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# 2016 Keyworker Guide

Combined Federal Campaign of the National Capital Area

[cfcnca.org](http://cfcnca.org)





# Show Some Love as a Keyworker

Welcome to the 2016 Combined Federal Campaign. Thank you for serving as a Keyworker for your department or agency. You will be joining thousands of Federal employees to help implement the campaign and inspire your colleagues to *Show Some Love* to the charities that mean the most to them.

Your primary responsibilities as a Keyworker are to ask co-workers to make a contribution through the CFC and to process those pledges. Follow these steps to create a successful campaign:

- Attend a training session to learn how to confidently ask your co-workers to donate through the CFC and how to process pledges.
- Work with your Campaign Manager or Coordinator to get supplies and ensure you have enough campaign cards, thank you cards and pledge forms.
- Talk to your co-workers about the campaign and ask them to *Show Some Love* to their favorite charitable causes through the CFC.
- Follow up with each person about contributing through the CFC, and sincerely thank them for considering a donation.
- Process paper pledge forms, prepare the Pledge Form Carrier and promptly deliver to your Campaign Manager or Coordinator. *Store all paperwork in a secure location if you are not able to submit immediately.*

## Campaign Key Dates

### September 1, 2016

Campaign Leadership Conference

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### September 21, 2016

*Show Some Love Day #1: Show Some Love Online*

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### September 30, 2016

Last Day to Submit Reporting Unit Updates

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### October 11, 2016

*Show Some Love Day #2: Show Your Cause*

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### November 1, 2016

*Show Some Love Day #3: Show Some Moves Challenge*

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### November 21, 2016

*Show Some Love Day #4: Celebrate Thanksgiving with a Random Act of Kindness*

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### November 29, 2016

Giving Tuesday

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### December 1, 2016

Campaign Contest Begins

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### January 20, 2017

Campaign Contest Ends

# How to Ask Your Co-Workers to *Show Some Love*

CFC Keyworkers are responsible for inspiring colleagues and ensuring every Federal employee is offered the opportunity to participate in the campaign. Follow these tips to fulfill your role and encourage giving.

1

## Talk to your co-workers in person and share the reasons to participate in the CFC.

- Giving is easy and secure—choose from the list of charities and causes, then donate online or with a paper pledge form.
- Payroll deduction makes it easy to make small weekly contributions that quickly add up to a significant impact.
- Charities love the CFC and rely on donations from the campaign because it is a reliable source of revenue all year long and an inexpensive way to attract new donors.
- With so many participating charities, it is easy to find a meaningful cause to support. Donors can designate their contribution to charities from the Washington metro area, as well as national and international nonprofits.

2

## Share why the CFC is important to you.

Talk about the causes that you support and give examples of the positive impact a donation can have for someone in need. Encourage each person to *Show Some Love* to their favorite charities through the CFC.

3

## Explain how to contribute.

Let your colleagues know that they can give online on [cfcnca.org](http://cfcnca.org) (payroll deduction, credit/debit card and eCheck options) or by filling out a paper pledge form (payroll deduction, cash or check options). Leave a campaign card with each person so that they have a visual reminder about the CFC and information on how to donate. Then, thank them for their time.

4

## Follow up with your co-workers.

Ask if they have any questions, need a pledge form or require help giving online. You can do this in person (which is best) or by phone or e-mail. Use the thank you card as a way to thank your co-workers for considering a donation through the CFC.

5

## Give pins to Eagle and Double Eagle donors.

A person qualifies for Eagle if they donate 1 percent of their salary and Double Eagle if they donate 2 percent of their salary. Pins can be obtained from your Campaign Manager or Coordinator and should be given to any donor who self-identifies after making a donation online or by paper pledge form.

# How to Give Online

Giving online is safe, minimizes errors, lowers costs and reduces paper waste. Follow these steps to find the right online giving platform for you:

1 Click the red **DONATE** button at [cfcnca.org](http://cfcnca.org).

2 Read and click through the on-screen prompts to determine your online giving platform.

3 View and select your online giving platform (determined by agency and payment preference).

Your payment options for the three online giving platforms are as follows:



- Payroll Deduction\*
- Credit/Debit Card One-Time
- Credit/Debit Card Recurring
- eCheck One-Time
- eCheck Recurring



- Payroll Deduction only\*

*\* The availability of and the platform for online payroll deduction will vary based on the donor's agency.*

# How to Process Paperwork

A benefit to giving online is that there is no paperwork to collect and process. For paper pledges, you will need to follow the steps listed below to process the donation.



