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# Campaign Worker Newsletter

Week of  
Sept. 28, 2016



## Planning Campaign Events



From kickoff to closing out the campaign, events are critical to encourage participation and increase awareness. Events can be part of something already scheduled, like inviting a charity speaker to weekly staff meetings, or they can be a stand-alone, like a chili cook-off.

How are you planning to ignite excitement about the campaign? Here are some ideas to get you started:

- charity fair
- charity speakers at regular events
- bake sale
- chili cook-off
- fun run or other race
- karaoke party
- talent show
- car wash
- auctions or raffles
- holiday-themed festival

## A Safe Haven for Education A Charity Success Story

Dark, curly hair. Sweet and piercing eyes ... Inaam is a child of war. During her short but extremely intense lifetime, she has known little besides violence, deprivation and uncertainty.



[Read more](#) about Inaam's life in a refugee camp, and how she's been helped by a CFC-supported charity to escape the Syrian Civil War.



## Upcoming Dates

- **Week of Oct. 3\***  
[Education](#)
- **Week of Oct. 10\***  
[Arts and Culture](#)
- **Oct. 11, 2016**  
[Show Your Cause Day](#)

\*Each week we'll feature a different cause on [cfcnca.org](http://cfcnca.org) and on our social media channels. Follow along to learn more about some of the important issues supported through the CFC.

## Website Resources

- Use the [Events Proceeds Form](#) to submit funds raised from a special event.
- Encourage donors to use the [Agency Search](#) to determine which giving platform to use.

## Campaign Best Practices



In the 2015 campaign contest, the U.S. Department of the Navy won in the category of Best Campaign Writing or Publication.

Campaign Managers published newsletters throughout the campaign season that were sent to more than 25,000 personnel. These informative and entertaining communications helped inspire the Navy achieve its \$2.5 million goal.

For more inspiration, [read about](#) other 2015 contest winners, and start planning to enter your creative ideas in the 2016 contest.

## Campaign Event Spotlight



Italian Ice at the U.S. Department of Labor 2016 Kickoff



U.S. Department of Defense's Uniformed Services University Health Sciences Campaign Team at the 2016 Kickoff and Charity Fair



U.S. Navy and U.S. Marines Kick Off the 2016 Campaign



Library of Congress CFCNCA Vice Chair Callie Mosley and Campaign Manager Delonte Boxley  
*(Photo credit: Shawn Miller)*

## Marketing Resources

### Cause Board

Whether you are passionate about disaster relief, veteran services, animal rights or cancer research — we have a charity for that cause. Print out the [Cause Board Template](#), fill in your cause and share it on social media using #ShowSomeLoveCFC. Don't forget to post it in the [Cause Photo Gallery](#) on the CFCNCA Facebook page, and encourage others to do the same!



### Social Media Toolkit

Social media is an important tool to create awareness about the campaign, foster and educate communities, and engage new audiences. Use the [Social Media Toolkit](#) to join the conversation online, help the CFCNCA grow in visibility and *Show Some Love!*

## Thank you!

[Show Some Love Online](#) was a great success. Thank you to all who participated by changing their profile photo to a CFC selfie.



## Questions?

Visit [support.cfcnca.org](http://support.cfcnca.org) or talk to your assigned Loaned Executive.

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