cfcnca.org

Campaign Worker Newsletter

Sept. 14, 2016

Show Some Love Days

This year's campaign theme, *Show Some Love*, encourages Federal employees to support the causes that matter most to them by donating to one or more of the outstanding charities participating in the CFC. In addition to making a contribution, you can spread awareness of the campaign by taking part in this year's four *Show Some Love* promotional days.

Mark your calendars for these special dates and encourage others to join in.

- **Sept. 21, 2016**: *Show Some Love Online Day*
- **Oct. 11, 2016**: *Show Your Cause Day*
- **Nov. 1, 2016**: *Show Some Moves Challenge Day*
- **Nov. 21, 2016**: *Celebrate Thanksgiving with a Random Act of Kindness Day*

Finding the Perfect Pet

A Charity Success Story

Nathan and Luke wanted to welcome a dog into their home for some time, but they were having trouble finding one that fit their idea of the perfect match - small, cute and would fit comfortably in their cozy apartment.

Read more about Nathan and Luke's journey to find the perfect pet through a CFC-supported charity.

Upcoming Dates

- **Week of Sept. 19***
  Animal Welfare
- **Sept. 21, 2016**
  Show Some Love Online Day
- **Week of Sept. 26***
  Disaster Relief

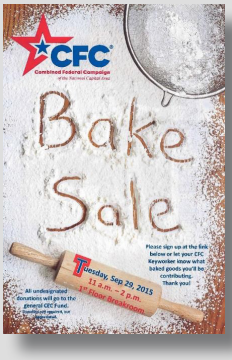
*Each week we'll feature a different cause on cfcnca.org and on our social media channels. Follow along to learn more about the important issues supported through the CFC.

Website Resources

These sections on the CFCNCA website may be helpful as you begin planning for your campaign:

- Ordering Supplies
- Campaign Worker Tutorials

Campaign Best Practices



In the 2015 campaign contest, the U.S. Department of Homeland Security, Office of Intelligence & Analysis won in the category of Best Poster or Display.

Their goal was to create posters that were consistent, simple, informative and entertaining. These posters put employees in the mood to participate in the CFC, which was proven by the excellent turnout at events like their Hallway Hole-in-one Competition.

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

Meet Your Loaned Executives

Loaned Executives (LEs) are Federal employees "loaned" by a Federal department or agency to help conduct the campaign. LEs take on a leadership role in a powerful community that raises millions of dollars to help those in need each year.

The responsibilities of an LE include assisting with campaign preparation and conducting trainings with their assigned departments and agencies. This year, the CFCNCA has an impressive group of LEs committed to help you run a successful campaign. View the full list of LEs.

Campaign Event Spotlight

OPM Campaign Managers Meeting: Ernie Scott, Associate Director; Manning Pellanda, Loaned Executive; Donita Stowe and Christina Frye, Campaign Managers

LFCC Chairperson Vince Micone at the CFCNCA Kickoff Photo Booth

Marketing Resources

Communicating With Donors
The Communications Toolkit provides sample messaging templates for use throughout the campaign season to spread the word about the CFC.

How to Use Campaign Posters
When hanging posters around the office, pair a general poster with an infographic poster and swap them out every six weeks throughout the campaign.

CFCNCA In the News

- National capital CFC leaders ready to launch more youthful campaign in 2016, Federal News Radio.com, 9/1/16
- CFC hopes new platform will help feds 'Show Some Love', Federal Times, 9/2/16
- 2016 Combined Federal Campaign of The National Capital Area Kicks Off Encouraging Federal Employees to Show Some Love, The Washington Sun, 9/8/2016

Questions?

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

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