



Campaign Connection

Be a Knowledgeable Campaign Leader

Oct. 16, 2017

cfcnca.org

Planning Campaign Events

Events are a fun way to boost morale and raise awareness of the Combined Federal Campaign. Increase participation in your campaign by hosting events that engage your colleagues, while informing them on the finer points of CFC giving. Get creative and think of how to *Show Some Love* at your next event.

Put your event planning skills to the test on Nov. 2 for **Show Some Love Day!** On this CFC promotional day, we encourage all Federal employees to share a cause they are passionate about.

Be sure to check out the [Event Planning](#) page, the [Event Planning Guide](#) and [Presentation](#) on the website for more tips and ideas.



Upcoming Dates

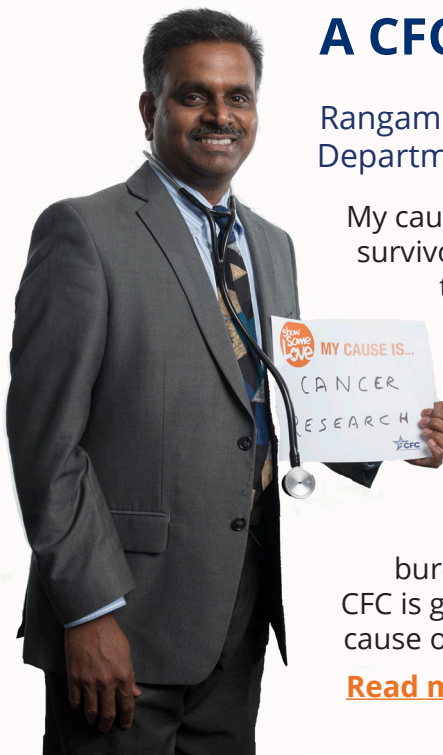
- Week of Oct. 16
[Poverty Week](#)
- Week of Oct. 23
[Cancer Awareness Week](#)
- Nov. 2
[Show Some Love Day](#)

A CFC Story

Rangam Subramanian,
Department of Commerce/NTIA

My cause is cancer research because I am a cancer survivor myself. I am surviving simply because of the tremendous amount of cancer research and medical advancements that have happened, especially over the last few decades. Funding through the CFC can contribute immensely to this cause. Most of us want to contribute, but find it difficult to do so. The CFC makes giving for Federal employees very simple and less burdensome through auto-pay deductions. The CFC is genuine and one can contribute to literally any cause of their liking.

[Read more](#) CFC Stories.



Training Resources

Need a Campaign Manager or Keyworker training refresher?

Visit our [Training Materials](#) page on the website for guides and presentations.

Campaign Best Practices

In the 2016 campaign contest, the Farm Credit Administration won in the category of Best Special Event.

To kick off the campaign, the FCA added a twist to the traditional charity fair – The Charity Dating Game. Employees at the agency performed a skit where they posed as fictional charities such as Susie Soup Kitchen and Ned Need-Some-Cash.

The kickoff was a huge success and helped FCA exceed their internal goal by 33 percent.



Campaign Event Spotlight



Library of Congress Kickoff on Sept. 3, 2017



Congressman G.K. Butterfield (D-NC) visits the CFCNCA office to inspire campaign workers.



Federal Reserve Board live interview taping with Chairperson Vince Micone



Corporation for National and Community Service Kickoff October 3, 2017

Marketing Resources

Communication Templates:

Get a head start on promoting your campaign by using communications templates. Be sure to customize them and make them your own!

The **Communications** page on the website will be updated periodically with current content.

Includes:

- [Email; Campaign Announcement](#)
- [Email: Kickoff](#)
- [Speech: Kickoff](#)



CFCNCA In the News

- [CFC Editorial](#), Express, 10/11/17
- [Shanahan: DoD 'Always in the Front' for Giving to Combined Federal Campaign](#), U.S. Department of Defense, 10/11/17



Questions?

Visit support.cfcnc.org or talk to your assigned Loaned Executive.