

2025 CFC Playbook

Recommendations and resources you can use to **introduce** your colleagues to the CFC, **invite** them to understand the benefits of the campaign, and **inspire** them to give.

Five
steps to
campaign
success!



YOUR GIFT

THEIR FUTURE



1: INTRODUCE THE CFC

Ensure your colleagues understand the benefits of giving and volunteering through the CFC.

Present the [CFC Briefing](#) during a team or all-staff meeting and distribute the Pledge Form Handout for [Federal Employees](#) or for [USPS](#). Alternatively, you can distribute them to your colleagues' workstations or send them digitally as an email attachment.

NOTE:

Coordinate with as much lead time as possible. Space is often limited in meeting agendas.



Additional Best Practices

- Speak with your colleagues one-on-one or in small groups about the CFC.
- Share a personal story about why you give, why you volunteer, why you serve as a campaign worker, or how you or a loved one has been helped by a CFC-participating charity.
- Share contact information with your colleagues in case they have questions.
- **Involve your leadership:** Ask them to offer a few remarks at the briefing and/or send a [kickoff email](#).

CFC

**YOUR GIFT
THEIR FUTURE**

Why give through the CFC?

- We create a more hopeful tomorrow in our communities when we give together.
- And now, more than ever, charities are counting on these donations. You can even donate to multiple, vetted charities with one pledge.
- The ease of giving via payroll deduction, our most popular method, allows you to spread your gift over the course of the year. Even \$5 per paycheck makes a difference.

Imagine the future you can create when you give through the CFC!

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2: SEND STRATEGIC EMAILS

Follow your CFC briefing by sending these eight pre-written email reminders on the recommended dates below.

- [Introduction email](#) - Wed., Oct. 1
- [Reminder email](#) - Mon., Oct. 27
- [Veterans Day email](#) - Mon., Nov. 10
- [Mid-campaign email](#) - Mon., Nov. 24
- [Giving Tuesday email](#) – Mon., Dec. 1
- [December Giving email](#) – Mon., Dec. 8
- [Final Weeks email](#) – Mon., Dec. 15
- [Final Days email](#) – Mon., Dec. 29

NOTE:

Always follow your agency's policy and obtain approval before sending communications.



Additional Best Practices

- Optional: Customize and send weekly emails (templates on the website).
- **Involve your leadership:** Provide pre-written email templates to leaders to promote [Giving Tuesday](#), [Finish Strong](#), and [Thank You](#) messaging.

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3: PROMOTE THE CFC

Implement visual reminders about the CFC in multiple places to keep CFC top-of-mind.

Print and display posters/flyers in high-traffic areas: [General](#), [DoD](#), [New Donor](#), or [Retiree](#).

Provide the CFC Promotional Packet (available on [GiveCFC.org](#)) to your agency's Public Affairs Office.

NOTE:
Don't forget about digital displays and screens in your workplace.



Additional Best Practices

- Set up a CFC information booth/table or mobile cart with the [CFC Card](#) and promotional items (if available).
- Encourage colleagues to use the ready-made, printable Dedication Card (or digital version) to dedicate their CFC donation to someone they care about.
- Use a CFC Virtual Background in meetings.
- Host an in-person or virtual campaign event to boost outreach and supplement your campaign. See the [Events Section](#) of the website for ideas and instructions.
- **Involve your leadership:** Leaders can demonstrate their tangible, non-coercive support by making the first public pledge, filming a short video or audio PSA, publishing a memo/article and/or challenging other leaders.



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4: TRACK PROGRESS

*Tracking progress is motivational and vital to a successful fundraising campaign. Contact your **local Outreach Coordinator** for current pledge totals and updates.*

Collaborate with leadership to set a clear campaign goal (e.g., overall dollars raised, volunteer hours pledged, participation rate, etc.) and publicize it and then track your progress using the [Barometer Poster](#) (printed or digitally).

NOTE:

Be sure your goal is non coercive (i.e., no dollar amounts per donor or 100% participation).



Additional Best Practices

- Create a large thermometer display at your agency's entrance or other high-traffic area.
- Present your progress during staff meetings.
- Send the digital version of [the Barometer](#) as an attachment to your strategic emails in Step 2.
- **Involve your leadership:** Ask your leader to share campaign results in regular communications or in staff meetings. They can also offer fun incentives (as allowed by your agency) when goals or milestones are met (e.g., taking a pie in the face, completing a certain number of pushups, completing an additional CFC pledge).

The poster is titled "2025 Campaign Progress" and features a large thermometer graphic on the right side. The thermometer has a red base with the CFC logo and a blue top section. The left side of the poster contains the following text:

YOUR GIFT
THEIR FUTURE

Thank you for creating a more hopeful tomorrow by giving today at [GiveCFC.org](#).

Our Goal:

CFC POC:

CFC Code:

The bottom of the poster features a collage of images showing diverse people, including a woman in the foreground, and a QR code in the bottom right corner.

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5: FINISH STRONG

The highest pledge totals occur during the final week of the campaign.

Encourage colleagues to make any last-minute donations through the online giving system or other digital giving options by sending the [Final Weeks email](#) and [Final Days email](#) from Step 2.

[Collect and mail](#) all paper forms promptly and securely.

NOTE:

Don't wait until the last week to mail paper forms you receive throughout the campaign!



Additional Best Practices

- Plan and host a final CFC event/closing ceremony to engage colleagues and encourage giving during this critical final week of the campaign.
- **Involve your leadership:** Ask your leader to attend and speak at the final event/closing ceremony (if you have one). Alternatively, they can send a personalized [thank-you message](#) to show appreciation and highlight the impact of your colleague's generosity.

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OTHER RESOURCES

- Be sure to complete [campaign worker training](#).
- Check out the [Campaign Worker section](#) of the website for additional resources and guidance.
- Visit the [Events page](#) on the website if you are planning to have a campaign event or need to request charities to speak at a meeting.