What’s Included

Use this toolkit to help promote CFC causes during each week of the campaign. Each cause week includes social media content, images, a video, a banner, and a splash screen.

TIP: To download each resource, click the >> GREY BOX

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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 campaign workers to engage your colleagues throughout the season.
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Now that you know what the causes of the week will be, it’s time to make your plan!
Make a Plan

- Post the provided social media content to your agency’s social media channels.

- Promote the Cause of the Week content, banners, and images in newsletters, emails or intranet sites (grab copy from the cause week pages on your local zone website).

- Plan events aligned to a specific cause week (e.g., gingerbread house contest for Housing & Shelter week, talent show for Arts & Culture week, pet photo contest for Animal Welfare week).

- Ask your technology team to have the cause splash screens show up on everyone’s computer when they log in for the day. You can also put splash screens on electronic displays in your building, email to everyone as an attachment, or print and post on bulletin boards or other high traffic areas.

- Use the following resources to implement your plan!

Download the Cause of the Week List, which includes sub categories for each cause. For more information on each of the causes go to the calendar on your local zone website.

>> Cause Week List
Utilize the following resources each week to promote the cause of the week within your agency: graphics, social media messaging, banner image, splash screen.
Week of Sept. 20
Disaster Relief

>> Main Image

>> Dollar Statement

>> Animation

>> Banner

>> Splash Screen

>> Social Content
Week of Sept. 27

Education

>> Main Image

$147

Equips one student with a bicycle, ensuring mobility to and from school.

>> Dollar Statement

> Education

>> Animation

>> Banner

>> Splash Screen

>> Social Content
Week of Oct. 4

Housing & Shelter

>> Main Image

>> Dollar Statement

>> Animation

>> Banner

>> Splash Screen

>> Social Content
Week of Oct. 11
End Poverty

>> Main Image

$200
Teaches a mother farming techniques, feeding her children and increasing her income.

>> Dollar Statement

End Poverty

>> Animation

>> Banner

GOVCFC.ORG

>> Splash Screen

>> Social Content
Week of Oct. 18
Arts & Humanities

[Main Image]

[Animation]

[Banner]

[Dollar Statement]

[Splash Screen]

[Social Content]
Week of Oct. 25
Animal Welfare

Main Image
Dollar Statement
Animation
Banner
Splash Screen
Social Content
Week of Nov. 1
Faith-Based

>> Main Image

>> Dollar Statement

>> Animation

>> Banner

>> Splash Screen

>> Social Content
Week of Nov. 8
Military Support

You can be the FACE OF CHANGE.

Military Support

$59
Films a deployed service member reading a bedtime story and sends it to their children.

CAUSE OF THE WEEK
Military Support

CAUSE OF THE WEEK
Military Support

Main Image
Dollar Statement
Animation
Banner
Splash Screen
Social Content
Week of Nov. 15
Children & Family Services

[Images and text about Children & Family Services]

>> Main Image

>> Dollar Statement

>> Animation

>> Banner

>> Splash Screen

>> Social Content
Week of Nov. 29
Global Health

>> Main Image

>> Dollar Statement

>> Animation

>> Banner

>> Splash Screen

>> Social Content
Week of Dec. 6
Human Rights

>> Main Image

$200
Sponsors one rescue boat to liberate children from slavery in the fishing industry.

Dollar Statement

>> Animation

>> Banner

>> Splash Screen

>> Social Content
Week of Dec. 13
Environmental Protection

[Main Image]

[Animation]

[$20]
Removes one pound of trash from the ocean.

[Banner]

[Splash Screen]

[Social Content]
Week of Dec. 27
Community Improvement

Main Image
Dollar Statement
Animation
Banner
Splash Screen
Social Content
Week of Jan. 3
Medical Research

[Images of various graphics related to medical research, donations, and advocacy.]

>> Main Image

>> Dollar Statement

>> Animation

>> Banner

>> Splash Screen

>> Social Content
Week of Jan. 10
Choose Your Cause

Choose Your Cause

>> Main Image

Choose Your Cause

>> Animation

Choose Your Cause

>> Banner

Choose Your Cause

>> Splash Screen

Choose Your Cause

>> Social Content