

BEST POSTER OR DISPLAY

- In the **Small** category
 - **Department of Homeland Security, Office of Intelligence & Analysis**

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

- In the **Medium** category
 - **Department of Agriculture, Foreign Agricultural Service**

Their keyworkers created a “CFC Giving Apple Tree” display, and the apples on the tree contained facts about the campaign or inspirational quotes. The tree was attached to a cart that brought refreshments to employee offices, so it was always on people’s minds.

- In the **Large** category
 - **Office of the Secretary of Defense**

These posters caught employees’ attention not only with their size, but also with their beautiful graphics and catchy slogans. By limiting the amount of text, they allow viewers to focus on the key take-away – to make contributions through the myPay site.

BEST PHOTOGRAPHY AND USE OF IMAGES

- In the **Small** category
 - **Department of Defense Education Activity**
They used “Poulette,” their “Therapy Chicken”, to add some humor to the campaign. Images of Poulette participating in CFC, like finding her charity of choice or distributing thank you cards, made the campaign fun.

- In the **Medium** category
 - **Defense Advanced Research Projects Agency**
DARPA focused on taking “action shots” of their events and ceremonies, which captured the agency’s enthusiasm. Images of events like the “Dunk Tank Challenge” were shown on their intranet throughout the fundraising season.

- In the **Large** category
 - **Defense Intelligence Agency**
Their “My CFC Story” series made the campaign relatable by showing photos of local employees with a personal quote. They used both posters and postcards, which also included instructions on how to donate.

BEST CAMPAIGN WRITING OR PUBLICATION

- In the **Small** category
 - **U.S. Army, Joint Base Myer-Henderson Hall**
In mid-December, they wrote a compelling article for *Pentagram*, a military newspaper that distributes 24,000 copies per week. The article focused on touching stories from charity beneficiaries.

- In the **Medium** category
 - **Defense Advanced Research Projects Agency**
The speeches written for campaign leadership were effective and energizing. At their closing ceremony, DARPA's Deputy Director announced the winner of their "Biggest Loser" competition with energy and celebration.

In the Large category, we had a tie.

- One winner in the **Large** category is:
 - **Department of Education**
They started a weekly email entitled "Why I Give," which featured stories from staff about their reasons for donating money or time. These powerful articles demonstrated the commitment to CFC from all levels of the department.

- And the next winner is:
 - **Department of the Navy**
Their Campaign Managers published newsletters throughout the campaign season that were sent to over 25,000 personnel. These informative and entertaining newsletters helped inspire the Department to achieve its 2.5 million dollar goal.

BEST USE OF SOCIAL MEDIA

- In the **Small** category
 - **Department of Defense Education Activity**
YouTube was their social media platform of choice, which they used to share videos from their annual Chili Cook-Off. These online promotions keep the event well-attended each year – in 2015, the event raised over \$400.

- In the **Medium** category
 - **Walter Reed National Military Medical Center**
By posting their photos on Walter Reed's intranet, they promoted campaign participation to nearly 8,500 staff members. Using this internal network allowed them to raise over \$100,000 for charity.

- In the **Large** category
 - **National Institutes of Health**
NIH used YouTube, Facebook, and Twitter for a well-rounded social media strategy. They shared videos from agency leadership, provided links to pledging platforms, and even live-tweeted their events and activities.

BEST WEBSITE OR ELECTRONIC COMMUNICATIONS

- In the **Small** category
 - **Farm Credit Administration**

To communicate with staff, they used “FCA Today,” their daily online newsletter, and their CFC SharePoint site. These vehicles allowed them to distribute event reminders, share video messages from Board members, and more.

- In the **Medium** category
 - **Office of Naval Intelligence**

They produced three videos that raised awareness of CFC and included messages from high-level leadership. The videos were shown in elevator lobbies, the cafeteria, and more. This visibility helped them reach over 120% of their goal.

- In the **Large** category:
 - **Department of Agriculture**

The USDA Campaign Team created a video that featured very powerful stories from employees who benefited directly from CFC charities. They showed the video at their kickoffs, and they included the link in their electronic newsletter.

BEST SPECIAL EVENT

- In the **Small** category
 - **Department of Justice, Office of the Inspector General**

As a way to connect employees to charities, they launched a “Serve-a-Thon”. The OIG divisions competed to see who could log the most volunteer hours with participating charities. Thanks to this ongoing event, they reached over 150% of their fundraising goal.