1. Review the pledge form for any errors and discuss any necessary changes with the donor.



4. Fill out the Pledge Form Carrier as seen on page 5 whenever you have multiple pledge forms to turn into your Campaign Manager or Coordinator.



2. If the donor gave by payroll deduction, put the **YELLOW** copy of the pledge form in the **YELLOW** envelope of the Pledge Form Carrier. Put the **WHITE** copy of the pledge form in the **WHITE** envelope of the Pledge Form Carrier. Return the **BLUE** copy of the pledge form to the donor.



5. Seal the Pledge Form Carrier and promptly give it to your Campaign Manager or Coordinator. Store all paperwork in a secure location if you are not able to submit immediately.



3. If the donor gave by cash or check, attach the cash or check to the **WHITE** copy of the pledge form. Put the **WHITE** copy of the pledge form with the attached cash or check in the **WHITE** envelope of the Pledge Form Carrier and return both the **YELLOW** and **BLUE** copies of the pledge form to the donor.

# How to Complete a Pledge Form Carrier

BARCODE AREA  
200000

## CFCNCA Pledge Form Carrier

1717 H Street NW, Suite 800 Washington, DC 20006  
Telephone: 202-465-7200

### KEYWORKER'S SUMMARY

STAPLE ANY  
CONFIDENTIAL GIFT  
ENVELOPES HERE

**NAME:**  
Keyworker Ken Keyworker Phone ( 202 ) 55

Office/Division/Branch/Section Section Something

**CFC Reporting Number** 2 4 6 8 3 5 7 Date 9/1/15

	NUMBER of Pledges	CFCNCA Auditor Use Only	AMOUNT
Pledge Payroll Deduction	2		\$ 521.00
by Cash / Check	5		\$ 407.00
of Confidential Pledges <small>(open confidential gift envelopes)</small>	1		\$ 85.00
Event Donors	8		\$ 1013.00

DO NOT OPEN  
Confidential Gift Envelopes

It is vital that you include your reporting number.

The total pledged by people giving through payroll deduction. Do not include online pledges.

The total money you collected in cash or checks.

The total raised through an event. Don't forget to include Form 150, which you can find at [cfcnca.org](http://cfcnca.org) under the Campaign Workers tab.

How many people gave by  
1) Payroll  
2) Cash/Check  
3) Confidential Gifts

## Common Pledge Form Errors

- Pledge form is illegible.
- Total Gift and Annual Amount are incorrect — use a payroll calculation table.
- Invalid Charity Code — check that it is five digits.
- Reporting Unit Number is missing.
- Payroll Pledge is NOT signed.
- Social Security number or Employee ID is missing on payroll deductions — payroll deduction cannot be authorized without a number.

# FAQs

## Why is the CFC important?

Over the past 55 years, Federal employees contributed more than \$8 billion through regional CFCs across America. The CFC of the National Capital Area (CFCNCA) is the largest workplace giving campaign in the world. Last year, Federal employees generously pledged more than \$46 million to charities through the CFCNCA.

## How do charities become part of the CFC?

Charities must apply to be part of the CFC. Each charity must be a 501(c)(3) nonprofit organization, submit an IRS Form 990, describe its human health and welfare benefits and meet other requirements. Application information can be found at [cfcnca.org](http://cfcnca.org) or [opm.gov/cfc](http://opm.gov/cfc).

## Why do charities love the CFC?

Charities truly love the CFC. It is a critical source of revenue and an inexpensive way to attract new donors. Charities require diverse streams of income, including foundations, corporations, direct mail, special events and the CFC. CFC donations are especially treasured because they are unrestricted funds, allowing nonprofit organizations to effectively respond to community needs. Equally important, CFC donations provide charities with a source of funding received throughout the year.

## How do I choose a charity to support?

The charity search function on [cfcnca.org](http://cfcnca.org) can help you find the right charity for you. Search for causes that interest you and get a list of charities that support that cause, then make your donation online or by filling out a paper pledge form.

