



Keyworker Checklist

Throughout a 58-year history, the federal community has donated more than \$8.3 billion through the Combined Federal Campaign (CFC), supporting important causes like youth development, military families, housing and shelter, animal welfare, and many others. You will inspire your colleagues to *Show Some Love* for their own causes through the 2019 CFC. Following this checklist will ensure you have a successful campaign season.

- Attend a training session.** Learn about the CFC, ways to give, how to answer questions about the campaign, and how to confidently ask your co-workers to donate and volunteer time. Even if you were a Keyworker in the past, attend a training session to learn about enhancements to the CFC online giving system and pledge processing procedures.
- Get your supplies.** Work with your Campaign Manager/Coordinator to obtain campaign materials. Remember, there are digital resources on cfcnca.org
- Publicize the campaign.** Use emails, posters, brochures, leadership messages, social media, and campaign event ideas on the website to promote the CFC.
- Practice giving.** Get familiar with the online donation portal and the paper pledge forms so you can offer help as needed. Make your own pledge before you ask others to give!



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Ask each of your co-workers to give. The most effective way to engage and encourage a potential donor is by speaking to them in person. Make a connection, make the ask, and do it confidently with these suggestions!

1. Tell your story.

Example: "My cause is cancer research. My mother was diagnosed with breast cancer a few years ago, and I know she is still with us today because of the cancer research and medical advancements from the past few decades. But there is still a lot to be done, which is why I donate to cancer research."

2. Explain the benefits of the CFC.

Example: "The beauty of the CFC is that we can each choose the cause that is most important to us. The CFC allows us to give via payroll deduction, which lets us give a little with each paycheck and makes it easy to give to multiple charities in one pledge. Did you know in addition to giving money, we can also pledge volunteer hours to some charities?"

3. Ask about their favorite cause.

Ask your co-workers if they have a favorite charitable cause and have them explain why. Listen to their answer! They may end up convincing themselves to give. TIP: Demo the online charity search with them to find charities working in their cause area.

4. Invite your co-workers to join you in making a pledge through the CFC.

Example: "I made my pledge yesterday using the online giving portal at

5. Thank your co-workers for their time, and be accessible for any questions.

Example: "Thank you for giving me the time to talk to you about this. Here's a card you can fill out to let me know if you were able to make your pledge or if you have any questions."

Follow up. Research shows it may take four to six touchpoints before action is taken. Use the provided resources (donor cards, email templates, etc.) to make following up easy. If there is a campaign event coming up, invite them to join you to have fun with colleagues and see what the CFC is all about!

Submit completed paper pledge forms. Encourage donors to promptly submit pledge forms to you or a designated drop-off location, if available. Review the completed form for legibility, details, and calculation of the charity allocations. Store all paperwork securely until delivery to your Campaign Manager/Coordinator. Verify each form has the correct CFC unit code and zip code to ensure your unit will be credited with this donation.

Express gratitude. Always thank everyone for their time and for considering a donation through the CFC.

**Thank you for being a CFC superhero
and serving as a Keyworker!**

Reinaldo Picón-Colón
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