2024 Lemon Challenge INTRODUCTION Email

**Send Date**: [DAY], September [DATE]

**Subject Line**: Can you avoid making a Lemon Face?

**Attachment**: Lemon Challenge Flyer

Hello [NAME],

The Combined Federal Campaign (CFC) is excited to announce this year’s campaign engagement activity: **When life gives lemons, GIVE HAPPY!** We encourage you to take part in this year’s challenge to see how we can sweeten life for all through collective impact.

It’s easy to participate! Do it as a solo challenge, invite your friends or family to take part together, or with colleagues in an all-staff meeting or at a CFC event.

1. Grab a lemon (or that bottle of lemon juice in the back of your fridge)
2. Cut yourself a slice or pour yourself a small amount.
3. Take a bite – or a sip – and see if you can resist making a face 

If you **pucker up,** then it’s time to GIVE HAPPY! Life is sour for so many, and a sweet gift can alleviate the burdens for them. If you **powered through** and didn’t make a face, congratulations, you’re a superhero! Why not be a hero to a CFC charity and consider a gift to celebrate? Get started on a pledge, or update an existing one, at GiveCFC.org.

Share your sour-to-sweet face video or photo at **CFCMST@givecfc.org** to be featured in our newsletter. Or post it online and tag us using the hashtag: **#GIVEHAPPY.**

You never know who you’ll inspire. Thank you for your support, and for helping us **GIVE HAPPY**.

Sincerely,

[NAME]

**2024 Lemon Challenge** EVENT INVITE **Email**

**Send Date**: [DAY], October [DATE]

**Subject Line**: How good is your lemon face? Come test it out!

**Attachment**: Lemon Challenge Event Flyer

Hello [NAME],

You’ve heard about the Lemon Challenge hosted by the Combined Federal Campaign (CFC), now it’s time to take part: **When life gives lemons, GIVE HAPPY!**

Your CFC team at AGENCY NAME is excited to host a campaign event that will bring us all together to learn about the impact we can have when we give together. There will be a chance to take part in the Lemon Challenge, and bite into a lemon, and then convert it into gift for a beneficiary!

**When:**

**Time:**

**Where:**

We can also share that CHARITY NAMES and LEADERSHIP NAME will be joining us to give remarks and take part in the lemon challenge too! There are some rumored prizes…but you’ll have to come by to find out.

Want more information on the CFC? Head to GiveCFC.org and learn all about the power of collective giving, and how, together, Federal employees are turning sour situations into something sweet when they give to CFC charities.

Thank you – and get ready to put your lemon face on!

Sincerely,

[NAME]

2024 Lemon Challenge FOLLOW-UP Email

**Send Date**: [DAY], October/November [DATE]

**Subject Line**: Okay, me first.

**Attachment**: Lemon Challenge Photo

Hello [NAME],

You know I’m a big fan of the Combined Federal Campaign (CFC). When the team unveiled this year’s challenge, **when life gives lemons, GIVE HAPPY**, I wanted to step up and set an example. Want to see the results? Check out my hilarious reaction to biting into a lemon. That pucker spurred me into giving a gift through the CFC!

Can you do better than me? It’s easy!

1. Grab a lemon (or that bottle of lemon juice in the back of your fridge)
2. Cut yourself a slice or pour yourself a small amount.
3. Take a bite – or a sip – and see if you can resist making a face 

If you **pucker up,** then it’s time to GIVE HAPPY! Life is sour for so many, and a sweet gift can alleviate the burdens for them. If you **powered through** and didn’t make a face, congratulations, you’re a superhero! Why not be a hero to a CFC charity and consider a gift to celebrate? A pledge takes just 5 minutes and can be done at GiveCFC.org. It’s just as easy as the challenge you took part in.

Reply or ping me on TEAMS/INTRANET FORUM to send me your lemon face challenge and results. If you have any questions or need help getting started on a CFC pledge, let me know. I’m here to help.

Thank you for turning these lemons into something sweet when you **GIVE HAPPY**.

Sincerely,

[NAME]

2024 Lemon Challenge on GIVING TUESDAY Email

**Send Date**: [DAY], November [DATE].

**Subject Line**: Turn a sour face into a happy one for Giving Tuesday

**Attachment**: Lemon Challenge flyer

Hello [NAME],

This Giving Tuesday, we challenge you to do something unusual: bite into a lemon. That’s right! Because **when life gives lemons, GIVE HAPPY!** Here at the Combined Federal Campaign (CFC), we know a little something about turning sour situations into something sweet: with a pledge.

It’s easy to take part in the Lemon Challenge for Giving Tuesday:

1. Grab a lemon (or that bottle of lemon juice in the back of your fridge)
2. Cut yourself a slice or pour yourself a small amount.
3. Take a bite – or a sip – and see if you can resist making a face 

If you **pucker up**, then it’s time to GIVE HAPPY! If you **powered through** and didn’t make a face, congratulations, you’re a superhero! Why not be a hero to a CFC charity and pledge to celebrate?

Making a pledge through the CFC is just as easy:

1. Choose your cause.
2. Find a charity (or charities)
3. Pledge at GiveCFC.org

We want to see hundreds—or thousands—of people being part of the movement today, puckering up for a cause they care about. Together, our collective impact can make a difference. What’s your impact going to look like?

I want to see yours! Email me or send your lemon face to: CFCMST@GiveCFC.org – thank you!

Sincerely,

[NAME]

2024 Lemon Challenge THANK-YOU Email

**Send Date**: [DAY], January [DATE].

**Subject Line**: You sweetened the lives of others: THANK YOU

**Attachment**: Thank you, card,

Hello [NAME],

The Combined Federal Campaign (CFC) thanks you for taking part in this year’s campaign. **When life gives lemons, GIVE HAPPY.** That’s what you did. Whether you took part in the Lemon Challenge, joined us for an event, volunteered, or cheered on your colleagues, you had an impact. And collectively, we changed the lives of so many.

Check out the compilation video to show just how many sour faces turned into a sweet gift through the CFC: [LINK]. Did you spot yours?

There will be a Finale & Awards Ceremony coming up soon at AGENCY NAME to celebrate the heroes and lemon faces of this year’s campaign. We encourage you to stop by or tune in:

**When:**

**Time:**

**Where:**

Thank you for your commitment to others through the CFC. We are grateful for your service and your support.

See you next campaign,

[NAME]