## Is there a minimum donation?

There is a \$1 minimum per pay period for payroll deduction.

## How can I make my CFC pledge?

Pledges can be recurring or one-time donations and are made online or by paper pledge form. When giving online, you can contribute through the CFC by payroll deduction, credit card, debit card or eCheck. When giving using a paper pledge form, you can contribute through the CFC by payroll deduction, cash or check.

## Will my contribution really make a difference?

Absolutely! Just look at these examples:



**\$100** PER PAY PERIOD\*

Supplies 32 wounded soldiers with a care package necessary for a comfortable flight home.



**\$50** PER PAY PERIOD\*

Vaccinates 960 children against polio.



**\$20** PER PAY PERIOD\*

Provides health care services to 24 mothers and their babies, from pregnancy to post-delivery.



**\$10** PER PAY PERIOD\*

Plants 240 trees.

*\*based on 24 total pay periods*

**What if I do not want my co-workers to know how much I gave or which charities I chose?**

When you give online, your charities and donation amount will be confidential, unless giving by payroll deduction. Then only the finance clerk who processes your pledge will be able to see your deduction amount. If you prefer to make a paper pledge, give your pledge form to your Keyworker in a sealed envelope marked "confidential." Your pledge will not be opened or processed until it reaches the Campaign Manager or Coordinator.

**If giving by check, whom should it be made out to?**

CFCNCA

**What happens to undesignated donations?**

All undesignated donations are combined and shared proportionately among all charities and federations that received designations.

**How much money goes to administrative overhead?**

All fundraising has some administrative overhead. The overhead rate for the CFCNCA is quite low, only around 9 percent.

**How can I get help or more information?**

Visit [cfcnca.org](http://cfcnca.org) for more ways to *Show Some Love* for the CFC and tools to be a successful Keyworker. You can also receive support from your Campaign Manager or Coordinator.

CFCNCA Help Desk  
(202) 465-7230  
[support@cfcnca.org](mailto:support@cfcnca.org)

## Responding to Common Objections

***I already give elsewhere.***

Giving directly to charities is great too! However, through the CFC you can support multiple charities with just one donation. It is also the only way to give a little bit each paycheck through payroll deduction, which adds up to a significant contribution. Additionally, at the end of the year, your final pay statement will show your total contribution, making your tax reporting easy.

***I am really busy. I do not have time to talk about the CFC.***

I understand. Can you give me just 15 seconds? The CFC is a chance for Federal employees to give to causes they care about and *Show Some Love* to those most in need. Donating is easy, with options for payroll deduction, cash, check or credit card. Many charities take part in the CFC, and I am sure some of your favorite causes are represented. I hope you will consider participating this year.

***I can't afford to give much.***

I understand, but the charities and people they serve need our support now more than ever. Our donations can do so much, like providing food for some of the 700,000 residents in the Washington area who are at risk of hunger. Even a small gift makes a difference.

# Tips for Being an Effective Keyworker



## Keep the campaign visible

Use social media, e-mails, posters, brochures and events to promote the campaign.



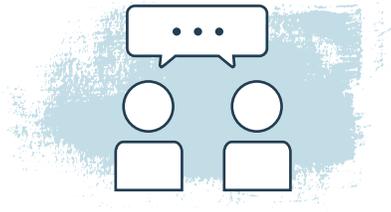
## Reach out to everyone

Ensure that all of your co-workers know they have an opportunity to give through the CFC.



## Make giving personal

Share charity success stories and your own personal passion to motivate co-workers to give to the causes they care about most.



## Talk about the CFC in person

Speaking face-to-face is the most effective way to inspire your co-workers to give.



## Understand all giving options

Ensure you are familiar with online donations and paper pledge forms so that you can offer help as needed.



## Encourage payroll deduction

Payroll deduction produces higher levels of giving and has a greater impact on the charities people choose to support.



## Stay connected to the campaign

Connect and engage with the CFCNCA on Facebook, Twitter, Instagram, YouTube and LinkedIn by liking and sharing posts and participating in the *Show Some Love* days.



## Maintain campaign integrity

Keep pledges secure and give them to your Campaign Manager or Coordinator as quickly as possible.



## Give thanks

Thank every co-worker for considering a donation through the CFC, and recognize Eagle and Double Eagle donors who self-identify.