

# GIVE HAPPY

## 2023 Campaign Worker Guide

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# Why the CFC Matters

The Combined Federal Campaign (CFC) is a Federal tradition and one of the world's largest and most successful charity workplace campaigns. The CFC is an opportunity for all of us in the Federal community to pledge monetary donations and volunteer time to our favorite charities. **Here are some great reasons to give:**

*Give through*  
**PAYROLL DEDUCTION**



*Give to*  
**MULTIPLE CHARITIES**



*Give together for*  
**GREATER IMPACT**



Looking for even more reasons to give through the CFC?

Tax-Deductible Giving • Unrestricted Funds for Charities • Easy to Renew •  
Long-Standing Federal Tradition • Pledge Volunteer Hour • Secure Online Giving Platform •  
Thousands of Vetted Charities • Makes Fundraising Easier for Charities

## Impact of the CFC...

Each fall, the Federal community gives generously through the CFC to make a difference in our local communities, across the nation, and around the world! **Here are the results of the 2022 campaign year:**

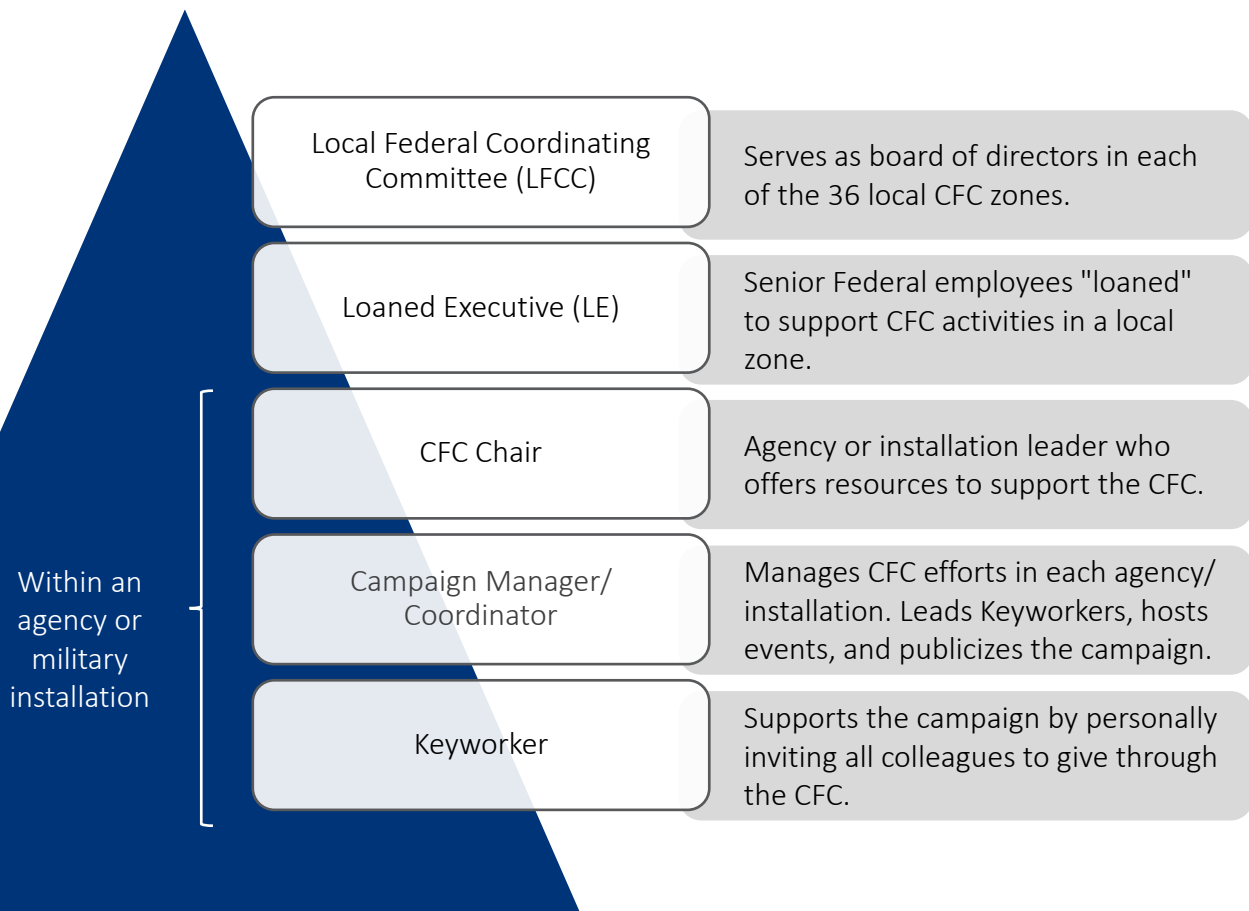
**\$72.6**  
MILLION

**79,000**  
VOLUNTEER  
HOURS

**5,000+**  
CHARITIES

# Campaign Roles

Federal employees like you, who volunteer their time to serve as campaign workers each fall make the CFC a success. This guide focuses on the roles of the Campaign Manager/Coordinator and Keyworkers in an agency/office or military installation/unit. Here is the hierarchy of Federal employee CFC roles:



## More terms to know:

### Office of Personnel Management (OPM)

OPM's Office of CFC Operations oversees the entire CFC program.

### Outreach Coordinator (OC)

Government contracting agency selected to support outreach and marketing efforts.

### Central Campaign Administrator (CCA)

Maintains the national CFC online giving system, receives pledges, and distributes funds to charities.

(The CCA can be contacted at: 800-797-0098 (toll-free), 608-237-4898 (local/international), or [cfcgiving.opm.gov/contact](https://cfcgiving.opm.gov/contact).)

# Campaign Worker Checklist

As a campaign worker, you will inspire your colleagues by sharing the impact of the CFC. Attending a CFC training, using the provided resources, and following this checklist will ensure you have a successful campaign season.



Your #1 task as a campaign worker is to invite all of your colleagues to give through the CFC.

## How does a Campaign Manager/Coordinator support this?

### Recruit Keyworkers

- Reference [Campaign Worker Toolkit](#) for recruitment communications.
