

Combined Federal Campaign Leadership Support

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 2023 campaign a success:

Support & Promote

- **Good:** Use our pre-written templates to send CFC emails at strategic points during the campaign (kickoff, Giving Tuesday, final week).
- **Better:** Show support on official social media channels by sharing CFC-related content (provided).
- **Best:** Film a PSA or write an article for your agency newsletter or intranet site (templates available).
- **Above and Beyond:** Attend and speak at CFC events.



Motivate & Endorse

- **Good:** Make the first pledge of the campaign at an event, via livestream, or by sharing a photo of the occasion.
- **Better:** Ask all managers to endorse the CFC and recruit campaign workers.
- **Best:** Set an overall dollar goal and track the progress weekly against that goal during staff meetings.
- **Above and Beyond:** Implement a creative challenge to your employees (e.g., agree to take a pie in the face or grant a day off when certain milestones are achieved).

