Sgt Brendan Schuler
U.S. Marine Corps

Gloria Cruz
Federal Employee

Coordinator Guide

CFC®
Combined Federal Campaign

Tips for being an Effective Coordinator

Establish your team & CFC plan

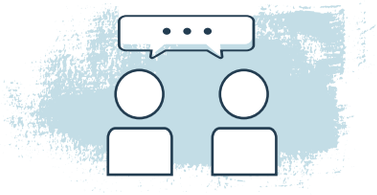
Secure support from the top, leadership sets the tone!
Seek positive and talented individuals to serve on your team.
Together create your plan!

Reach out to everyone

Ensure that all of your co-workers know they have an opportunity to give through the CFC.

Make giving personal

Share charity stories and your own personal reasons for giving to motivate co-workers to give to the causes they care about most. Make your gift first!



Personal contact

Speaking face-to-face is the most effective way to inspire your co-workers to give.

Understand all giving options

Ensure you are familiar with online donations and paper pledge forms so that you can offer help as needed.

Encourage payroll deduction

Payroll deduction offers a higher level of giving creating a greater impact for the charities people choose to support.

Publicize your good

Use social media, emails, posters, newsletters and events to promote the campaign. Weekly communication within your agency is important!

Maintain campaign integrity

Keep pledges secure and turn them in as quickly as possible.

Give many thanks

Thank every co-worker for considering a donation through the CFC. Thank all those who helped to achieve your agency goals.

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