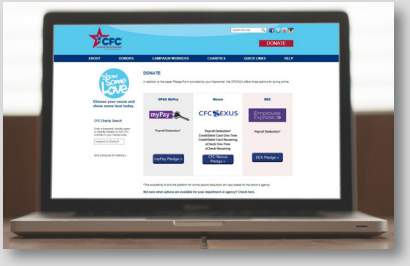
cfcnca.org

Campaign Worker Newsletter

Week of
Oct. 12, 2016

Donating Online



Giving online is safe, efficient and reduces paper waste. Donors can give by payroll deduction, credit/debit card or eCheck.

This paperless process is one way the CFC is striving to "go green" and reduce administrative costs related to the processing of pledges.

Encourage donors to follow these steps to begin making their pledge online:

1. Click the red donate button at 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).

Keys to a Permanent Home

A Charity Success Story

Imagine switching back and forth between a homeless shelter and the streets for more than 10 years, gradually losing hope of having your own home. That was Patricia's life until recently.

Read more about how Patricia received the keys to her very own one-bedroom apartment through the help of a CFC-supported charity.

Upcoming Dates

- **Week of Oct. 17**
  Medical Research
- **Week of Oct. 24**
  Housing and Shelter

Website Resources

- The Pledge Drop-Off Sites page features a map to easily find the location nearest you.
- A Charity Search Feature is available on the CFCNCA homepage for users to research charities that interest them, either by charity name or cause area.

Campaign Best Practices

In the 2015 campaign contest, the Office of Naval Intelligence won in the category of Best Website or Electronic Communications.

Their campaign team produced three videos to raise awareness of the CFC and share messages from leadership. The videos were shown in elevator lobbies, the cafeteria and other high-traffic areas. This visibility helped them reach more than 120 percent of their goal.

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

Campaign Event Spotlight

Pentagon Charity Fair

IRS Kickoff: Charles Taylor, IRS Campaign Manager; Dr. Dean Wilkerson, IRS Vice Chair; John Kosiken, IRS Commissioner; Colet Mitchel, Loaned Executive; Jon Lyles, Associate Director

DHA, Charity Fair Scavenger Hunt Winner, Pamala Allen, with PO1 Gary Skaggs, CFC Coordinator

NLRB Training

Federal Maritime Kickoff

Marketing Resources

Templates

As you prepare materials for your campaign, these templates, which range from logos and PowerPoint templates to document headers and event slideshows, can help incorporate CFC branding and the 2016 theme, *Show Some Love*.

Banners

Several banners are available to help promote the campaign and provide additional signage for events. Download and print your own from the Promotional Materials section of cfcnca.org, or talk to your Loaned Executive. about signing up to check out other banners and posters that are available to borrow.

Thank you!

Show Your Cause day was a great success. Thank you to all who participated by sharing the causes that matter most to them. Start planning to join the fun of the other Show Some Love days on Nov. 1 and 21!

Questions?

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

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