

YOU CAN BE THE  
**FACE  
OF CHANGE**



# Campaign Worker Toolkit

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**Combined Federal Campaign (CFC)**  
Hosted by the U.S. Office of Personnel Management

# Timeline



This toolkit follows a weekly plan including everything you need to successfully manage your campaign: email communication templates, social media, and more!

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# Start Strong

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The CFC doors are open, and it's time to kick off the campaign! These Start Strong resources will help you launch the CFC within your agency, pique your colleagues' interest in the campaign, and generate momentum to carry through the entire giving season.



# Sept./Oct. Start Strong

[Timeline](#)

## 1. Email

- Send the following email to all personnel in your agency.
  - [Start Strong Email](#)
- Ask your leadership to send the following email.
  - [Leadership Email](#)

[Start Strong](#)

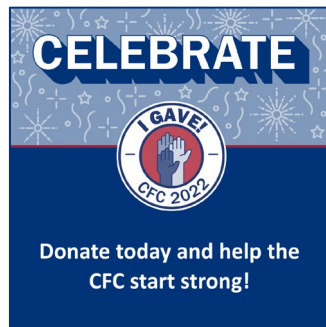
## 2. Post

- Post to your agency's social media channels.
  - [Social Media Content](#)

[Cause Week](#)



➤ [Image 1](#)



➤ [Image 2](#)



➤ [Animation](#)

[Finish Strong](#)

## 3. Promote

- Send the press release to your PAO and local media outlets.
  - [Press Release](#)
- Use these on newsletters, intranet sites, and digital signs/screens.
  - [Splash Screen](#)
  - [Banner](#)
- Use the CFC Promo video and testimonials in your kickoff event!
  - [2022 CFC Videos](#)
- Ask your leadership to record a video message using content from any of the Start Strong communications.

[Thank You](#)

[Leadership](#)

[Events](#)



# Cause Week

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Every year, the CFC assigns a charitable cause to each week of the campaign to engage donors and highlight the important work of CFC charities. Cause weeks are an effective way for you to engage your colleagues throughout the campaign.

➤ [Cause Week Calendar](#)



# Week of Sept. 19

# Education

[Timeline](#)

STEM; Early Education; Colleges & Universities; Continuing Education; Vocational Training; Educational Infrastructure & Facilities; Educator Training; Special Education; Study Abroad Programs; Social Sciences/Cultural Studies

[Start Strong](#)

## 1. Email

- Send the following email to all personnel in your agency.

- [Education Email](#)

## 2. Post

- Post to your agency's social media channels.

- [Social Media Content](#)

[Cause Week](#)



- [Sept. 19](#)



- [Sept. 21](#)



- [Sept. 23](#)

[Finish Strong](#)

## 3. Promote

- Promote the cause week in newsletters, intranet sites, and digital signs/screens.

- [Cause Week Article](#)

- [Splash Screen](#)

- [Banner](#)

[Thank You](#)

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Week of Sept. 26

# Global Health

Disease Treatment & Eradication; Persons with Disabilities; Vaccine Research & Administration; Refugees; Cancer Awareness/Treatment; Rehabilitation Programs

## 1. Email

- Send the following email to all personnel in your agency.
  - [Global Health Email](#)

## 2. Post

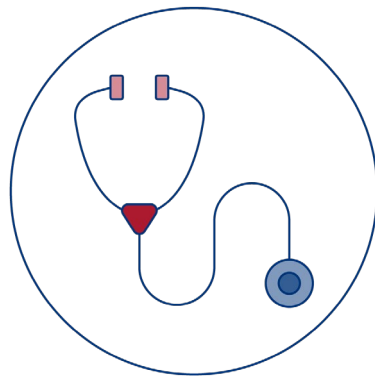
- Post to your agency's social media channels.
  - [Social Media Content](#)



➤ [Sept. 26](#)



➤ [Sept. 28](#)



➤ [Sept. 30](#)

## 3. Promote

- Promote the cause week in newsletters, intranet sites, and digital signs/screens.
  - [Cause Week Article](#)
  - [Splash Screen](#)
  - [Banner](#)

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Week of Oct. 10

# Disaster & Crisis Response

Public Safety; Fire Prevention; Search & Rescue; Natural Disasters; First Responders; Women & Girls; Human Trafficking; Refugees; Clean Water; Food & Nutrition; Faith-Based Support; Animal Control; Poison Control

## 1. Email

- Send the following email to all personnel in your agency.
  - [Disaster & Crisis Response Email](#)

