

## CFC Presentation

## Campaign Incentives and Special Events

## CFC Coordinator Guide

An effective rally doesn't have to be complex - or long. Your task is to present people with enough information to want to support the campaign and to make informed decisions about giving. Be sure to ask for the pledge forms to be returned.

### 1 Minute

**CFC Coordinator, Director/Commander or CFC Team Member** - Welcomes employees and explains the purpose of and how the organization will support the campaign.

### 2 Minutes

**Director/Commander** - Provides statement(s) of support. This establishes a commitment to the CFC and encourages complete organization participation.

### 5 Minutes

**CFC Coordinator/CFC Team Member/CFC Staff** - Provides an overview of the CFC and the impact of its services. This informs the audience of the needs in our community and beyond, and offers them the opportunity to participate in addressing those needs.

### 5 Minutes

**Employee testimonial or funded program speaker (if applicable)** - Illustrates how employee contributions are making the difference.

### 3 Minutes

#### CFC video

Raises the audience's awareness and encourages them to actively support their community by giving through the CFC.

### 2 Minutes

#### CFC Coordinator

- Describes incentives (optional)
- Ways to Give - explain brochure and pledge form
- Talks about Leadership Giving Program
- Answers questions
- Asks employees to complete pledge forms
- Collects pledge forms
- Thank everyone

### Put the FUN in FUNdraising with. . .

#### Incentives

For employees who make a first-time gift or increase an existing

gift, hold drawings for incentives such as:

- Paid Time Off
- Jeans/Casual Dress Day
- Reserved Parking Spot/Rental of Prime Parking Spots
- Weekend at a Hotel or Resort
- Gift Cards

**Special Events** - Set a price to participate or attend and award prizes.

- Throw a Pie/Dunk Your Boss
- Breakfast Bash/Pizza Party/Root Beer Floats
- White Elephant Sale/On-Line Auction
- Typing Contest
- Baby Picture Contest
- Collect Loose Change Around the Office
- Auction (baskets from each department)
- Lunchtime Movie Popcorn/Pop/Show
- Indoor Miniature Golf Course
- Book Fair - Sell Staff-Donated Books CDs and Videos
- Ugly Earrings/Tie Contest
- Save It or Shave It - Most dollars collected in a jar gets to decide
- Crazy Hat - Pay \$1 to pass the hat to someone else

#### How You Can Help

- Can you give the cost of a soda? **\$1 a week**
- A cup of coffee this week? **\$2 a week**
- How about one fast food lunch? **\$5 a week**
- A \$10 scratch ticket? **\$10 a week**
- Dinner at a restaurant? **\$20 a week**

*If we each gave \$1 per week in the Coastal Carolina Combined Federal Campaign, we would raise \$1.5 million for charity!*

#### Reasons for Giving

- CFC provides a single, coordinated appeal, rather than hundreds of individual drives.
- CFC is a way for federal employees to participate in a local and national effort to meet health and human care needs.
- CFC administration cost is low - around 10% of the amount raised.
- CFC ensures the contributor, through the frequent analysis of financial and service reports, that CFC agencies are spending contributed dollars wisely.



Beaufort, Berkeley, Charleston, Colleton, Dorchester, Georgetown, Hampton, Horry, Jasper, Marlboro and Williamsburg Counties.

Coastal Carolina Combined Federal Campaign  
[www.coastalcarolinacfc.org](http://www.coastalcarolinacfc.org)



**Welcome to the CFC**

The Coastal Carolina Combined Federal Campaign (CFC) would like to congratulate you on being appointed CFC Coordinator for your organization's annual campaign. You are joining a select group of volunteers from across the Lowcountry who are working together to meet this year's community fundraising goal. These funds will provide services to thousands of local, national, and international charitable agencies.

As you work on this year's campaign, please remember that CFC is "the only authorized solicitation of employees in the federal workplace on behalf of charitable organizations."

This guide is meant to help you and your team begin the planning process. Successful campaigns are a mix of planning, employee participation, fun ideas, and lots of heart!

Your success is vital to improving lives in your local community and beyond. Please know that you are a valued member of the CFC. If you need assistance, call 843-740-9000 ext. 225.

**Campaign Enhancers**

- Call your CFC PCFO staff to schedule a charitable organization representatives to speak at your workplace.
- Send advance e-mails reminding your fellow employees that campaign time is coming.
- Make people feel special.
- Place a surprise (a small token) at each employee's work area.
- Use payroll envelope stuffers reminding employees of the campaign.
- Host "recognition day" for employees who volunteer.
- Provide free beverages for employees during campaign.
- Provide door prizes for campaign meeting attendees.
- Create a campaign DVD
- Provide speakers for campaign meetings
- Provide tours of locally funded programs

★ DONOR RECOGNITION ★

**EAGLE CLUB MEMBER:** A pledge of \$600 - \$999. You will receive a personalized Eagle statue (or a year plate for your statue if you are a continuing member).

