

Ideas on Increasing Participation

1. Analyze Past Campaign Results

- ✚ Look at participation rates by department, area, location, and/or rank.
- ✚ Identify segments with lower participation rates.
 - Are there particular departments that have low levels?
 - Does lower paid staff participate at a higher percentage than higher paid staff or managers?
- ✚ Identify possible causes for the lower levels of participation.
 - In the example of departments, is management in of those departments giving you the support you've asked for and need?
 - Were all department employees contacted about CFC?
 - Were informational meetings held at convenient times for employee attendance?
 - Was all pledge cards collected in the department?
- ✚ Share your findings with your Agency Head and strategize with him/her how to make an impact.

2. Conduct and Employee Survey

- ✚ Find out what employees know/don't know about the Combined Federal Campaign.
- ✚ Identify THEIR interests and how they fit with CFC.
- ✚ Consider these findings when developing your campaign plan.

3. Involve Agency Heads and Organized Labor

- ✚ Ask for an endorsement letter from management and labor (if appropriate)
- ✚ Invite them to speak at employee meetings.
- ✚ Involve management in fundraising events, kick-off carnivals, etc.
- ✚ Use labor brochures and posters where appropriate.

4. Realize the Importance of Using a Committee

- ✚ Involve employees from all areas and levels.
- ✚ Rotate 50% of your committee membership each year.
- ✚ Assign responsibilities to all committee members. (Publicity, fundraising, awards, accounting, etc)
- ✚ The more employee involvement, the more CFC becomes a topic of conversation in the workplace.

5. Have Goals Based on Participation

- ✚ Publicize the goal and how it was decided upon.
- ✚ Announce both your participation and financial goal.
- ✚ Reward employees if goal is achieved. For example :

If participation for an agency of 1000 employees goes from 40 to 45% = 50 new givers
If new givers each gave \$2 per week = 5,200 additional dollars collected for CFC.

6. Motivate People to Get Involved

- ✚ Make it fun. Have a variety of activities. Introduce new events each year.
- ✚ Establish good-spirited competition (among departments, floors, locations).
- ✚ Use and publicize incentives – it can be a real motivator for an employee that’s “on the fence.”

7. The Way You Can Ask Can Make a Difference

- ✚ Hold group solicitation meetings.
- ✚ Schedule employees so they know which meetings to attend.
- ✚ Use PERSONALIZED PLEDGE CARDS.
- ✚ ASK EVERYONE to consider giving.
- ✚ COLLECT THE PLEDGE CARDS at the end of the meeting.
- ✚ Don’t forget to say THANK YOU to everyone who contributes.

8. Don’t Assume They Know the Basics, Tell Them

- ✚ Focus on the facts:
 - You can direct your support to charities that work on the issues that you care deeply about.
 - CFC is convenient. Payroll deduction allows you to have a small amount deducted each pay period.
 - The charities you support through CFC assist people who really need your help –the hungry, the homeless, the sick, and families in need.

9. Allow CFC to help Communicate the Message All Year Long

- ✚ Write articles for Agency newsletters before, during and after the campaign.
- ✚ Use posters and flyers to publicize the benefits of CFC.
- ✚ Invite CFC Staff to agency fairs throughout the year, to host a booth educating staff about the CFC.
- ✚ Remind employees what their gift is doing all through the year.