# 2023 CFC Messaging

The following document provides messaging, copy, and talking points about the Combined Federal Campaign (CFC). Please copy and paste from this document anytime you are creating CFC-related communications to ensure consistent messaging about the campaign throughout the worldwide Federal community.

## Campaign Theme

The campaign theme – GIVE HAPPY – connects giving with happiness, showing that when Federal employees give together, they spread happiness and they get happier too.

(*Note: GIVE HAPPY leans into the happiness that results when donors give to charities who are making people’s lives better. This theme does not focus on charitable needs and therefore might not be appropriate to use in all circumstances. For example, when creating a social media post in response to a disastrous Hurricane, using generic CFC language might be best.)*

## Call to Action

GIVE HAPPY today at GiveCFC.org.

## What is the CFC? (General Messaging About the CFC)

*Suitable for use with all audiences, including media outreach.*

* The Combined Federal Campaign (CFC) is for all of us in the Federal community who want to GIVE HAPPY. Every year, we come together to raise money and volunteer for our favorite charities, spreading happiness around the world one gift at a time.
* Every year, Federal employees like us rally to support charities we choose through the CFC. It’s amazing to see how giving a little out of each paycheck or a few hours a month adds up to so much happiness when we give together.
* The Combined Federal Campaign (CFC), an OPM initiative, is one of the largest and most successful workplace fundraising campaigns in the world.
* The CFC promotes and support philanthropy through a program that is employee focused, cost-efficient, and effective in providing all Federal employees and retirees the opportunity to improve the quality of life for all.
* The CFC is a Federal tradition and the official workplace giving campaign for Federal employees and retirees. Since its inception in 1961, the CFC has raised nearly $8.7 billion for charities and people in need.
* Through the CFC, members of the Federal community go beyond their call to public service by contributing to the thousands of charities that work to improve the quality of life for all.
* The funds raised through the CFC help people and communities in need and reflect the generous nature of the Federal community.
* CFC pledges make a real and meaningful difference to a countless number of individuals throughout our communities, the nation, and the world. Together, we are changing the world one gift at a time.
* All participating charities share in the cost of administering the campaign through the application, listing, and distribution fees.

### Amounts Raised

* For more than 60 years, members of the Federal community have contributed to charities through the CFC, giving nearly $8.7 billion to help those in need locally, across the nation, and throughout the world.
* In 2022, the Federal community pledged $72.6 million in monetary gifts and volunteer time for local, national, and international charities.
  + Monetary pledges in 2022 totaled more than $70.5 million.
  + The value of volunteer hours added $2.1 million to the monetary total.
  + Federal and military retirees contributed more than $4.2 million in 2022, about 13.6% more than they gave the prior year. Retirees now make up 6% of overall donations.
  + In 2022, 80,800 donors participated in the CFC .
  + Not included in this total is more than $600,000 pledged earlier in 2022 as a part of the Special Solicitation for the humanitarian needs arising from the war in Ukraine.

## Messaging for Federal Employees

* GIVE HAPPY to the charities you care about through payroll deduction (CFC donors’ favorite giving option) and by pledging volunteer hours.
* Use your volunteer hours through the CFC to join the impactful work of local, national, and international charities you care the most about.
* Pledge to one or more of the thousands of vetted CFC charities.
* Already donated? Consider increasing your recurring gift, adding a one-time gift, or supplementing your pledge with volunteer hours.
* Know any Federal retirees? Invite them to continue supporting their favorite causes through the CFC.
* Thank you for giving happy to charitable causes like finding ways to: treat and cure diseases, support military families, eradicate hunger, and make a positive difference in your community.
* If you pledged volunteer hours and would like to be contacted by the charity, opt to release your contact information. You may also reach out to the charity to learn about the in-person or virtual volunteer options.
* New to the CFC? Give it a try – just $5 per paycheck to your favorite charity makes a big difference.

### Cause-based Messaging

GIVE HAPPY showcases the positive impact giving through the CFC has on charity beneficiaries through storytelling and personal narrative. Use or model these statements when talking about cause areas.

**Disaster & Crisis Response**: GIVE HAPPY so first responders like Andre have the equipment they need to stay safe and save lives.

