

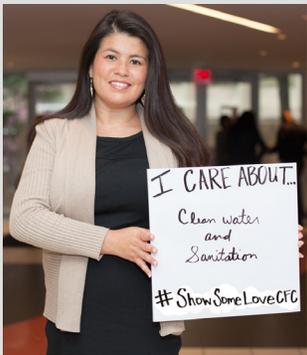


Campaign Worker Newsletter

Week of
Nov. 9, 2016



The Power of Storytelling



Personal stories inspire and connect us as we work to reach a common objective or goal, and storytelling within the CFC can be a powerful tool to inspire giving. Throughout the campaign, we have encouraged everyone to share the causes that matter to them. Behind each chosen cause is a story, and through sharing these personal stories, we can create a deeper connection between each other, the charities and those that benefit from CFC contributions.

The [personal story form](#) provides a way to initiate conversations with co-workers about giving. By reflecting on the reason a particular cause speaks to them, they can also consider how giving through the CFC supports nonprofits working in those fields. Take a moment to think about your own personal story, and use the form to inspire others to give through the CFC.

Food to Nurture a Community

A Charity Success Story

Cora, a Resident Services Manager at a charity supported by CFC donations, has a very distinct childhood memory about nutritious food: there wasn't any.

[Read more](#) about how a CFC-funded organization is on a crusade to bring nutritious food to a community struggling with hunger.



Upcoming Dates

- **Week of Nov. 14**
[Clean Water](#)
- **Week of Nov. 21**
[Hunger](#)



Website Resources

The [Training Resources](#) section of the website contains tools for Campaign Managers, Coordinators and Keyworkers, such as the [Campaign Leadership Guide](#), which can provide tips like Reporting Campaign Progress.



2016 Campaign Leadership Guide

Campaign Best Practices



In the 2015 campaign contest, the Defense Intelligence Agency won in the large group category of Best Photography and Use of Images.

DIA's "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. This is a great example of how storytelling works as a tool to inspire giving.

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

Campaign Event Spotlight



Department of Commerce Campaign Rally and Charity Event



Keyworder Training at the Bureau of the Fiscal Service



Defense Contract Management Agency Reached 100% of 2016 Assigned Goal



U.S. Department of Agriculture Halloween Party

Marketing Resources

Advertisements

CFCNCA [advertisements](#) can be found in outlets around the Washington metro area. Samples are available online for your use in promoting the campaign.



Tips for Navigating Your Federal Career

Download GovLoop's new, printable step-by-step [checklist](#) for advice on how to navigate from an entry-level GS job all the way through to the Senior Executive Service.



Questions?

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