## 2. Post

- Post to your agency's social media channels.
  - [Social Media Content](#)



➤ [Oct. 10](#)



➤ [Oct. 12](#)



➤ [Oct. 14](#)

## 3. Promote

- Promote the cause week in newsletters, intranet sites, and digital signs/screens.
  - [Cause Week Article](#)
  - [Splash Screen](#)
  - [Banner](#)

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Week of Oct. 24

# Arts & Humanities

Libraries; Social Sciences/Cultural Studies; Preservation (Historical, Landmark, Cultural); Media (Public Broadcasting); Museums (Art, History, Children's); Performing Arts; International Exchange

## 1. Email

- Send the following email to all personnel in your agency.
  - [Arts & Humanities Email](#)

## 2. Post

- Post to your agency's social media channels.
  - [Social Media Content](#)



➤ [Oct. 24](#)



➤ [Oct. 26](#)



➤ [Oct. 28](#)

## 3. Promote

- Promote the cause week in newsletters, intranet sites, and digital signs/screens.
  - [Cause Week Article](#)
  - [Splash Screen](#)
  - [Banner](#)

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Week of Oct. 31

# Animal Welfare

Pet Adoption; Wildlife Preservation; Endangered Species; Fisheries; Zoos; Aquariums; Animal Rescue; Animal Shelters; Ocean Cleanup

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**Cause Week**

[Finish Strong](#)

[Thank You](#)

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## 1. Email

- Send the following email to all personnel in your agency.
  - [Animal Welfare Email](#)

## 2. Post

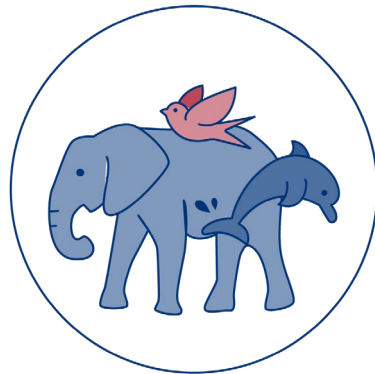
- Post to your agency's social media channels.
  - [Social Media Content](#)



➤ [Oct. 31](#)



➤ [Nov. 2](#)



➤ [Nov. 4](#)

## 3. Promote

- Promote the cause week in newsletters, intranet sites, and digital signs/screens.
  - [Cause Week Article](#)
  - [Splash Screen](#)
  - [Banner](#)





Week of Nov. 21

# Food & Nutrition

Nutrition Programs; Agriculture; Food Supply Chain; Food Banks; Faith-Based Support; Clean Water

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[Start Strong](#)

[Cause Week](#)

[Finish Strong](#)

[Thank You](#)

[Leadership](#)

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## 1. Email

- Send the following email to all personnel in your agency.
  - [Food & Nutrition Email](#)

## 2. Post

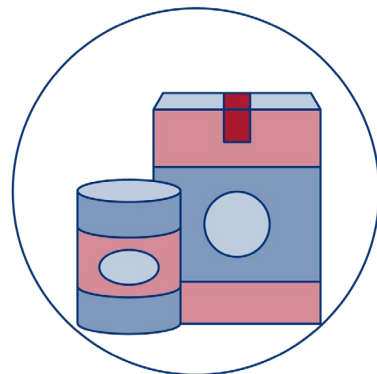
- Post to your agency's social media channels.
  - [Social Media Content](#)



➤ [Nov. 21](#)



➤ [Nov. 23](#)



➤ [Nov. 25](#)

## 3. Promote

- Promote the cause week in newsletters, intranet sites, and digital signs/screens.
  - [Cause Week Article](#)
  - [Splash Screen](#)
  - [Banner](#)

# Week of Nov. 28

# Giving Tuesday

Celebrate and promote this International Day of Philanthropy, Nov. 29, 2022.

## 1. Email

- Send the following email to all personnel in your agency.
  - [Giving Tuesday Email](#)
- Ask your leadership to send the following email.
  - [Leadership Email](#)

## 2. Post

- Post to your agency's social media channels.
  - [Social Media Content](#)



➤ [Nov. 25](#)



➤ [Nov. 28](#)



➤ [Nov. 29](#)

## 3. Promote

- Promote the in newsletters, intranet sites, and digital signs/screens.
  - [Giving Tuesday Badge](#)
  - [Splash Screen](#)
  - [Banner](#)
- Ask your leadership to record a video message using content from any of the Giving Tuesday communications.

