



Leadership Toolkit

2021 Combined Federal Campaign

What's Included

Use this Leadership toolkit to guide you as you engage with leaders and support their efforts to promote the campaign.

TIP: To download each resource, click the

>> GREY BOX

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Engage

This section walks you through how to reach out to your leadership for support.

Engage

Develop a Plan

1. Meet with your leadership at a convenient time for them to talk about the CFC and how they can support the campaign. This could be a virtual or in-person meeting.
2. Be prepared with materials including historical results that can be acquired from your local CFC office, as well as the leadership flyer (in the resource section of this toolkit).
3. Talk through the options for leadership engagement and identify two to four tactics that your leader is willing to undertake.



Engage Implementation



1. Send your leadership an email following your meeting to confirm the agreed upon tactics (if appropriate).



2. Use the resources and tools in the following pages to ensure your leadership has exactly what they need to promote the campaign successfully.



3. When the campaign concludes, thank leadership for their support and provide them with campaign results (this helps lay the groundwork for support in future years).

Resources

Use the following resources to ensure your leadership has exactly what they need to promote the campaign successfully.

Resources

Social Media

Provide these social media tools to your leadership so they can show their CFC support publicly on their social media channels.

The CFC logo, theme mark, and 60th anniversary mark can be used as images for the posts.



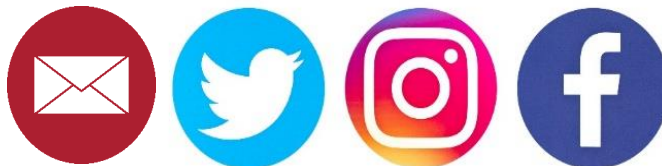
[>> CFC Logo](#)



[>> Anniversary Mark](#)



[>> Theme Mark](#)



[>> Social Media Content](#)

Resources

Emails Templates

Customize these communication templates for your leadership as appropriate throughout the campaign.

[>> Leadership Email - CM Recruitment](#)

[>> Leadership Email - CFC Announcement](#)

[>> Leadership Email - Mid Campaign](#)

[>> Leadership Email - Year End](#)

[>> Leadership Email - Thank You](#)



Resources

Speeches & Memos



>> Leadership Memo - Kickoff

>> Leadership Memo - Mid Campaign

Leadership Memo - Finish Strong

Leadership Speech - Kickoff

Leadership Speech - Mid Campaign

Leadership Speech - Finish Strong



PSA Script


Customize these memo templates to include a quote from your leadership for publication in a local newsletter or newspaper; these speech templates if your leader is presenting at a CFC event; and/or the PSA script for filming by your agency's audio/visual team.

Campaign Materials

Use the following campaign materials to ensure your leadership has exactly what they need to promote and recognize the campaign and its campaign workers.

Campaign Materials Promotion

Use the Leadership support flyer as a tool for promotional ideas for your leadership to follow and the Barometer poster to promote giving and track results within your agency.

YOU CAN BE THE FACE OF CHANGE 

COMBINED FEDERAL CAMPAIGN LEADERSHIP SUPPORT

For 60 years, leaders have helped make the Combined Federal Campaign a success. Departments and agencies with visible leadership support for the CFC historically outperform those without, resulting in more funds raised for those in need.

Here are a few examples of how you can make the 2021 campaign a success:

SUPPORT

- Ask all managers to endorse the CFC and help recruit campaign workers.
- Ensure a voluntary campaign—no coercion.
- Show support publicly on your social media channels.

MOTIVATE

- Set an overall dollar goal and track progress using the CFC barometer poster.
- Make or announce the submission of your pledge at a CFC event, via livestream, or by sharing a photo of the occasion.

ENDORSE

- Use our prewritten email, speech, and memo templates to promote key phases of the campaign.
- Highlight the CFC during regularly scheduled staff meetings.

PROMOTE



- Submit an article for your agency newsletter or intranet site.
- Attend and speak at any CFC events for your agency.
- Film a PSA for internal distribution.

RECOGNIZE

- Send a thank you email at the conclusion of the campaign.
- Recognize campaign workers for their service with a signed letter or CFC certificate.
- Speak at the post-campaign awards ceremony.

GO ABOVE AND BEYOND

- Issue a creative challenge to your employees—like a push-up contest.
- Offer to take part in creative celebrations if the goal is met—like agreeing to take a pie in the face or grant a day off.

  **DONATE TODAY AT GIVECFC.ORG**

>> Leadership Flyer

YOU CAN BE THE FACE OF CHANGE 

2021 CAMPAIGN PROGRESS






Thank you for being the face of change through the CFC. Together we are changing the world, one generous gift at a time.

.....
 Campaign Goal

.....
 Department/Agency

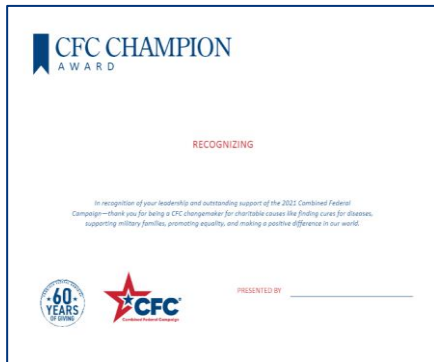
.....
 CFC Unit Code

  **DONATE TODAY AT GIVECFC.ORG**
HOSTED BY THE U.S. OFFICE OF PERSONNEL MANAGEMENT

>> Barometer Poster

Campaign Materials Recognition

Customize these pieces for your leaders to use in recognition of donors and/or campaign workers.



>> CFC Champion Award



>> Certificate of Appreciation



>> Email Signature Template



>> Letterhead Template



>> Thank You Card