**KEEPER OF THE LIGHT MEMBER:** A pledge of \$1,000 or more. You will receive a matted and framed (limited edition) print signed by our local artist, Simone Bland, depicting one of the Coastal Carolina's national treasures.

**Objectives**

- 100% Awareness - Ensure that each person is informed of the benefits and value of contributing through the CFC.
- 100% Opportunity - Ensure that each person is contacted and given the opportunity to participate in the CFC.

**Attend All Campaign Activities**

Keyworkers/Coordinators attend all trainings - the kickoff, agency fairs, group meetings and the awards event.

**Plan Your Campaign**

**Promote Your Campaign** - Be creative!

**Hold a Rally**

**Group Solicitation**

**Collect All Pledge Forms**

**Prepare Report Envelope**

**Distribute Gifts and Say "Thank You"!**

**Be Familiar with All Campaign Material:**

- Keyworker Handbook
- CFC Contributors Guide
- Pledge Card
- Campaign video
- Campaign posters
- CFC Envelope
- Leadership Giving Awards

**Be Prepared to Answer Questions On:**

- The CFC and CFC Procedures
- Participating Federations and Agencies
- Giving by cash, check or payroll deduction
- Leadership giving levels
- Confidential contributions

**Publicity Ideas**

- Run executive's campaign first in order to start the momentum and set the pace
- Publish articles in the employee newsletter
- Post information on agency bulletin boards
- Hang CFC posters, banners or thermometers in heavy traffic areas
- Send memos or letters from the agency head to all employees
- Put flyers on car windshields
- Ask department heads to talk about the campaign at staff and safety meetings

**1 Establish Leadership**

Involve your Director/Commander. Their support and enthusiasm can be contagious. Ask them to personally solicit other senior management in advance of the organization's kick-off. Their leadership sets an example for other contributors. Encourage them to endorse the campaign in a letter to all employees.

**Form a Campaign Team**

Don't try to do it all alone! Recruit a campaign team. Be sure to include management as well as people with special talents who are committed to the CFC.

**2 Set a Challenging Goal... and Develop Your Strategy**

- Include a Leadership Society campaign.
- Create a plan to increase participation/pledge amounts.
- Offer incentives.
- Get a team together for Day of Caring.

**3 Plan Carefully**

Develop a timetable for your campaign. Include:

- The time and place for your workplace kickoff.
- A plan for a Charitable Agency tour.
- A schedule of group meetings, including a CFC and/or Charitable Agency speaker.
- An assessment of your campaign resources:
  - Budget
  - Facilities
  - Volunteers

Establish a record-keeping and report system.

Appoint key workers and provide a program to train them. Remember, CFC staff are here to help.

Increase your promotions and publicity by utilizing e-mail, bulletin boards, newsletter and payroll stuffers. Personalize your campaign approach by holding a special kickoff breakfast or luncheon. Offer incentives for donors such as participation in raffles.

**4 Select a Solicitation Approach**

**Group solicitation 15-25 minute presentation**

A successful way to ask employees to contribute is through group solicitation. Bring employees together to view the CFC campaign video, hear a speaker, receive CFC literature and generally have fun. (See back page on how to conduct a CFC presentation.)

**One-on-one solicitation**

Provides a more personal approach, and involves the asking of one employee by another - preferably a peer. One-on-one solicitation often results in greater participation rates.

- Recruit one solicitor for every 50 employees.
- Recruit solicitors who are committed to CFC.
- Train recruits with the help of the CFC staff.
- Follow-up on employees unable to attend meeting- part-time employees, new hires.
- Make sure all pledge forms are returned.
- Communicate final results to the entire organization as soon as results are available.

**5 Report Results**

- Issue progress reports to CFC staff and employees.
- Summarize employee gifts on the Campaign Report Envelope.
- Evaluate your results and prepare written recommendations for next year's coordinators.
- You and your fellow employees made it happen, give everyone credit for coming through!
- Host an employee reception for all contributors with the Director/Commander offering personal thanks.

**6 Thank Contributors**

- Ask the Director/Commander to send a thank you letter to each contributor.
- A personal handshake and warm "thank you" sends a powerful message.
- Blanket the bulletin board, company newsletter, e-mail and cafeteria with "thank you" messages.
- Don't forget your team members—plan a special event or give a special "thank you" gift.