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[Finish Strong](#)

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# Human Rights

Social Justice; Human Trafficking; LGBTQIA; Women & Girls; Legal Aid; Crime Prevention; Persons with Disabilities

## 1. Email

- Send the following email to all personnel in your agency.
  - [Human Rights Email](#)

## 2. Post

- Post to your agency's social media channels.
  - [Social Media Content](#)



➤ [Dec. 5](#)



➤ [Dec. 7](#)



➤ [Dec. 9](#)

## 3. Promote

- Promote the cause week in newsletters, intranet sites, and digital signs/screens.
  - [Cause Week Article](#)
  - [Splash Screen](#)
  - [Banner](#)



Week of Dec. 19

# Mental Wellness

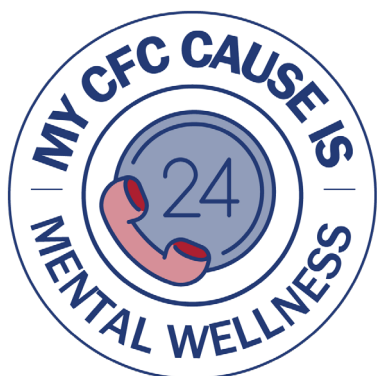
Counseling Services; Rehabilitation Programs; Victim Services; Community Centers; Hotline Services; Disaster Relief; Intervention Programs; Persons with Disabilities

## 1. Email

- Send the following email to all personnel in your agency.
  - [Mental Wellness Email](#)

## 2. Post

- Post to your agency's social media channels.
  - [Social Media Content](#)



➤ [Dec. 19](#)



➤ [Dec. 21](#)



➤ [Dec. 23](#)

## 3. Promote

- Promote the cause week in newsletters, intranet sites, and digital signs/screens.
  - [Cause Week Article](#)
  - [Splash Screen](#)
  - [Banner](#)

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# Week of Dec. 26

# Community Improvement

Disaster Relief; First Responders; Legal Aid; Crime Prevention; Transitional Housing; Faith-Based Support; Rehabilitation Programs; Places of Worship; Mission Services; Support Groups

## 1. Email

- Send the following email to all personnel in your agency.
  - [Community Improvement Email](#)

## 2. Post

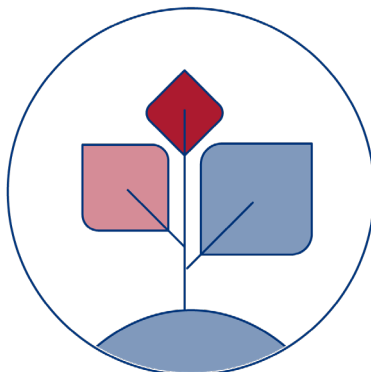
- Post to your agency's social media channels.
  - [Social Media Content](#)



➤ [Dec. 26](#)



➤ [Dec. 28](#)



➤ [Dec. 30](#)

## 3. Promote

- Promote the cause week in newsletters, intranet sites, and digital signs/screens.
  - [Cause Week Article](#)
  - [Splash Screen](#)
  - [Banner](#)

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Week of Jan. 2

# Medical Research

Disease Prevention, Treatment & Eradication; Vaccine Development; Cancer Treatment; Pediatric Cancer; Diabetes; Heart Disease; Degenerative Diseases; Auto Immune Diseases; Blood Disorders

## 1. Email

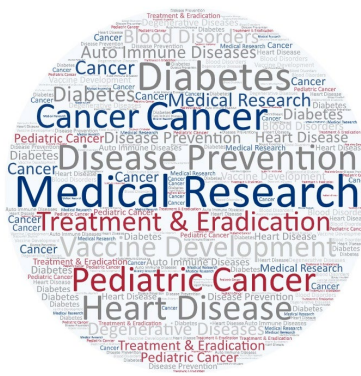
- Send the following email to all personnel in your agency.
  - [Medical Research Email](#)

## 2. Post

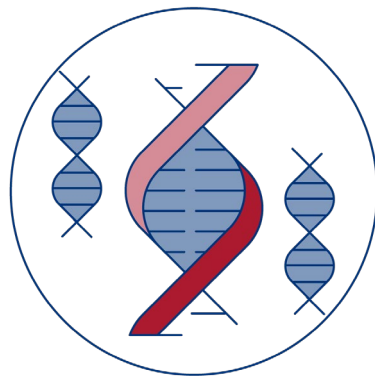
- Post to your agency's social media channels.
  - [Social Media Content](#)



➤ [Jan. 2](#)



➤ [Jan. 4](#)



➤ [Jan. 6](#)

## 3. Promote

- Promote the cause week in newsletters, intranet sites, and digital signs/screens.
  - [Cause Week Article](#)
  - [Splash Screen](#)
  - [Banner](#)

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# Finish Strong

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During the final week of the 2022 CFC, encourage your colleagues to participate in the final 5 activities to be the face of change and finish strong!



