



Combined Federal Campaign of Greater SoCal

COORDINATOR GUIDE

History

Since 1961, seeing a need to bring the diversity of workplace fundraising under one umbrella, Federal employees created the CFC – one campaign, once a year. By allowing employees to select from a single guide and make contributions through payroll deduction, the CFC gives Federal employees the opportunity to support thousands of worthy causes.

Benefits to Charities

Provides charities with a steady monthly income for a year so they will have more time and resources to plan and provide their much needed services.

Mission

The Combined Federal Campaign (CFC) supports and promotes philanthropy through a program that is employee-focused, cost-efficient and effective. CFC provides all Federal employees the unique opportunity to improve the quality of life within our communities.

Results

Over the past 22 years, Federal employees in the Greater SoCal region have given over \$94.2 million to Local, National and International charities.

First Steps

- **Be well informed.** Make sure you are an educational resource. Review the brochure and become familiar with a few charities. Make sure you understand how to complete a pledge form.
- **Make your personal contribution.** You will find it easier to encourage others to donate after making your personal pledge.
- **Obtain help! Ask your agency head for his/her support and to play an integral part in the campaign.** Form a steering committee that will provide suggestions and assist with all campaign activities. Recruit 1 keyworker for every 20 employees. This helps ensure 100% solicitation of your fellow employees and supports you in reaching your campaign goals.
- **Meet with last year's coordinator.** Review last year's performance and activities to identify areas of potential growth.

Schedule an orientation meeting for all committee members and keyworkers. Use the meeting to educate your team about 'best practices' and other vital campaign strategies.

The Actual Campaign

- The CFC belongs to you, the Federal employee. It is entirely planned, organized and managed by Federal employees. Develop a formal campaign plan that ensures 100% solicitation of your employee base in an effort to maximize your campaign results and potential.
- Meet with your CFC Loaned Executive. He or she will help you develop key campaign strategies and establish timelines, as well as provide you with all required material and promotional items.
- Create awareness about your campaign through e-mail, speakers, posters, banners, flyers, newsletter stories, etc.
- Hold a kickoff event to mark the start of the campaign.
- Coordinate solicitation process (in groups or one-on-one). Make sure everyone is asked to contribute.
- Distribute and collect pledge cards. Prepare required reporting documents.