



cfcnca.org



Campaign Worker Newsletter

Week of
Oct. 26, 2016



Show Some Moves Challenge



The next *Show Some Love* day is coming up on Nov. 1, and we can't wait to see everyone [Show Some Moves](#) in support of the campaign!

The Show Some Moves challenge is a great way to have fun while raising awareness for this significant opportunity to support thousands of

charities in our community, across the country and around the world.

[Read more](#) about how to get involved, tips for shooting your video and to find out how to enter your video in the Show Some Moves Contest. Be sure to encourage your friends and co-workers to join in the fun!

Upcoming Dates

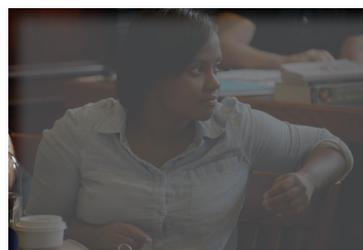
- **Week of Oct. 31**
[STEM](#)
- **Nov. 1**
[Show Some Moves Challenge](#)
- **Week of Nov. 7**
[Veterans](#)



Helping Veterans Through Education

A Charity Success Story

A little over a year ago, Samantha encountered a crossroads that inevitably all service members must face – what would she do now that her active duty tenure had ended?



[Read more](#) about how a CFC-funded organization helped Samantha transition from the military to college.

Website Resources

- [Training Resources](#) help campaign workers plan and implement the CFC within their department or agency.
- The [Campaign Contest](#) rewards creative efforts of departments and agencies supporting the goals of the CFC. Use the categories as guidelines to design your campaign.

Campaign Best Practices



In the 2015 campaign contest, the Department of Defense Education Activity won in the category of Best Use of Social Media.

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 more than \$400.

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

Campaign Event Spotlight



Walter Reed National Military Medical Center: Colonel Michael S. Heimall, Director and Command Master Chief Tyrone Willis, CFC Campaign Managers Chief Michael Birch and Chief Marcus Love, and DoD Loaned Executive Deanna Stewart



Chili Cook-Off at the Office of the National Coordinator for Health Information Technology



Congressional Office of Compliance Kickoff



The USDA CFC team set up an information booth at the popular Friday Farmers Market to raise awareness about the campaign



Department of Homeland Security and Transportation Security Administration Kickoff

Marketing Resources

Campaign Cards

Use the [campaign cards](#) as a way to initiate conversation with donors about the opportunity to give. Each of the three cards features a different Federal employee on the front and the cause most important to them.



The back of each card provides instructions on giving and shows the connection between the donor and beneficiaries.

Show Some Love Today

As Federal employees, we represent a powerful caring community through the CFC. We are dedicated to making a difference in local communities, across the nation and around the world. Whether you are passionate about veterans' services, disaster relief, cancer research or wildlife preservation, the CFC has a charity for whatever cause you want to support.

Join with other Federal employees and support your causes by giving through the CFC today!



Thank you!

Thanks to your dedication and generosity, more than \$5 million has been raised this year to help those in need.



Questions?

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

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