- Ask leadership to assist in recruiting.

### Motivate Keyworkers

- Invite them to training provided by the CFC.
- Hold regular team meetings with your Keyworkers.

### Engage leadership

- Reference the [Leadership Flyer](#) in the [Campaign Worker Toolkit](#).

### Share results

- Use weekly pledge report provided by the CFC.
- Keep Leadership and Keyworkers informed of campaign progress.

## How does a Keyworker support this?

### Engage colleagues

- Send weekly emails provided in the [Campaign Worker Toolkit](#).
- Present the [CFC briefing](#) slides in a meeting.
- Talk to your colleagues and answer questions about the CFC.

### Inform leadership

- Reference the [Leadership Flyer](#) in the [Campaign Worker Toolkit](#).

If you want to do even more to make sure the CFC is a success, check out the following sections in this guide: [promote the campaign](#), [host a CFC event](#), [campaign closeout](#), [ways to give](#), and [submit paper pledges](#).

# Promote the Campaign

Make sure your co-workers know it is CFC season by promoting the campaign EVERYWHERE you can! Here are a few ways you as a Campaign Worker can increase public visibility within your campaign.



All promotional materials and digital resources are available at [GiveCFC.org](https://GiveCFC.org).

## Promote the CFC In Person:

- Distribute the [HAPPY card](#) to your co-workers.
- Print and hang the [campaign poster](#) or [design your own](#) to hang in prominent areas.
- Track campaign progress with a physical [barometer poster](#).
- Print and place the [donor card](#) and/or [flyer](#) on people's desks or in high-traffic areas.
- Use [splash screen](#) on digital signage and public monitors.
- Coordinate with your Public Affairs Office to place CFC articles and ads in publications.

## Promote the CFC Virtually:

- Develop a CFC section on your intranet highlighting the benefits of giving, [CFC cause weeks](#), and progress toward campaign goals.
- Promote [splash screens](#) on everyone's computer when they log in for the day.
- Engage with the [CFC's Facebook](#) account by liking, commenting, and sharing.
- Send out the pre-drafted weekly emails from the [Campaign Worker Toolkit](#).



### DO

- ✓ Promote voluntary electronic giving.
- ✓ Engage donors weekly.
- ✓ Have leaders demonstrate visible and tangible support.
- ✓ Share campaign results.
- ✓ Keep a list of donors who are eligible to receive a thank you gift.
- ✓ Set cumulative campaign goals.



