

Practices Not Permitted

To ensure that employees will not be pressured and that giving is truly voluntary, the following practices are not permitted:

Direct solicitation of personnel by supervisors. This does not prohibit leadership from encouraging subordinates to participate in the CFC and campaign events, and it does not prohibit leadership from exhibiting personal support of the CFC.

Inquiries by senior executives regarding whether a person chooses to participate in the CFC. Supervisors are provided only summary information.

Setting 100% participation as a goal. Emphasis should be placed on 100% of the personnel being contacted and given the opportunity to participate. Personal contact by a Keyworker is the most effective means (100% participation coupled with a low average gift suggests donors were pressured).

Developing and using lists of contributors and/or non-contributors for purposes other than the routine collection and forwarding of contributions and allotments.

Distributing campaign/solicitation materials for any charitable organization.

Endorsing or criticizing any charitable agency, its programs or services.

Combined Federal Campaign

Chicago Area CFC - Main Office
17 N. Wabash Ave., Suite 670
Chicago, IL 60602
(312) 379-0190
Fax (312) 379-0198
www.chicagocfc.net

Lake County Office
330 South Greenleaf Street
Gurnee, IL 60031
(847) 775-1052
Fax (847) 775-1001
www.chicagocfc.net

Champaign Office
44 E. Main Street, Suite 208
Champaign, IL 61820
(217) 352-6533
Fax (217) 352-9745
www.chicagocfc.net

CFC Drawings

Early Bird Drawing

Open to all donors who turn in a pledge card by Thanksgiving Day

Clean Sweep Drawing

Open to all donors who turn in a pledge card by December 31st

Official Campaign Dates

September 1 — December 15

ACC/KEYWORKERS

Campaign Guide



2016 Midwest
Combined Federal
Campaign

Plan A Successful Campaign!

1 Get the Support of your Department Head

- Meet with your department head to request his/her support.
- Ask him/her to endorse the campaign through a letter to all employees and through personal appearances at all campaign events.
- Request release times for campaign planning meetings, ACC/Keyworker trainings, and Kick-Offs.

2 Plan Your Campaign

- Attend ACC Training Workshop
- Recruit a diverse campaign team with representatives from a variety of departments and levels, including organized labor.
- Review your goal with your campaign team. The goal should be challenging but realistic. Consider offering an incentive or prize tied to meeting the goal.
- Brainstorm to develop a variety of campaign activities and events.
- Decide whether you will be using Keyworkers to meet one-on-one with employees, or if you will rely solely on large group solicitation events to request donations. Keyworkers are by no means a requirement, but they significantly increase campaign giving results.
- Begin publicizing your campaign well in advance through employee newsletters, emails, bulletin board displays, posters, etc.

3 Recruit and Train Keyworkers

- Select Keyworkers from all departments and levels. These individuals will meet one-on-one with an assigned group of their co-workers, asking them to support the campaign. You will need one Keyworker for every 15-20 employees.
- With the help of your Loaned Executive, provide Keyworker training.

4 Run the Campaign

- Hold Kick-Off events and other large-group meetings to add fun and excitement to the campaign. Ask your department head and union representative to speak briefly and endorse the campaign. Show the CFC video and/or have charity representatives present to speak.
- Confirm with Keyworkers that each employee will be personally contacted. Keyworker contacts should begin promptly after the Kick-Off while enthusiasm is high.
- Distribute and collect pledge forms or, if applicable, direct employees to the online pledge site.

5 Report Campaign Results

- Monitor the progress of the campaign. Display results weekly. It maintains enthusiasm and keeps employees excited about the campaign.

6 Thank Co-workers and Recognize Their Participation

- Recognize co-workers as quickly as possible. Have an awards ceremony as part of your wrap-up meeting.
- Ask your department head to send a thank you letter to your campaign team. Display posters showing final campaign results.



Kick-Off Agenda

Campaign Coordinator, Department Head, Union Rep

- Welcome
- Personal Endorsement of Combined Federal Campaign
- Review of organization's campaign goals and incentives

Campaign Coordinator

- Video
- Charity Speakers
- Q & A
- Testimonial Speakers (Persons who have been helped by participating charities)

Campaign Coordinator

- Restate campaign goal and incentives.
- Remind employees about upcoming special events.
- Introduce Keyworkers. Tell employees a Keyworker will contact them soon after the meeting.
- Distribute Pledge Cards and Donor Brochures. Collect completed pledge cards as employees leave.
- Thank employees for their time and generosity.
- Remain available. Announce that you're available after the meeting to answer additional questions, help to find charities, and complete pledge cards.
- Follow up with employees who did not attend the meeting or turn in a pledge.

Making the Ask

- Smile. Introduce yourself. "Do you have a few minutes to discuss the CFC?"
- "Did you know that (use workplace name - EPA/Postal Service/Military etc.) employees can give to charity through payroll deduction?" Indicate space on pledge card.
- "I'm giving to my favorite charity and I hope you'll consider giving too. Every little bit helps. It's true that with CFC, you can give a little and help a lot."
- "CFC charities are listed in this book but did you know that the book is also available on the CFC website? You can search the book by keyword and quickly find the charities you want. Can I show you how?"
- "Since we're already on the website, I can show you how to register and make your pledge online. It's really easy!"
- Or "I can leave the brochure with you and return for your pledge card when you're ready. When's a good time to pick up your pledge?" Be sure to return at the agreed upon time.
- "Hi. I'm back to pick up the pledge. Did you have any questions?"
- "THANK YOU. Your gift means a lot."