**Education**: GIVE HAPPY so students like Tanya earn the degree of their dreams.

**Arts & Humanities**: GIVE HAPPY so brilliant young artists like Marco can develop their talent.

**Global Health & Research**: GIVE HAPPY so patients like Henry can hear "you are in remission."

**Children & Family Services**: GIVE HAPPY so couples like the Longs can expand their family through adoption.

### How the CFC Works

Federal employees and retirees represent a strong, caring community through the CFC, dedicated to making a difference for those in need. The CFC, an OPM initiative, offers the Federal community the opportunity to donate to thousands of participating charities. Here’s how it works:

1. **Choose your cause**. Whether you care about finding cures for diseases, supporting military families, or promoting equality for all, the CFC has vetted charities for any cause you are passionate about. You can even give to multiple charities with one pledge.
2. **Make your pledge**. GIVE HAPPY by donating a little from each paycheck or pledging a few volunteer hours a month. It adds up to so much happiness when we give together.

The online pledge portal allows you to easily renew your pledge each year and offers the full range of pledge options:

* + Payroll deduction (the most popular!)
  + Credit/debit card
  + E-check/bank transfer
  + Volunteer hours (Federal employees only)

*Other options include paper pledge forms, the CFC Giving Mobile App, and Text-to-Donate*.

1. **Get happy**. Studies show that when you GIVE HAPPY, you get happy too!

### Why Give Through the CFC?

We know there are a lot of giving options out there. You might be wondering: Why should I give through the CFC? Here are three great reasons:

1. **Give through Payroll Deduction**. Designate recurring gifts from each paycheck for a greater impact over time.
2. **Give to Multiple Charities**. Make all your charitable donations and pledge volunteer hours in one place.
3. **Give for Greater Impact**. The world is a better place when we give together.
4. **GIVE HAPPY**! Studies show that when you give happiness, you get happy too.

*Looking for even more reasons?*

Tax-Deductible Giving • Unrestricted Funds for Charities • Easy to Renew

Long-Standing Federal Tradition • Volunteer Opportunities • Secure Online Giving Platform

Mobile Giving App •Thousands of Vetted Charities • Makes Fundraising Easier for Charities

### 5 Great Reasons to Give Online!

Giving online is the easiest/best way to GIVE HAPPY through the CFC! The online pledge system is:

1. **Comprehensive**: Select from all available payment methods in addition to payroll deduction – like credit card or e‑check – and give to an unlimited number of charities online.
2. **Quick**: Renew each year with the click of a button once you’ve set up your initial pledge. Shorten the processing time for your pledge to have it show up sooner on your unit report.
3. **Flexible**: Change your recurring pledge (credit, payroll or annuity) up until the last day of the campaign solicitation period.
4. **Secure**: Take comfort knowing that the online pledge portal meets all Federal security standards. Your personal information is not exposed, and the CFC securely links to all payroll service providers.
5. **Green**: Reduce paper waste and help the environment by submitting your pledge online.

### Ways to Join the CFC Community

* **Give**. Try it – just $5 per paycheck to your favorite charity makes a big difference. There are so many ways to give -- online, the CFC Giving Mobile App, or if you like pen and paper, download the PDF pledge form. Our favorite option is giving online. All you have to do is go to GiveCFC.org and click DONATE. Then set up your profile, choose your charities, and designate your payment option: payroll deduction, credit/debit card, or e-check.
* **Volunteer**. Sign up to volunteer for a greater impact. Simply select from participating charities and list the number of hours you wish to pledge. Note: Be sure to check the release box on the pledge form to allow charities to contact you about volunteer opportunities. If you wish to remain anonymous, make sure you reach out to your charities to complete your pledged volunteer hours!
* **Advocate.** The CFC is YOUR campaign. Not everyone knows how great the CFC is. Here’s how you can promote the CFC with your network:
* Share the causes you are passionate about with your colleagues and encourage them to make their own CFC donation.
* Participate in campaign events and challenges.
* Follow and engage with the CFC on social media.
* Serve as a campaign worker next year.

## Messaging for the DOD

* Every year, service members and DoD civilians like us rally to support charities we choose through the CFC. It’s amazing to see how giving a little out of each paycheck or a few hours a month adds up to so much happiness when we give together.
* The CFC is for everyone in the DoD community who wants to GIVE HAPPY. Every year, we come together to raise money and volunteer for our favorite charities, spreading happiness and hope around the world one gift at a time.
* Service members and DoD civilians are incredibly generous – donating more than $30 million to causes we care about through the CFC in 2022 alone.
* Through the CFC, military members and DoD civilians go beyond their call of duty and contribute millions of dollars to the thousands of charities that work to improve the quality of life for all.
* As members of the DoD, we care about making our world a better and safer place. The CFC is an opportunity to do even more for the causes we care about.
* Extend your service and join the CFC community to do even more to help those in need. Give to the charities you care about through payroll allotment or pledging volunteer hours.
* We serve our country with honor and distinction. Through the CFC, we can make even more of an impact in our communities, throughout the nation, and around the world.
* So many CFC charities support veterans, military members, and their families. Choose your favorite and GIVE HAPPY today!
* New to the CFC? Just give it a try! Your $5 allotment can add up to so much happiness for those in need.