### DON'T

- ✗ Use coercion for giving.
- ✗ Share individual pledges.
- ✗ Share a list of donors or non-donors.
- ✗ Set 100% participation requirement or set dollar amount per person.
- ✗ Allow leaders to ask employees who report to them to give.

# Host a CFC Event

Campaign events are important! **Whether a virtual event or an on-site gathering, well done events can:**

- Give colleagues the opportunity to hear directly from the charities they support.
- Increase participation in the campaign.
- Give employees opportunities to learn about the CFC.
- Motivate campaign workers.
- Increase donations for charities.
- Make you (the organizer) look like a rock star to your leadership.
- Boost morale in your workplace.



Use our [Events Guide](#) for detailed instructions and more tips and tricks.



Events can be fun, but we must remember to play by the rules. Here are a few of the best practices for CFC events.

#### CFC Events should ALWAYS:

- ✓ Promote employee engagement.
- ✓ Educate about the CFC and participating charities.
- ✓ Boost morale and camaraderie.
- ✓ Take place during duty hours.
- ✓ Contribute to reaching every Federal employee.
- ✓ Remain voluntary for participants.
- ✓ Be approved by your ethics officer.
- ✓ Abide by health and safety guidelines.

#### Virtual Event Tips

- Choose your platform
- Get help
- Communicate
- Keep it short
- Include visuals
- Allow questions
- Practice
- Get creative
- Invite charities

Reaching remote or telework employees is essential in hosting an event.

# Campaign Closeout

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 for years to come.

## Provide Recognition

### Campaign Managers/Coordinators:

- Thank your Keyworkers through a nice note, email, or the [Thank You Card](#).
- Plan and host a CFC awards ceremony to thank participants, showcase your results, and recognize Keyworkers.
- Recognize campaign workers for their service by presenting them with the provided signed [CFC certificate](#).

### Keyworkers:

- Provide any donor recognition items, if available in your zone.
- Always thank everyone for their time and for considering a donation.

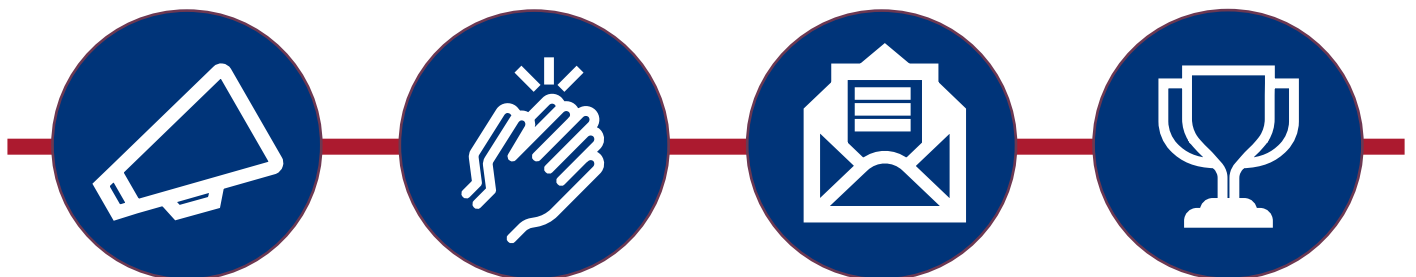
## Campaign Closing Activities

### Campaign Managers/Coordinators:

- Send in any paper pledges and inform your CFC point of contact.
- Prepare a "lessons learned" report for future Campaign Managers/Coordinators.
- Provide feedback, when asked, to help improve the campaign.

### Keyworkers:

- Collect, review, and submit paper pledge forms to Campaign Managers/Coordinators.
- Attend event ceremonies.
- Provide feedback, when asked, to help improve the campaign.



# Ways to Give

Federal employees have the opportunity to pledge money and volunteer time. There are four ways to pledge; all methods are easy, safe, and secure ways to give through the CFC!

*\*For a detailed walk-through with screenshots, see the How to Give Online and CFC Giving Mobile app presentations at [GiveCFC.org](http://GiveCFC.org).*

When you make your pledge, you will need your **office ZIP code:** \_\_\_\_\_

and your **CFC unit code:** \_\_\_\_\_



## Online

Visit [GiveCFC.org](http://GiveCFC.org) and then click DONATE.