- In the **Medium** category
 - **Department of the Treasury, Office of the Comptroller of the Currency**

Their goal was to create interactions between employees and charity – which they did with a lively charity fair. It included a silent auction, a “spin the wheel” trivia prize game, and more. An estimated 1,400 employees passed through the fair that day.

- In the **Large** category
 - **Department of Agriculture**

Their Talent Show was quite the undertaking. After a three-day audition process, the final 16 acts performed at the 90-minute show. The music, comedy, and more inspired audience members to contribute over 1,400 dollars for CFC charities.

BEST OVERALL COMMUNICATIONS PROGRAM

- In the **Small** category
 - **Farm Credit Administration**

They hosted a powerful kickoff, creating their own version of the “Price is Right” game show. Farm Credit kept the communications strong throughout the campaign with articles in employee newsletters, maintaining the SharePoint site, and more. They raised 153% of their goal.

- In the **Medium** category
 - **Department of Homeland Security, U.S. Citizenship and Immigration Services**

Just some of their many strategies included the “Why I Pledge” campaign, messages from leadership, virtual Campaign Worker trainings, and creative reminders to employees to contribute. Their multifaceted action plan resulted in their agency raising almost 300,000 dollars.

- In the **Large** category
 - **National Institutes of Health**

The NIH communication plan included eye-catching visuals, like lawn signs that lined the sidewalks. They also hosted creative events, such as a “Frisbee golf” competition between Institute Directors. These creative tactics helped NIH exceed their goal of 2.2 million dollars.

BEST EXECUTIVE AND LEADERSHIP INVOLVEMENT

- In the **Small** category
 - **Farm Credit Administration**

Their Chairman and CEO was heavily involved in the campaign – he spoke at the kickoff, participated in events like Jeans Day, and made video messages. Thanks to his participation, and the participation of other leadership, FCA raised over 87,000 dollars.

- In the **Medium** category
 - **Defense Health Agency**

Chief Petty Officer Palacios dedicated himself to the campaign this year, ensuring that all levels of campaign workers were informed, and inspired. His frequent messaging and dedication to CFC helped DHA exceed their goal for the first time.

- In the **Large** category
 - **National Institutes of Health**

The NIH Director and the NIDCD Director served as co-chairs of the 2015 Campaign. They were actively involved, by filming video messages, sending emails, participating in events, and regularly engaging other leadership. Their influence helped NIH raise 2.36 million dollars.

MOST INNOVATIVE CAMPAIGN TECHNIQUE

- In the **Small** category
 - **Broadcasting Board of Governors**

To incorporate the holidays into the Campaign, they created a “CFC Giving Tree”. Each decoration symbolized a CFC donation. They even held a “Winter Fair” event, where they sang a song called “Oh Giving Tree” (to the tune of “Oh Christmas tree”).

- In the **Medium** category
 - **Defense Health Agency and Bureau of Medicine and Surgery**

These two agencies, both located in Defense Health Headquarters, worked together to create an even more powerful campaign. They co-hosted events and promoted the campaign with videos, email blasts and more. Both agencies exceeded their fundraising goals.

- In the **Large** category
 - **National Institute of Standards and Technology**

They organized a surprise “Flash Mob” in the NIST cafeteria. The CFC team discreetly entered the cafeteria, and then, one by one, they began to sing a song about CFC (to the tune of “YMCA”). They also handed out CFC stickers. They got the crowd on their feet and clapping along, and this enthusiasm helped carry NIST over their fundraising goal.

CFCNCA HEROES OF THE YEAR

Civilian Heroes:

- **Ryan M. Borish,**
Department of Justice Office of the Inspector General
He served as the OIG Campaign Coordinator, and he planned some amazing special events, including their “Serve-a-thon.” He worked tirelessly to promote awareness, resulting in 72 employees volunteering a total of 309 hours.

- **JeanMarie Komyathy,**
National Credit Union Administration
As her agency’s Campaign Leader, she developed a comprehensive action plan and sparked the giving spirit. She put a creative spin on time-honored traditions like their auction event, which alone raised over 30,000 dollars.

- **Dr. Ira Marshall,**
Farm Credit Administration
A very collaborative Campaign Manager, he held brainstorming sessions and encouraged ideas from all. His management skills ensured everything went smoothly. Outside of work, he volunteers at his church and serves on the Board of Directors of his alma mater.

