Sgt Brendan Schuler
U.S. Marine Corps

Gloria Cruz
Federal Employee

2016 Keyworker Guide

CFC®
Combined Federal Campaign

9 Tips For Being an Effective Keyworker

Keep the campaign visible

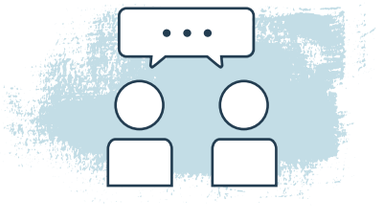
Use social media, emails, posters, brochures and events to promote the campaign.

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 success stories and your own personal passion to motivate co-workers to give to the causes they care about most.



Talk about the CFC in person

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 produces higher levels of giving and has a greater impact the charities people choose to support.

Stay Connected to the Campaign

Connect and engage with the CFCNCA on Facebook, Twitter, Instagram, YouTube and LinkedIn by liking and sharing posts.

Maintain campaign integrity

Keep pledges secure and give them to your Campaign Manager or Coordinator as quickly as possible.

Give thanks

Thank every co-worker for considering a donation through the CFC, and recognize Eagle and Double Eagle donors who self-identify.

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