



# 2021 Keyworker Quick Reference Checklist

The Combined Federal Campaign (CFC) 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 60 years, we have raised more than \$8.5 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 become changemakers so, we change the world together. Following this checklist will ensure a successful campaign season! For more detailed information on how to be a Keyworker, check out our complete Keyworker Guide and visit our website, [GiveCFC.org](http://GiveCFC.org).

## Keyworker Checklist



- Understand your role.** Attend CFC training and connect with your CFC Campaign Manager.
- Get your campaign supplies.** Contact your Campaign Manager for information on obtaining your campaign materials. All digital resources are available on our website.
- Know your 6-digit CFC unit code.** Use this code and ZIP code to make and track donations made by your co-workers.

My CFC unit code is: \_\_\_\_\_ My office ZIP code is: \_\_\_\_\_

- Publicize your campaign.** Send regular communication using CFC emails, posters, toolkits, event ideas, and social media templates, all available on the website.

 *Tip: Add your unit's CFC code on all materials and messaging!*

- Learn about CFC giving.** Ensure familiarity with the online donation portal, paper pledge forms, and CFC Giving mobile app to offer help to co-workers.
- Invite your co-workers to give.** Encouraging your co-workers through face-to-face conversations both virtually or in-person.
- Submit completed paper pledge forms.** Collect and mail any completed paper pledge forms directly to the pledge processing center: *CFC Processing Center P.O. Box 7820 Madison, WI 53707-7820.*
- Express gratitude.** Thank everyone for their time and consideration. Provide donor recognition items, if available in your zone, to those who self-identify.

## How to invite your co-workers to give

- 1. Tell your Story.** Talk about a charitable cause that means a lot to you and why.
- 2. Get them talking.** Ask about their favorite cause.
- 3. Explain the benefits of the CFC.** Say: "Make all of your charitable donations in one place to support your favorite causes."
- 4. Invite them to give.** Say: "I made my pledge yesterday through payroll deduction, but you can also give using a credit card, debit card, or bank account. Will you consider making a pledge of your own this year to *[insert their cause here]*?"
- 5. Invite them to engage.** Ask your co-workers to participate in your CFC event, check out the Virtual Charity Fair, or share their story with other feds on [GiveCFC.org](http://GiveCFC.org).
- 6. Thank them for their time.** Say: "Thank you for giving me the time to talk to you about the CFC. If you have questions, let me know!"



**DONATE TODAY AT [GIVECFC.ORG](http://GIVECFC.ORG)**

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