## Messaging for U.S. Postal Service Employees

* As postal employees, we connect the nation and deliver critical services. The CFC is an opportunity for us to do even more by supporting the causes we care about.
* Have you seen our USPS pledge form? You can pledge via payroll deduction using your Employee Identification Number instead of your Social Security number.

## Messaging for Federal Retirees

* Federal and military retirees contributed more than $4.2 million in 2022, about 13.6% more than they gave the prior year. Retirees now make up 6% of overall donations.
* As a retiree, you may be looking for a way to make an impact. The CFC allows you to support the causes you care about.
* After years of public service, Federal retirees like you may want to continue giving back to their community, country, and people around the world. Whether you are returning or pledging for the first time, participation in the CFC is a great way to extend that spirit of service, as the funds raised help those who need it most.
* Missed giving through the CFC? Retirees are invited to support the causes they care about by giving through the CFC via a deduction from their annuity.
* Your years of Federal service have drawn to a close, but your support of the causes that mean the most to you doesn’t have to end. Transition your CFC pledge to your annuity.
* Need to make a required minimum distribution from your retirement account? Consider giving to your favorite charities through the CFC.
* Whether you gave through the Combined Federal Campaign (CFC) during your career or are new to the program, your gift to one or more of the CFC’s vetted charities can make a difference in the causes you care about.
* Planning to retire from Federal service this year? Here’s what happens to your CFC pledge:
  + **Existing recurring pledge**: If you have an existing account and pledged via credit/debit card or bank account, you don’t have to do anything. Great news, your pledge will continue for the rest of the year!
  + **Existing payroll deduction**: If you pledged via payroll deduction, log in to your CFC Online Giving account and change your profile status to “retiree” and your pledge source to “annuity.”
  + **No existing pledge**: No problem! If you would like to make a pledge, visit GiveCFC.org and click the donate button. Create your giving account and pledge via annuity deduction, credit/debit card, or bank account. Even $5 per month can make a big difference.

### How the CFC Works for Federal Retirees

Federal employees and retirees represent a strong, caring community through the CFC, dedicated to making a difference for those in need. The CFC, an OPM initiative, offers the Federal community the opportunity to donate to thousands of participating charities. Here’s how it works:

1. **Choose your cause**. Whether you care about finding cures for diseases, supporting military families, or promoting equality for all, the CFC has vetted charities for any cause you are passionate about. You can even give to multiple charities with one pledge.
2. **Make your pledge**. GIVE HAPPY by donating from your annuity, credit/debit card, or bank transfer. It adds up to so much happiness when we give together. Visit GiveCFC.org to get started.
3. **Get happy**. Studies show that when you GIVE HAPPY, you get happy too!

## Messaging for New Hires

* Congratulations on your new position in the Federal government! You now have the opportunity to support causes that matter to you through the Combined Federal Campaign (CFC), the annual workplace giving campaign for the Federal community. This longstanding tradition is just one benefit of your new position.
* The CFC pledge season runs from September through early January, but the exciting thing is you don’t have to wait! New employees are eligible to pledge within the first 30 days of employment.
* Join the CFC community to help those in need. You can give to the charities you care about through payroll deduction or signing up to volunteer.

### How the CFC Works for New Hires

Federal employees and retirees represent a strong community dedicated to making a difference for those in need. You can give through the CFC within your first 30 days of employment. Setting up your pledge now will make it easier to renew during the active campaign season. Here is how the CFC works:

1. **Choose your cause**. Whether you care about finding cures for diseases, supporting military families, or promoting equality for all, the CFC has vetted charities for any cause you want to support. You can even give to multiple charities with one pledge.
2. **Make your pledge**. Our favorite giving option, the online pledge portal, allows you to easily renew your pledge each year and offers the full range of pledge options:

* Payroll deduction (the most popular!)
* Credit/debit card
* E-check/bank transfer
* Volunteer hours (Federal employees only)

*Other options include the CFC Giving Mobile App and paper pledge forms.*

1. **Change the World**. Thanks to your generosity, CFC charities will make a difference in our local communities, across the nation, and around the world.

