



CFCNCA Charity Outreach Briefing

2016 Campaign



Agenda



- 2015 Campaign Review
- Background of the Charity Outreach Program
- Program Guidelines
- Effective Presentation Techniques
- Helpful Hints and Reminders
- Marketing your Non-Profit
- Campaign Theme
- Tell your Story
- 2016 Catalog Of Caring

2015 Campaign Recap



- Total Dollars Raised for the CFC of the National Capital Area: **Over \$46 Million**
- Participation: 18.2%
- Over 300 Charity Outreach Events

Background



- World's largest workplace fundraising charity drive
- **Only** authorized workplace giving opportunity for Federal Employees
- Once-a-year giving, eliminates year round solicitation

Charity Outreach Program



- Process requests for speakers
- Secures charities for events at the Agencies
- Maintains the Charity database via Nexus
- 3 Commitments of the Program:
 - **Competence**
 - **Collaboration**
 - **Equity**

2016 Charity Outreach Agreement



- CFCNCA developed guidelines for an **unbiased and evenhanded** campaign with **neutral opportunities** for all CFCNCA approved charities.
- Approved charities who wish to participate must complete this form and e-mail it to:
Tyra.Archer@cfcnca.org

Effective Presentation Techniques for Speaking Engagements



- Speak on behalf of the over 20,000 charities in the CFC
- Be sure you know your audience
- Create a message that highlights the causes and charities participating in the campaign without naming specific organizations.
- Do **NOT** use your CFC number
- Create a feeling
- **Always say a heartfelt thank you**

Effective Presentation Techniques for Charity Fairs



- Speak about your specific cause
- Know your audience
- Promote your CFC Number
- Be enthusiastic
- Create a feeling
- Always say a heartfelt thank you

Helpful Hints for Charity Event Participation



- Reconfirm the date before the campaign charity event
- Know where you're going, how to access the facility and where to park
- Find out specific security requirements for each event; bring photo ID
- Safeguard agency contact information
- **Keep your commitments and be on time**

Helpful Hints for Charity Event Participation (continued)



- Be understanding if an agency has to cancel
- Honor display size/area
- Give away promotional items
- Interact with all employees, everyone is a potential donor
- **Before leaving the event, give a big “thank you” to the employees for their support of the Campaign**



“Show Some Love” through CFC

- We are going to use this theme to show how employees and others in our community can contribute to improving the lives of others.
- No matter what cause you care about, the CFC has a charity that fits your passions.
 - Do you care about hunger, education, or curing cancer? There’s a charity for that.

Ready to Show Some Love?



Tell Your Story

- Success stories show donors the impact their donations have to support the life changing work of supported charities.
- The CFC is looking for some very compelling stories (accompanied by a photo) that can be used on CFC websites, social media sites and/or other printed campaign materials.
- Stories and photos may be used by the CFCNCA and/or other CFCs around the country.

Marketing Your Non-Profit



- Promote designations to your charity
- **Put your CFC number on everything** – email signatures, website, newsletters, etc.
- During campaign time, specifically ask your donors to designate to your organization in e-newsletters, print newsletters, website, etc.
- Ask your donors to pass your CFC number along to their friends and colleagues who are federal employees

Marketing Your Non-Profit (continued)



- Utilize social media.
 - Our Twitter handle is **@CFCNCA**
 - Facebook page is **/CFCNCA**
 - Use **#CFCNCA** and **#showsomeloveCFC** too.
- Prepare a flyer that lists your number that you can distribute to federal employees at charity fairs. It should be attractive and concise.
- Send your previous CFC donors a heartfelt thank you note and include a request to designate your charity in 2015.



- CFC Catalog Proofing Opportunity (August)
- Here's how you will be listed:

**12345- Tyra's Group –Tyra's Official Group
(202)465-7241 www.tyrasgroup.org EIN#12-
3456789 Provides an overview to all approved
charities in the CFCNCA campaign through the
fabulous Charity Outreach. 5% B,G,P**

QUESTIONS



THANK YOU