- **Kimberly Orr,**
Department of Commerce, Bureau of Industry and Security
She devoted countless hours to ensuring that 100% of personnel were appropriately contacted about CFC. Her dedication made her the “go-to” person for guidance in orchestrating events, and she helped the Bureau raise almost 50,000 dollars this year.
- **Ann Marie Pedersen,**
Department of Education
She was invaluable in helping the Department’s fundraising success. She participated in the “Why I Give” blog, and she started the “Cutest Pet” Event for the Office of Federal Student Aid. Outside the office, she volunteers at both an afterschool program and an organization for the homeless.
- **Lee Spaulding,**
Department of Homeland Security, Office of Intelligence & Analysis
As a Keyworker, he participated in almost all of the fundraising season’s events, including the “Mobile Ice Cream Cart”, when he introduced himself to everyone on the floor. A true motivator, he helped the Office achieve 119% of its goal.
- **Shakima Wright,**
Federal Mediation and Conciliation Service
As the agency’s Campaign Manager, she planned a wide variety of well-attended events and encouraged an extraordinary level of participation. She even coordinated a friendly competition with another small agency. She helped achieve a 75% participation rate – a 25% increase over last year.

- **Peter Zube,**
Department of Commerce, Bureau of Industry and Security

A veritable CFC expert, he helped efficiently plan special events and encouraged people to participate. With his courteous attitude and friendly disposition, he got employees “fired up” and secured twelve additional pledge participants over last year.

Department of Defense Heroes:

- **Mr. Gregory Gartrell,**
National Geospatial Intelligence Agency

As NGA’s Campaign Manager, he demonstrated exceptional dedication planning operations down to the last detail. He truly led by example. Beyond CFC, he volunteers as a Ministry Financial Director, and he also helps feed the homeless each month.

- **Mrs. Jaclyn Haynes,**
Department of Defense Education Activity

Her enthusiasm for CFC is palpable, and she always eager to assist others. She helped plan and promote all fundraising events, and she is heavily involved in donating time to charity outside of work. She volunteers her time at her church and other charitable organizations.

- **HM1 Aaron Jackson,
Fort Belvoir Community Hospital (FBCH)**

He held the CFC Team together with his managerial skills, and made it possible for employees to donate over 70,000 dollars through the campaign. He volunteers outside the office at many places, including a high school ROTC program.
- **Christopher W. Landgraf,
USAG Fort Belvoir**

He scheduled an incredibly successful kickoff, and even ensured that leadership attended. A hands-on manager, he personally trained all keyworkers himself. He also embodies the giving spirit outside of work, where he volunteers with local animal rescue organizations.
- **HM1 Godwin Nwuha,
Navy, Bureau of Medicine and Surgery**

He earned the respect and admiration of his colleagues through his service as a Keyworker. He was consistently enthusiastic about the campaign, and he helped the Bureau raise 130% of its goal. He also spends his personal time serving on the Board of Trustees at his church.
- **HMC Ruben Palacios,
Defense Health Agency**

He spearheaded the agency's campaign strategy by assembling teams, ordering supplies, and doing whatever it took to stay organized. His methodical planning ensured that they surpassed their 240,000 dollar goal. His personal motto is, "Make it possible for others to have the many things we often take for granted."

- **Patricia Young,**
Washington Headquarters Services
As WHS Director, she oversees nearly 4,000 contractors, but still makes time to support the campaign as CFC Chair, working closely with all Directors and providing routine updates. Outside of CFC, she volunteers by mentoring young government professionals.

Postal Heroes:

- **Gloria Johnson,**
U.S. Postal Service, NoVA
Serving as a Keyworker this year, her positive spirit and dedication were contagious. She single-handedly set-up a welcome event – on her day off. Each year, she achieves over 100% of her office’s fundraising goal.
- **Victoria Kimball,**
U.S. Postal Service, NoVA
As Co-Campaign Manager, she helped run the campaign for all 84 reporting units. She had a personal dedication to making events successful. Her efforts resulted in unprecedented success, with contributions increasing greatly over last year.
- **Lisa Piercy,**
U.S. Postal Service, NoVA
Another Co-Campaign Manager, she made time to coordinate trainings, plan charity events, collect contributions, and more – all while fulfilling her regular mail delivery duties. Her personal appearance at all 100 NOVA sites was a key factor in the large increase of overall donations.