Timeline

This toolkit follows a weekly plan including everything you need to successfully manage your campaign: email communication templates, social media, and more!

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The CFC doors are open, and it’s time to kick off the campaign! These Start Strong resources will help you launch the CFC within your agency, pique your colleagues’ interest in the campaign, and generate momentum to carry through the entire giving season.
Start Strong

Sept./Oct.

1. Email
   - Send the following email to all personnel in your agency.
     ➢ Start Strong Email
   - Ask your leadership to send the following email.
     ➢ Leadership Email

2. Post
   - Post to your agency’s social media channels.
     ➢ Social Media Content

3. Promote
   - Send the press release to your PAO and local media outlets.
     ➢ Press Release
   - Use these on newsletters, intranet sites, and digital signs/screens.
     ➢ Splash Screen
     ➢ Banner
   - Use the CFC Promo video and testimonials in your kickoff event!
     ➢ 2022 CFC Videos
   - Ask your leadership to record a video message using content from any of the Start Strong communications.
Every year, the CFC assigns a charitable cause to each week of the campaign to engage donors and highlight the important work of CFC charities. Cause weeks are an effective way for you to engage your colleagues throughout the campaign.

Cause Week Calendar
Week of Sept. 19

Education

STEM; Early Education; Colleges & Universities; Continuing Education; Vocational Training; Educational Infrastructure & Facilities; Educator Training; Special Education; Study Abroad Programs; Social Sciences/Cultural Studies

1. Email

- Send the following email to all personnel in your agency.
  - Education Email

2. Post

- Post to your agency’s social media channels.
  - Social Media Content

3. Promote

- Promote the cause week in newsletters, intranet sites, and digital signs/screens.
  - Cause Week Article
  - Splash Screen
  - Banner
Week of Sept. 26

Global Health

Disease Treatment & Eradication; Persons with Disabilities; Vaccine Research & Administration; Refugees; Cancer Awareness/Treatment; Rehabilitation Programs

1. Email
   - Send the following email to all personnel in your agency.
     ➢ Global Health Email

2. Post
   - Post to your agency’s social media channels.
     ➢ Social Media Content

3. Promote
   - Promote the cause week in newsletters, intranet sites, and digital signs/screens.
     ➢ Cause Week Article
     ➢ Splash Screen
     ➢ Banner
Week of Oct. 3

Housing & Shelter

Temporary Shelter; Disaster Relief; Senior Care; Safe House; Refugees; Home Accessibility & Improvement; Family Shelters; Faith-Based Support; Sanitation Services

1. Email

- Send the following email to all personnel in your agency.
  - Housing & Shelter Email

2. Post

- Post to your agency’s social media channels.
  - Social Media Content

3. Promote

- Promote the cause week in newsletters, intranet sites, and digital signs/screens.
  - Cause Week Article
  - Splash Screen
  - Banner
Week of Oct. 10

Disaster & Crisis Response

Public Safety; Fire Prevention; Search & Rescue; Natural Disasters; First Responders; Women & Girls; Human Trafficking; Refugees; Clean Water; Food & Nutrition; Faith-Based Support; Animal Control; Poison Control

1. Email
   - Send the following email to all personnel in your agency.
     - Disaster & Crisis Response Email

2. Post
   - Post to your agency’s social media channels.
     - Social Media Content

3. Promote
   - Promote the cause week in newsletters, intranet sites, and digital signs/screens.
     - Cause Week Article
     - Splash Screen
     - Banner
Week of Oct. 17

End Poverty

Economic Development; Community Improvement; Refugees; Infrastructure Improvement; Women & Girls; Human Trafficking; Refugees; Clean Water; Food & Nutrition

1. Email

- Send the following email to all personnel in your agency.
  - End Poverty Email

2. Post

- Post to your agency’s social media channels.
  - Social Media Content

3. Promote

- Promote the cause week in newsletters, intranet sites, and digital signs/screens.
  - Cause Week Article
  - Splash Screen
  - Banner
Week of Oct. 24

Arts & Humanities

Libraries; Social Sciences/Cultural Studies; Preservation (Historical, Landmark, Cultural); Media (Public Broadcasting); Museums (Art, History, Children’s); Performing Arts; International Exchange

1. Email

- Send the following email to all personnel in your agency.
  - Arts & Humanities Email

2. Post

- Post to your agency’s social media channels.
  - Social Media Content

3. Promote

- Promote the cause week in newsletters, intranet sites, and digital signs/screens.
  - Cause Week Article
  - Splash Screen
  - Banner
Week of Oct. 31

