ (I’m a pro!)
What will we cover today?

Your CFCNCA role and responsibilities
- Prepare for your role
- Invite others to give
- Track campaign progress
CFCNCA roles and responsibilities

**PREPARE**
- Learn about the CFCNCA
- Know what resources are available
- Practice giving

**INVITE**
- Invite others to give
- Follow up
- Promote events and activities

**TRACK**
- Collect and submit pledges
- Meet with Campaign Managers
- Provide recognition
Prepare

• Learn about the CFCNCA
• Know what resources are available
• Practice giving
What is the CFC?
(Combined Federal Campaign)

- Giving for ~60 YEARS
- We've raised $8.4B SINCE 1961
- Last year we raised $86.5M IN 2019
- Choose from ~6,000 CFC CHARITIES — in 2020 —

Show Some Love at cfcnca.GiveCFC.org
Why the CFCNCA?

Give through
Payroll Deduction
Spreading your gift over the year makes it automatic, easier at tax time, and it really adds up for your favorite causes!

Give to
Multiple Charities
Make all of your charitable donations and pledge volunteer hours in one place.

Give for
Collective Impact
When we give together, it means bigger checks for charities.
Ok, that sounds great!

But what resources do I have available to help me?
2020 theme and concept

- **Theme:** *Show Some Love*
- **Concept:** *Be the Face of Change*
- **Design:** Mosaic photo theme and layout
- **New URL:** GiveCFC.org
Know what resources are available
Available CFC materials

**TRAINING RESOURCES**
- Keyworker Guide*
- Keyworker Quick Reference
- Training Presentations
- Event Guide
- Event Presentation
- How to Have a Successful Event Video

**PUBLICITY MATERIALS**
- General Posters*
- Barometer Poster*
- Table Tents*
- Infographics*
- Donor Cards*
- Advertisements
- Pre-written Communications
- Social Media Posts
- Success Stories
- Virtual Charity Fair
- Charity Success Stories

**DONOR MATERIALS**
- Pledge form*
- Charity Listing*
- How to Give*
- Thank You Postcard/Card*

**TOOLKITS**
- Start Strong
- Cause of the Week
- Virtual Events
- #GivingTuesday
- Finish Strong
- Leadership
- Thank You

* Available for print.
Are you still with me?

A  YES! Let’s hear more about the resources we have available!

B  I’m ready!
Virtual Charity Fair

SUCCESS
STORIES

CHARITY
VIDEOS
### 2020 Cause of the Week

| Week of Sept. 28: | End Hunger          |
| Week of Oct. 5:  | Human Rights        |
| Week of Oct. 12: | Eradicate Poverty   |
| Week of Oct. 19: | Medical Research    |
| Week of Oct. 26: | Arts & Culture      |
| Week of Nov. 2:  | Education           |
| Week of Nov. 9:  | Military Support    |
| Week of Nov. 16: | Children & Family Services |
| Week of Nov. 23: | Public Safety       |
| Week of Nov. 30: | Global Health       |
| Week of Dec. 7:  | Housing & Shelter   |
| Week of Dec. 14: | Faith-Based         |
| Week of Dec. 21: | Environmental Protection |
| Week of Dec. 28: | Mental Health       |
| Week of Jan. 4:  | Animal Welfare      |

**Week of Jan. 11:** Choose your favorite cause to celebrate this week!
Artwork provided by elementary school students in DoDEA schools overseas.
Welcome to the Combined Federal Campaign

The Combined Federal Campaign (CFC) is the official workplace giving campaign of the federal government allowing federal employees and retirees to pledge monetary support and volunteer time to approved charities. Largest and most successful fundraising campaigns in the world Sept. 21 to Jan. 15, 2021.

ONLINE PLEDGE PORTAL

Our favorite way to give is online via payroll deduction which allows you to give a little each pay period to make a big difference for charities of your choice. You can even volunteer!

YOUR LOCAL CFC WEBSITE

Learn more about the CFC and resources available in your local area.

ENTER YOUR WORK ZIP/APO CODE

Search by CFC zone name

LEARN MORE
Website...local zone page!

Join us!
You’re invited join the CFC community and change the world by supporting CFC charities that depend on our generosity.

WHAT
2020 Combined Federal Campaign

WHO
All federal employees and retirees

WHEN
Sept. 21, 2020 to Jan. 15, 2021
Website...Campaign materials and resources!