## Paper Pledge Form

Download and complete the pledge form available on [GiveCFC.org](http://GiveCFC.org).



## Text-to-Donate

Text "DONATE" to 978-487-5678 to receive your link.



## Giving App

Download the app by searching for "CFC Giving" on your iPhone or Android device.

## Interested in volunteering?

In addition to your monetary donation, donors can pledge volunteer hours to charities accepting them. Donors can contact their chosen charity to fulfill their time VIRTUALLY or IN PERSON.

*Charities accepting volunteer hours will be designated with a hand icon in the charity listing.*





# Submit Paper Pledges

To submit completed paper pledge forms:


1. Download and print the [CFC Pledge Report Summary](#) form from the website.
2. Complete and enclose the form with completed pledge forms and mail to:  
CFC Processing Center, P.O. Box 7820, Madison, WI 53707-7820

## Review Paper Pledges

Forms should be reviewed for legibility, details, and calculation of the charity allocations. Pledge forms missing required information will experience processing delays and/or potentially not be able to be processed. Make sure all required fields are completed. **Always protect PII if employees turn in paper pledge form.**

Doublecheck that:

- A. CFC unit code and the ZIP code for your unit/office are correct.
- B. Overseas Employees box should only be checked if you are physically located in an overseas command (*AFRICOM, CENTCOM, EUCOM, INDOPACOM, SOUTHCOM*).
- C. Reporting unit information is filled in and correctly.
- D. Social Security number is provided for a payroll deduction pledge.
- E. Total gift and charity designation amounts match.
- F. Funds must be designated using a 5-digit charity code.
- G. Authorization portion must be signed for payroll deduction.
- H. This section is optional. By completing it, donors are agreeing to release some of their personal information to their chosen charities.

2023 Combined Federal Campaign Federal Employee Pledge Form																																							
<small>Please use black ink. Sections marked with * are mandatory. Full instructions on reverse. Submit this original Pledge Form to your Keyworker as early as possible to allow time for processing or send to: CFC Processing Center, P.O. Box 7820 Madison, WI 53707-7820. Keep a copy for your records. OPM accepts online pledges through Jan. 14, 2024, at <a href="https://cfcgiving.opm.gov">cfcgiving.opm.gov</a>. CFC organizations do not provide goods or services in whole or partial consideration for any contributions made to the organizations via this pledge.</small> 																																							
Donor Information (required)																																							
1. Primary Email Address (official government) *	2. Donor Type *																																						
3. Name (first name) * (last name) *		<input type="radio"/> Civilian <input type="radio"/> Active Duty Military																																					
4. CFC Unit Code (six digits)	5. ZIP Code (or APO/FPO) of Your Office/Unit *	6. Overseas Employee <input type="checkbox"/> I am located in a foreign country/territory																																					
7. Your Department/Branch of Service (no acronyms) *																																							
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10. Allotment Source *	11. Amount Per Deduction	12. Total Annual Gift *	13. Charity Designation *																																				
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Authorization * <small>If I chose payroll deduction as my payment source, I hereby authorize any agency of the United States Government by which I may be employed during 2024 to deduct the amounts shown above from my pay each pay period. My deductions will be in effect for one full year starting with the first pay period after January 15 and ending with the last pay period that includes January 15 of the following year. I authorize my payroll service provider to pay the amounts shown to the Combined Federal Campaign. I understand that I may revoke this authorization in writing at any time before it expires. I also acknowledge that I have the right to receive a notification if the amounts scheduled to be transferred differ(s) from the amounts displayed above. If I chose check, I hereby authorize Give Back Foundation on behalf of the Combined Federal Campaign to process my paper check as an electronic funds transfer (EFT) for the payment amount elected.</small> Signature: _____ Date: _____																																							
Information Release (optional)																																							
14. By completing the information below, I authorize the CFC to release my name and the following to my designated charity(ies):																																							
Personal Email Address		Pledge Amount Release																																					
		<input type="radio"/> Yes <input type="radio"/> No																																					
Home Address	City	State	ZIP Code																																				