Animal Welfare

Pet Adoption; Wildlife Preservation; Endangered Species; Fisheries; Zoos; Aquariums; Animal Rescue; Animal Shelters; Ocean Cleanup

1. Email
   - Send the following email to all personnel in your agency.
     - Animal Welfare Email

2. Post
   - Post to your agency’s social media channels.
     - Social Media Content

3. Promote
   - Promote the cause week in newsletters, intranet sites, and digital signs/screens.
     - Cause Week Article
     - Splash Screen
     - Banner
Week of Nov. 7

Military & Veterans Services

Active-Duty Member Support; Veterans (Veterans Day, Nov. 11); Military Families; Rehabilitation; Counseling; Job Training/Workforce Reentry; Medical Services

1. Email

- Send the following email to all personnel in your agency.
  - Military & Veterans Services Email

2. Post

- Post to your agency’s social media channels.
  - Social Media Content

3. Promote

- Promote the cause week in newsletters, intranet sites, and digital signs/screens.
  - Cause Week Article
  - Splash Screen
  - Banner
Week of Nov. 14

Children & Family Support

Youth Development; Adoption; Foster Care; Single Parent Services; Counseling (Child, Family, Couple); Family Shelters; Child Care; Family Caregivers; Military Spouses/Children; Intervention Services; Human Trafficking

1. Email

- Send the following email to all personnel in your agency.
  - **Children & Family Support Email**

2. Post

- Post to your agency’s social media channels.
  - **Social Media Content**

3. Promote

- Promote the cause week in newsletters, intranet sites, and digital signs/screens.
  - **Cause Week Article**
  - **Splash Screen**
  - **Banner**
Week of Nov. 21

Food & Nutrition

Nutrition Programs; Agriculture; Food Supply Chain; Food Banks; Faith-Based Support; Clean Water

1. Email

- Send the following email to all personnel in your agency.
  - Food & Nutrition Email

2. Post

- Post to your agency’s social media channels.
  - Social Media Content

3. Promote

- Promote the cause week in newsletters, intranet sites, and digital signs/screens.
  - Cause Week Article
  - Splash Screen
  - Banner
Week of Nov. 28

Giving Tuesday

Celebrate and promote this International Day of Philanthropy, Nov. 29, 2022.

1. Email
   - Send the following email to all personnel in your agency.
     - Giving Tuesday Email
   - Ask your leadership to send the following email.
     - Leadership Email

2. Post
   - Post to your agency’s social media channels.
     - Social Media Content

3. Promote
   - Promote the in newsletters, intranet sites, and digital signs/screens.
     - Giving Tuesday Badge
     - Splash Screen
     - Banner
   - Ask your leadership to record a video message using content from any of the Giving Tuesday communications.
Week of Dec. 5

Human Rights

Social Justice; Human Trafficking; LGBTQIA; Women & Girls; Legal Aid; Crime Prevention; Persons with Disabilities

1. Email
   - Send the following email to all personnel in your agency.
     - Human Rights Email

2. Post
   - Post to your agency’s social media channels.
     - Social Media Content

3. Promote
   - Promote the cause week in newsletters, intranet sites, and digital signs/screens.
     - Cause Week Article
     - Splash Screen
     - Banner
Week of Dec. 12

Environmental Protection

Wildlife Preservation; Animal Welfare; Natural Resources; Agriculture; Sustainable Energy; Parks & Recreation Areas; Recycling; Conservation (Forest, Ocean, Wetland); Education; Climate Change

1. Email
   - Send the following email to all personnel in your agency.
     - [Environmental Protection Email]

2. Post
   - Post to your agency’s social media channels.
     - [Social Media Content]

3. Promote
   - Promote the cause week in newsletters, intranet sites, and digital signs/screens.
     - [Cause Week Article]
     - [Splash Screen]
     - [Banner]
Week of Dec. 19

Mental Wellness

Counseling Services; Rehabilitation Programs; Victim Services; Community Centers; Hotline Services; Disaster Relief; Intervention Programs; Persons with Disabilities

1. Email

- Send the following email to all personnel in your agency.
  
  Mental Wellness Email

2. Post

- Post to your agency’s social media channels.
  
  Social Media Content

3. Promote

- Promote the cause week in newsletters, intranet sites, and digital signs/screens.
  