CFC LOGO
Use this official CFC logo for all your materials. Click the image or title to learn more. Read more

SHOW SOME LOVE CIRCLES
Use these circles to brand CFC pieces. Read more
Show Some Love Circle - Blue (55.4 KB)

DOCUMENT TEMPLATES
Use the document template or document header when crafting CFC communications. Read more
#Audience Engagement

[Trainer will now demo website OR insert demo slides]
Practice giving

### Ways To Give

<table>
<thead>
<tr>
<th></th>
<th>Online</th>
<th></th>
<th>Mobile</th>
<th>One-time</th>
<th>Recurring</th>
<th>Paper</th>
<th>One-time</th>
<th>Recurring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payroll Deduction</td>
<td><img src="icon" alt="Icon" /></td>
<td><img src="icon" alt="Icon" /></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Credit/Debit Card</td>
<td><img src="icon" alt="Icon" /></td>
<td><img src="icon" alt="Icon" /></td>
<td><img src="icon" alt="Icon" /></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Check/Bank Transfer</td>
<td><img src="icon" alt="Icon" /></td>
<td><img src="icon" alt="Icon" /></td>
<td><img src="icon" alt="Icon" /></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volunteer Hours</td>
<td><img src="icon" alt="Icon" /></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Online donations

1) Click DONATE on GiveCFC.org

2) Create an account or log in to your existing account.

3) Complete or update your profile:
   a. Enter the **ZIP code** of your office to access the correct list of units/offices.

   **Our office ZIP code is:** ________________________

   b. Enter your **CFC unit code** to automatically populate the Department/Agency/Office selections.

   **Our CFC unit code is:** ________________________

4) Search for charities you want to support.

5) Make your pledge by selecting your designated charities and allocating funds or volunteer hours.
Step 1: Click **DONATE** on cfcnca.GiveCFC.org.

Submit a Selfie

*Be the Face of Change and submit your selfie for the*
Step 2: CREATE AN ACCOUNT or LOG IN to your existing account.

Welcome to the CFC Donor Pledging System

Join The 2019 Giving Campaign
We Give Because We Care
Official Solicitation Period Closed

New Users: Click “Sign Up Now”

Returning Donors: Click “Sign In”
Step 3: COMPLETE or UPDATE your profile.

a. Enter the **ZIP code** of your office to access the correct list of units/offices.
   **Our office ZIP code is:**

b. Enter your **CFC unit code** to automatically populate the Department/Agency/Office selections.
   **Our CFC unit code is:**

*If you can't find your D/A/O, contact local CFC office for assistance.*
Step 4: Search for **CHARITIES** you want to support.

Search by:

- Charity
- Location
- Select a Category
- Zone
- Cause
- Administrative Fundraising Rate
- FSYP, FSYA, or MWR
- Volunteer opportunities
Step 5: Make your PLEDGE.

1. Select Your Pledge Method & Account
   - Payroll
   - Credit/Debit Card
   - Bank Account
   - Volunteer Only

2. Choose Your Payment Frequency

3. Set Your Annual Pledge
   According to Reg 950.701, Subpart G, section (1) - The minimum amount of the allotment will not be less than $1 per payday per charitable organization. Additionally, the minimum contribution amount if electing a credit card or bank account will not be less than $10 per contribution.

   Enter Your Scheduled Contribution:
   - Monthly: $100.00
   - Semi-Monthly: $50.00
   - Bi-Weekly: $46.15

   Enter Your Total Annual Pledge Amount:
   - Annual: $1200.00

4. Update this table to reflect how you want to distribute your pledge to your selected charities.
Paper pledges

Common Errors to Double Check

A. CFC unit code and the ZIP code for your unit/office are correct

B. Reporting unit information is filled in and correct

C. Social Security number is provided for a payroll deduction pledge

D. Total gift and charity designation amounts should match

E. Authorization portion is signed

F. Funds must be designated using a 5-digit charity code

G. Optional section – if left blank, donor is giving anonymously
CFC Giving Mobile App

Download the App
The CFC Giving Mobile App is available for Apple and Android devices by searching “CFC Giving” in the app store.

Sign in or create an account
Returning donors: Use the same login as your CFC online pledge portal account.
New donors: Create an account, verify it, and set up your profile.
(Note: To ensure your office/unit receives credit for your pledge, click DONATE on GiveCFC.org, log in to the account you created, and update your profile to select your Department/Agency/Office.)