## Messaging for Leadership

* For more than 60 years, leaders have helped make the CFC 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.
* Your support is critical. With your endorsement, participation, and recognition, campaign workers and donors will be more motivated to join the CFC community and give to the thousands of participating charities.
* Leaders are allowed and encouraged to provide general visible and tangible support for the CFC. (*Note that the CFC does not allow coercion, meaning leaders can’t directly ask subordinates to pledge, set 100% participation goals, or set a per-person giving amount.)*
* Using the communications templates provided by your campaign workers makes it easy to increase the visibility of the CFC in your department, agency, installation, office, or unit.
* Here are five great ways for leaders to support the campaign visibly and tangibly:

1. Set goals to step up to higher levels of participation or total raised.
2. Record a short video about the benefits and impact of participating in the CFC.
3. Recruit strong, motivated campaign workers and offer them your support.
4. Highlight the CFC during regular staff meetings and through communications to encourage your employees to GIVE HAPPY through the campaign.
5. Show your support publicly by participating in campaign events, challenges, or creative celebrations.

## Messaging for Campaign Workers

* Each year, thousands of Federal employees like you work together to implement the CFC and inspire your colleagues to give to the charities that they care about.
* One of the best ways to inspire your colleagues to GIVE HAPPY is by having a conversation with each of them about the CFC.
* As a campaign worker, you can help your coworkers GIVE HAPPY. You are taking on a valuable role with a powerful community of caring that raises millions of dollars to help people in need each year. The work you do is critical to the success of this effort.
* Collectively, campaign workers ensure that every federal employee is invited to give through the CFC.
* Help your colleagues support their favorite charitable causes by inviting them to GIVE HAPPY and get happy, too.
* Your efforts will bring help and hope to millions of people as monetary and volunteer pledges go to support the missions of thousands of participating charities.
* Service as a campaign worker is a fantastic opportunity to network within your agency, increase your visibility, and hone your skills in management, strategic planning, creativity, problem-solving, time management, and more.
* Thank you for serving as a CFC leader. Your dedication is vital to the success of the campaign, which raises money for thousands of participating charities and makes the world a happier place.
* Thank you for continuing the legacy of this Federal tradition.

### How the CFC Works for Campaign Workers

1. **Prepare for your role**. Learn about the CFC and your responsibilities as a campaign worker through training sessions and resources. Choose your cause, GIVE HAPPY, and engage with the campaign before inviting others.
2. **Inspire your colleagues**. Be a CFC champion by planning fun events, involving charities, using inspirational stories, including leadership, and personally inviting your colleagues to join the CFC community and GIVE HAPPY. Make giving easy by assisting with online donations, paper pledge contributions, mobile giving, and text-to-donate.
3. **Get happy**. When you help your colleagues GIVE HAPPY, you will get happy too!

## Messaging for Charities

* Thank you for choosing to participate in the Combined Federal Campaign. Your work empowers and inspires the generosity of the Federal community, and together, we can have an even greater impact.
* The CFC is the official avenue for nonprofits wishing to reach Federal employees and retirees, an audience with millions of potential donors.
* The CFC is an effective way to attract new donors and raise money for those who need it most.
* CFC donations are unrestricted funds, allowing nonprofits the flexibility to respond effectively to community needs rather than being required to direct funds to a certain program.
* CFC donations provide a critical source of revenue that can be relied on throughout the year.
* Become a collaborative partner in marketing the CFC. Utilize the information in CFC newsletter emails and the Charity Toolkit on GiveCFC.org – they are full of tools, resources, and guidance – to help you make the most out of your participation in the campaign.
* Here are three great ways to make the most out of your CFC participation:

1. **Attend virtual or in-person campaign events** **when invited**. Campaign events provide the opportunity for charities to meet with potential donors face-to-face and educate them on the importance of the CFC to participating charities.
2. **Accept volunteer pledges**. Donors are invited to pledge volunteer hours in addition to their financial contributions, so nonprofits can raise funds and receive some helping hands through the same campaign. Research shows donors who also volunteer give more.
3. **Show the impact the CFC has on the work you do**. Share your success stories, photos, and videos with the campaign for use in the Virtual Charity Fair.

* For more than 60 years, the Federal community and charities have been changing the world together. Submit your video or story as part of the Virtual Charity Fair to showcase the positive impact your charity has on communities or how you impact change around the world.
* Be sure to thank the donors who release their contact information to encourage their year-over-year support.
* Contact the donors who pledged volunteer hours about fulfilling their pledge.

