

*For theme ideas, forms,
tips and more:*

PLEASE VISIT

cfc-centralok.org

or contact your CFC representative



405-236-8441

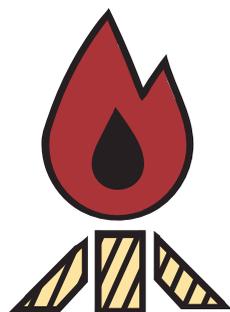
1444 NW 28th Street • Oklahoma City, OK 73106



**COMBINED FEDERAL CAMPAIGN
KEYWORKER GUIDE**

Two Thousand and Sixteen





GET THE TRAIL BLAZING

Help FIRE UP your campaign

You've been chosen to take your agency on an adventurous road to success. With the help of your Combined Federal Campaign Loaned Executive and this CAMPAign survival guide, you'll be sure to reach the top of your goal.

YOUR ITINERARY

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DATES TO REMEMBER

For more information, visit cfc-centralok.org

SEPTEMBER 1 - DECEMBER 16

Official Solicitation Period

SEPTEMBER 16

Community Campaign Kickoff

Free pancake breakfast

7:30 - 9 a.m.

Chickasaw Bricktown Ballpark

OCTOBER 31

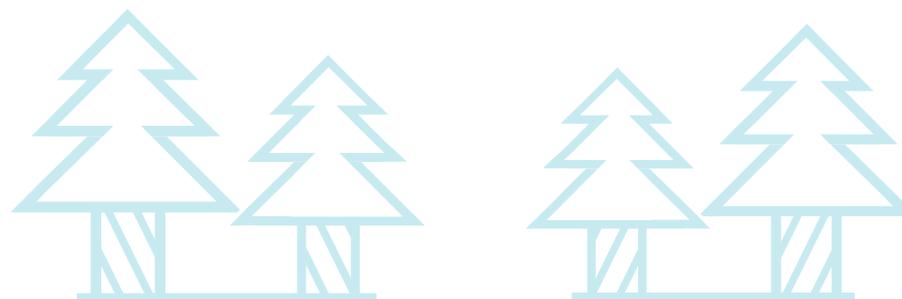
Early Bird Deadline

NOVEMBER 17

Recognition Reception

4:30 - 6 p.m.

TBD



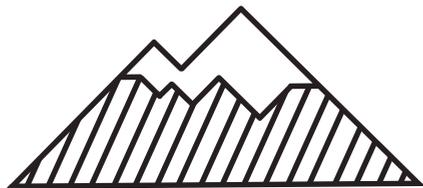
CAMPAIGN WRAP UP

Pledge Cards

- White copies of pledge cards go to your organization's payroll office.
- Yellow copies of pledge cards should be included in your campaign envelope for CFC processing.
- Pink copies of pledge cards should stay with the donor and can later be used as a tax receipt.

GIVING THROUGH EMPLOYEE EXPRESS

Federal offices using Employee Express or MyPay may be eligible to participate in online giving. Please work with your Loaned Executive to determine if your workplace will run an online campaign.



CAMPAIGN CHECKLIST

Follow this list and you'll be sure to succeed in your CAMPAign.

- Review your organizations's giving history.
- Encourage your organization's leadership to be involved:
 - Complete his/her pledge card
 - Write a letter or send an email to all employees
 - Participate in/or attend campaign meetings
- Recruit a committee of co-workers to help you.
- Utilize your CFC representative. They will help you plan your campaign, deliver your materials, schedule presentations and tours.
- Set a challenging and realistic goal.
- Schedule specific start/end dates for your campaign and inform your co-workers.
- Educate your co-workers. Charity speakers, videos and tours are fun and informative! See the sample rally and Keyworker speech outlines on pages 2 and 3.
- Complete your campaign by collecting pledge cards and reporting results to your CFC representative.
 - Turn in your results by Oct. 31 to be an Early Bird!
 - All campaign results are due by Nov. 18.
- Thank your co-workers for their generosity. Send an email, hang thank you posters and plan a celebration for a job well done!

SAMPLE CFC RALLY AGENDA

Your co-workers will enjoy learning about CFC's work in the community. This meeting makes your job as a Keyworker much easier. Here's the rundown for a great rally to kick-off your workplace campaign!

Decor

- CFC posters
- Theme-related items such as centerpieces, wall hangings, etc.*
- Goal poster

The Flow:

3 min.	Welcome & CFC campaign endorsement	<i>Director and/or Keyworker</i>
7 min.	CFC presentation	<i>Loaned Executive</i>
5 min.	CFC Charity Speaker	<i>Charity Representative</i>
5 min.	Wrap up	<i>Keyworker</i>
5 min.	Collect pledge cards (or remind them to pledge online)	<i>Keyworker</i>



**The 2016 campaign theme is "Let the CAMPaign Begin". If you're not a fan of camping, feel free to come up with your own theme ideas. The objective is to make the experience fun!*

KEYWORKER SPEECH OUTLINE

- 1.** Introduce yourself and thank everyone for attending the meeting.
- 2.** Give a brief overview of your organization's CFC campaign. Include:
 - a. Your organization's campaign dates
 - b. Your organization's fundraising goal
 - c. CFC facts
- 3.** Talk about your personal experience with the CFC either as a donor or a beneficiary of services.
- 4.** Introduce the CFC speaker.
- 5.** Consider offering incentives to employees who donate.
- 6.** Be sure to say thank you!

CAMPAIGN AWARDS

CFC of Central Oklahoma will recognize our donor's generosity with the following gifts:

All Donors

CFC Pen

Donors giving \$250+

CFC themed item

Donors giving \$1,000+

2016 CFC recognition coin