Search for charities
If you are attending a campaign event, you can see the list of charities participating in your event. Or you can generate your own list of CFC charities and their descriptions by entering search criteria: charity name, CFC Code, EIN, or keyword.

Give
Tap each charity you would like to support and enter the dollar amount of the donation you would like to give.

Complete your donation
Update or add a funding source (bank account or credit/debit card).
Invite

- Invite others to donate, volunteer, and engage
- Follow up
- Promote events and activities
Invite others to give

Tell your story.
Ask about their favorite cause.
Explain the benefits of the CFCNCA.
Invite your co-workers to pledge and engage.
Thank your co-workers for their time.
Invite others to give: VIDEO

Play Video!
How to virtually invite others to give

- Host online webinar
- Send a note or CFCNCA Invitation
- Request a CFCNCA intranet page
- How to Give card
- Record video or message
- Send email reminders
Follow up

Join Us!

You're invited to join the CFC community and change the world by supporting CFC charities that depend on your generosity.

Who
All federal employees and retirees

What
2020 Combined Federal Campaign

When
Sept. 21, 2020 – Jan. 15, 2021
There's no better time to give.

Where
Wherever you are!

Show Some Love at GiveCFC.org

What is the CFC?

The Combined Federal Campaign (CFC) is you and me. It's all of us in the federal community – employees and retirees. And every year we combine our effort to raise money, volunteer, and Show Some Love to our favorite charities that impact the world around us. Pretty cool, huh?

How the CFC Works

1. Choose to give online at GiveCFC.org, through the CFC Gmng Mobile App, or via paper pledge form
2. Select your payment method
   - Payroll deduction
   - Credit/debit card
   - Check/cash
3. Donate to charities supporting your favorite causes

4. Charities receive and use funds throughout the year
5. Help is given to those in need
#AUDIENCE ENGAGEMENT

How many touch points does it take before someone takes action to pledge?

A 1-2
B 4-6
C 8-10
D 10+
Promote events!

Available Resources:

• Virtual Events Guide
• Events videos
• Virtual Events toolkit
• Event presentation
Have an upcoming event?

Insert event details or flyer here!
What are some CFCNCA events you have been a part of?

Including those you helped plan, attended in previous years or seen done in other organizations!

👍 Let’s hear some of those events!
Get involved!

GET INVOLVED
Here are a few additional ways to join the CFC community and engage with the campaign.

- Watch Charity Videos
- Read Charity Stories
- Track Campaign Results
- Submit Your Selfie
- Thank A Charity
Track

• Collect and submit pledges
• Meet with Campaign Managers
• Provide recognition
Collect and submit pledges

1. Collect
   • How will I collect pledges?

2. Store in safe location
   • Where will I store pledges?

3. Send in for processing
   • How will you pay for postage?
   • Bundle payroll pledges and check pledges separately by unit/office and complete a summary for each bundle.
Meet with Campaign Manager

- Meet with Campaign Managers
- Submit Paper Pledges
- Review reports
- Provide contact numbers
Tracking contact

<table>
<thead>
<tr>
<th>Assigned contact names</th>
<th>Initial Invitation</th>
<th>Follow Up</th>
<th>Needs Recognition</th>
<th>Recognition Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Ensure 100% of employees are given the opportunity to give through the CFCNCA!
Provide recognition

[Zones can enter recognition and awards program here]
CFCNCA roles and responsibilities

**PREPARE**
- Learn about the CFCNCA
- Know what resources are available
- Practice giving

**INVITE**
- Invite others to give
- Follow up
- Promote events and activities

**TRACK**
- Collect and submit pledges
- Meet with Campaign Managers
- Provide recognition
After today’s session, do you feel more confident in your role as a Keyworker?

A  Yes, I got this!

B  No, please give me more information.
Questions?
#AUDIENCE ENGAGEMENT

Submit a selfie to

*Be the Face of Change*

and show your support for the CFCNCA!

GiveCFC.org
Thank you!
Stay Connected!

Facebook.com/cfcnca
Instagram.com/thecfcnca
Twitter.com/cfcnca
LinkedIn.com/company/thecfcnca
Stay in Touch!

@ cfcnca.GiveCFC.org

support@cfcnca.org

202-465-7200