  Cause Week Article
  
  Splash Screen
  
  Banner
Week of Dec. 26
Community Improvement

Disaster Relief; First Responders; Legal Aid; Crime Prevention; Transitional Housing; Faith-Based Support; Rehabilitation Programs; Places of Worship; Mission Services; Support Groups

1. Email
   - Send the following email to all personnel in your agency.
     - Community Improvement Email

2. Post
   - Post to your agency’s social media channels.
     - Social Media Content

3. Promote
   - Promote the cause week in newsletters, intranet sites, and digital signs/screens.
     - Cause Week Article
     - Splash Screen
     - Banner
Week of Jan. 2

Medical Research

Disease Prevention, Treatment & Eradication; Vaccine Development; Cancer Treatment; Pediatric Cancer; Diabetes; Heart Disease; Degenerative Diseases; Auto Immune Diseases; Blood Disorders

1. Email
   - Send the following email to all personnel in your agency.
     - Medical Research Email

2. Post
   - Post to your agency’s social media channels.
     - Social Media Content

3. Promote
   - Promote the cause week in newsletters, intranet sites, and digital signs/screens.
     - Cause Week Article
     - Splash Screen
     - Banner
During the final week of the 2022 CFC, encourage your colleagues to participate in the final 5 activities to be the face of change and finish strong!
1. Email

- Send the following emails to all personnel in your agency.
  - Final Five Email - 5 Changemakers
  - Final Five Email - 5 Charities
  - Final Five Email - 5 Hours
  - Final Five Email - 5 Reasons
  - Final Five Email - 5 Dollars
- Request your leadership send the following email.
  - Leadership Email

2. Post

- Post to your agency’s social media channels.
  - Social Media Content

3. Promote

- Use these on newsletters, intranet sites, and digital signs/screens.
  - Splash Screen
  - Banner
- Ask your leadership to record a video message using content from any of the Start Strong communications.
Thank You

Some of the campaign’s most important activities take place after the campaign has ended. Recognition and appreciation build morale and a strong foundation for your campaign in the years to come.
Mid Jan. *(Post Campaign)*

Thank You

1. Email

- Send the following email to all personnel in your agency.
  - **Thank You Email**
- Request your leadership send the following email.
  - **Leadership Email**

2. Post

- Post to your agency’s social media channels.
  - **Social Media Content**

3. Promote

- Incorporate the Thank You splash screen and banner on your agency's internal intranet site, emails, or other communications.
  - **Splash Screen**
  - **Banner**
- Submit the Thank You press release to your internal communications channels and local news outlets.
  - **Press Release**
- Print and distribute Thank You cards or send via email.
  - **Thank You Card**
Leadership

Leadership support is one of the key elements of a successful campaign. Utilizing these resources, you can help your agency/installation leadership promote the campaign and provide visible and tangible support for the CFC.
Leadership

1. Email
   - Request your leadership send the following emails.
     - Leadership Email - Campaign Worker Recruitment
     - Leadership Email - Start Strong
     - Leadership Email - Giving Tuesday
     - Leadership Email - Finish Strong
     - Leadership Email - Thank You

2. Memos
   - Request your leadership send the following memos.
     - Leadership Memo – Start Strong
     - Leadership Memo - Giving Tuesday
     - Leadership Memo - Finish Strong

3. Promote
   - Use the leadership flyer to support leadership engagement.
     - Leadership Flyer
   - Encourage leadership to sign and distribute certificates.
     - Certificate of Appreciation
     - CFC Champion Award
     - Years of Service - 5 Years, 10 Years, 15 Years, 20 Years
   - Ask leadership to record video messages during Start Strong, Giving Tuesday, and Finish Strong using content from press releases, emails, and memos.
Events

Campaign events are important! Whether a virtual event or an on-site gathering, well-done events can give your colleagues the opportunity to hear directly from the charities they support, increase donations, motivate campaign workers, and more.
Events

1. Email
   - Send (or request leadership send) the event invitation email to all personnel in your agency.
     - In-Person Event Invite Email
     - Virtual Event Invite Email

2. Post
   - Post to your agency’s social media channels.
     - Social Media Content

     ![Image 1](image1.png)
     ![Image 2](image2.png)

3. Plan and Promote
   - Review the Event Guide for more guidance.
     - Event Guide
   - Use this invitation to increase publicity for your event.
     - Event Invitation
   - Use this QR code to direct users to the CFC Mobile Giving App.
     - QR Code