### How the CFC Works for Charities

1. **Apply to participate**. Be a part of the official workplace giving campaign for the Federal community and gain access to millions of potential donors around the world through one online application.\* CFC donations provide a critical source of unrestricted funding throughout the year.
2. **Engage the Federal community**. Attend campaign events, promote your CFC number with your existing donor base, and share success stories and videos to inspire generosity. Make sure to thank donors and coordinate with those who pledged volunteer hours.
3. **Change the world**. Put the generosity of the Federal community to work – provide help and hope for those you serve.

\**All approved organizations must meet the charity standards and pay the required fees.*

# CFC Editorial Style Guide

*The official OPM-approved marketing materials developed by the contractor serving as the National Marketing Outreach Coordinator use the following terms and styles. To help standardize CFC communications, local zones should adopt and implement these terms and styles too.*

**Agency Head** – The senior Federal employee or Commanding Officer at any given Federal agency or military installation who may or may not serve as the Campaign Chairperson.

**Campaign Chairperson** – The head of the department, agency, or installation (or his/her designated appointee) who supports the CFC by participating in special events, approving campaign goals, and providing the resources necessary to run an effective campaign. May also have a **Campaign Vice-Chairperson** who plays a supporting role and secures the support of the senior management team.

**Campaign Management** – This might include a designated **Campaign Manager, Campaign Coordinator, Campaign Project Officer**, or any combination thereof who is responsible for recruiting Keyworkers, ordering/distributing supplies at his/her department, agency, or installation, planning campaign events, overseeing the submission of pledge forms, and tracking results. Always capitalize on these position titles.

**Campaign worker** – A “catch-all” term for anyone working on the campaign (e.g., Campaign Coordinators, Loaned Executives, and Keyworkers). Should be lowercase.

**CFC** – Use “the CFC” when referring to the campaign as a noun and just “CFC” when using it as an adjective (e.g., “CFC materials,” or “CFC contributions,” etc.) Donations/contributions are made to charities *through* the CFC, **not** “to” the CFC.

**CFC zone** – One of 36 geographic areas throughout the nation and overseas that operates a local campaign within the CFC. Lowercase zone.

**Combined Federal Campaign (CFC)** – Spell out and put (CFC) in parentheses on the first reference in any document or on any web page.

**Donor or contributor** – Someone who makes a financial contribution through the CFC. Use interchangeably.

**Donations, contributions, or gift** – Use interchangeably.

**Federal** – Capitalize.

**Federal community** – Consists of everyone who can participate in the CFC, including Federal employees, retirees, and contractors.

**Federal contractors** – Can participate but cannot be solicited directly, cannot make CFC contributions via payroll deduction, and cannot donate volunteer hours.

**Federal employee** – Do not use Federal worker.

**Federal retiree –** A campaign audience that can give through their Federal annuity.

**GIVE HAPPY –** The 2023 CFC theme should be appear in uppercase.

**Keyworker** – A Federal employee and member of the campaign team who personally reaches out to colleagues to promote the CFC, answer questions about the campaign, and ask people to participate in the CFC. Always capitalize.

**Loaned Executive** – A campaign team member who is detailed to work full time for the CFC for a specified time (varies between CFC zones) to support campaigns in his/her assigned department or agency. Spell out on the first reference – may use “LE” in subsequent references.

**Local Federal Coordinating Committee (LFCC)** – Use “the LFCC” when referring to the committee as a noun and just “LFCC” when as an adjective (e.g., “LFCC decisions,” or “LFCC member,” etc.) Spell out on the first reference in any document, with (LFCC) in parentheses. Each CFC zone has an LFCC.

**LFCC Chair/Chairperson** – A member of the LFCC who assumes local leadership responsibility for the CFC zone. Do not use Chairman or Chairwoman.

**Office of Personnel Management (OPM)** – The government agency that oversees management of the entire CFC program.

**Payroll allotment or deduction** – A popular CFC giving option for Federal employees in which a self-specified dollar amount is withheld per pay period and donated to the CFC charity or charities of their choice. “Allotment” is generally used in the DoD. Do not use “payroll giving.”

**Reporting unit** – Any Federal agency, office, unit, or organization that maintains separate reporting status within the CFC zone. Find available reporting units on the online giving platform.

**Volunteer** – Someone who gives their time and talent to a charitable cause without financial compensation. It also refers to someone who pledges volunteer hours through the CFC. Although campaign workers generously give their time and talent in support of the CFC, to avoid confusion, do not refer to them as volunteers.