# Finish Strong

## 1. Email

- Send the following emails to all personnel in your agency.
  - [Final Five Email - 5 Changemakers](#)
  - [Final Five Email - 5 Charities](#)
  - [Final Five Email - 5 Hours](#)
  - [Final Five Email - 5 Reasons](#)
  - [Final Five Email - 5 Dollars](#)
- Request your leadership send the following email.
  - [Leadership Email](#)

## 2. Post

- Post to your agency's social media channels.
  - [Social Media Content](#)



➤ [Image 1](#)



➤ [Image 2](#)



➤ [Animation](#)

## 3. Promote

- Use these on newsletters, intranet sites, and digital signs/screens.
  - [Splash Screen](#)
  - [Banner](#)
- Ask your leadership to record a video message using content from any of the Start Strong communications.



# Thank You

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Some of the campaign's most important activities take place after the campaign has ended.

Recognition and appreciation build morale and a strong foundation for your campaign in the years to come.





# Mid Jan. (Post Campaign) Thank You

[Timeline](#)

## 1. Email

- Send the following email to all personnel in your agency.
  - [Thank You Email](#)
- Request your leadership send the following email.
  - [Leadership Email](#)

[Start Strong](#)

## 2. Post

- Post to your agency's social media channels.
  - [Social Media Content](#)

[Cause Week](#)



➤ [Image 1](#)



➤ [Image 2](#)



➤ [Animation](#)

[Finish Strong](#)

## 3. Promote

- Incorporate the Thank You splash screen and banner on your agency's internal intranet site, emails, or other communications.
  - [Splash Screen](#)
  - [Banner](#)
- Submit the Thank You press release to your internal communications channels and local news outlets.
  - [Press Release](#)
- Print and distribute Thank You cards or send via email.
  - [Thank You Card](#)

[Thank You](#)

[Leadership](#)

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# Leadership

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Leadership support is one of the key elements of a successful campaign. Utilizing these resources, you can help your agency/installation leadership promote the campaign and provide visible and tangible support for the CFC.

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**FACE**  
**OF CHANGE**



# Leadership

[Timeline](#)

## 1. Email

- Request your leadership send the following emails.
  - [Leadership Email - Campaign Worker Recruitment](#)
  - [Leadership Email - Start Strong](#)
  - [Leadership Email - Giving Tuesday](#)
  - [Leadership Email - Finish Strong](#)
  - [Leadership Email - Thank You](#)

[Start Strong](#)

[Cause Week](#)

## 2. Memos

- Request your leadership send the following memos.
  - [Leadership Memo – Start Strong](#)
  - [Leadership Memo - Giving Tuesday](#)
  - [Leadership Memo - Finish Strong](#)

[Finish Strong](#)

## 3. Promote

- Use the leadership flyer to support leadership engagement.
  - [Leadership Flyer](#)
- Encourage leadership to sign and distribute certificates.
  - [Certificate of Appreciation](#)
  - [CFC Champion Award](#)
  - [Years of Service - 5 Years, 10 Years, 15 Years, 20 Years](#)
- Ask leadership to record video messages during Start Strong, Giving Tuesday, and Finish Strong using content from press releases, emails, and memos.

[Thank You](#)

[Leadership](#)

[Events](#)



# Events

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Campaign events are important! Whether a virtual event or an on-site gathering, well-done events can give your colleagues the opportunity to hear directly from the charities they support, increase donations, motivate campaign workers, and more.



# Events

[Timeline](#)

## 1. Email

- Send (or request leadership send) the event invitation email to all personnel in your agency.
  - [In-Person Event Invite Email](#)
  - [Virtual Event Invite Email](#)

[Start Strong](#)

## 2. Post

- Post to your agency's social media channels.
  - [Social Media Content](#)

[Cause Week](#)



➤ [Image 1](#)



➤ [Image 2](#)

[Finish Strong](#)

## 3. Plan and Promote

- Review the Event Guide for more guidance.
  - [Event Guide](#)
- Use this invitation to increase publicity for your event.
  - [Event Invitation](#)
- Use this QR code to direct users to the CFC Mobile Giving App.
  - [QR Code](#)

[Thank You](#)

[Leadership](#)

[Events](#)