



# North Coast Combined Federal Campaign KEYWORKER TIP SHEET



## **CFC Mission:**

**To promote and support philanthropy through a program that is *employee-focused, cost-efficient and effective* in providing all federal employees the opportunity to improve the quality of life for all.**

There are millions of reasons to give to the CFC. Helping others is what the CFC is all about, and giving to the CFC is the best and easiest way for federal employees to change the lives of those in need.

## **Steps for a successful CFC campaign**

1. Leadership (set the tone/lead by example)
2. Develop a campaign team
3. Make personal contact
4. Know the facts
5. Encourage a payroll deduction gift (Tell them that over 90% give this way)
6. Add some fun events, if possible, (e.g., cook-offs, bake sales, basket raffles, etc.)
7. Be prepared for questions and concerns
8. Retrieve all pledge forms
9. Say Thank You! Thank You!! & THANK YOU!!!

## **The Ask**

*Remember, the number one reason people do not contribute is that they are not asked.* By focusing on “the ask” to each person in the group, you reduce the tension and potential negative reactions from the persons being asked as well as the person doing the asking. CFC regulations preclude the use of undue pressure. Your goal is to ask 100% of the people, but don’t expect 100% participation. Utilize additional fundraisers or fund-raising events to add fun and build a volunteer spirit while adding to the overall goal.

## **Key points to emphasize may include:**

- How much each person can accomplish with his/her gift
- Payroll deduction lets them give and help all year long
- Each contributor controls where his/her gifts go
- **Contributor donations are tax deductible**

Answers to many individual questions can be found in the front section of the Contributor’s Guide.

## **Plan a CFC KICK-OFF for your office**

- Show the CFC video (Depending on allotted time, and if one is available)
- Invite your Loaned Executive for a presentation
- Ask for a speaker from an agency to highlight their services
- Explore with supervisors the possibility of his/her giving group incentives for meeting a participation level or donation goal (time-off or a pizza party)
- Consider choosing one agency to which your office or group can give as a team
- Contact your CFC Loaned Executive for more ideas



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## Pacesetters

Utilize the Pacesetter initiative to get started and increase awareness. Pacesetters are those who donate during the first 20 work days of the campaign.

Benefits to Pacesetters:

- Receive a Pacesetter Pin
- Are entered in drawing for prizes
- Recognized in 2012 CFC Contributor's Guide (if desired)

## Become familiar with your organization's giving history and potential

- Total number of employees
- Past participation rates and total and average contributions

Your Loaned Executive can assist you by providing you data and in calculating these figures.

## Leadership Giving Levels

*Emphasize the importance of repeat givers and those who step up their giving within and to the next higher Leadership Giving Levels.* Contact your Loaned Executive for the "token of thanks" associated with each giving level. (See items on our website listed below.)

North Coast Level	\$250-\$499
Eagle Level	\$500-\$749
Super Eagle	\$750-\$999
Millennium	\$1,000-\$2,499
Beacon of Light	\$2,500+

## Report Envelopes and Pledge Cards

- Emphasize the entering of the proper 5 digit Charitable Agency Code
- Complete the front cover of your Keyworker Report Envelope. **Double Check All Calculations!!**
- Enclose all pledge cards (copy #1 and copy #2) and checks/cash. Give donor copy #3.
- Urge completion of the backside of the front cover if giver contributed at a Leadership Giving Level and wants to be in the 2012 Contributor's Guide. Keyworkers should collect and return these separately.
- Give pledge card copy #3 to the Contributor
- Turn in the Keyworker envelope (**unsealed**) to your Chairperson weekly or as work conditions allow.
- Chairperson makes sure totals are correct and completes Chairperson Summary and Envelope.  
**Note:** Make sure payroll copies are sent to your agency's payroll office.

Please call your Chairperson, Loaned Executive, or the CFC office at (216) 436-2021 with questions. You can also e-mail your loaned executive directly or the the CFC office.

Continuously **THANK** all participants for their willingness to "Step Up!"

See the North Coast CFC website (<http://www.northcoastcfc.org>) for other campaign information.