



Member Toolkit



Thank You!

Thank you for choosing America's Charities as your CFC and workplace giving advocate!

The purpose of this guide is to help you:

- Understand America's Charities' range of programs and services,
- Familiarize your team with member resources and events available to you, and
- Promote the Combined Federal Campaign (CFC), State and Local campaigns and private sector workplace giving as a way for donors to support you.

Contact Us

Anytime you have a question, need assistance, or would like to discuss more about our nonprofit solutions and member benefits, contact our Client Engagement Solutions Department at (800) 458-9505 extension 4953 or email ClientSolutions@Charities.org.

Table of Contents

AMERICA'S CHARITIES CONTACTS	4
NONPROFIT SERVICES & SOLUTIONS	5
WORKPLACE GIVING OVERVIEW	6
HOW DONOR PLEDGE DISTRIBUTION WORKS	7
MEMBER COMMUNICATIONS & PORTAL	8
PROMOTING WORKPLACE GIVING & MATCHING GIFTS ON YOUR WEBSITE	9
CHARITY PROFILE	11
HOW TO PUBLICIZE YOUR ORGANIZATION	12
WAYS AMERICA'S CHARITIES PROMOTES YOU	22
YEAR-ROUND MARKETING OPPORTUNITIES	23
MEMBER EVENTS & WEBINARS	25
REPORTS & PLEDGE DATA	27
THANKING & SOLICITING EMPLOYEE DONORS	29

America's Charities Contacts

Client Engagement Solutions Team

This team is your primary go-to source for help. They are responsible for managing applications and paperwork necessary for getting your organization accepted and included in the CFC, State & Local campaigns, and private sector workplace giving campaigns; and providing answers and solutions for your nonprofit's needs.

Email: ClientSolutions@charities.org

Charitable Funds Management Solutions Team

This team will probably be your favorite team. Why? Because they are responsible for managing and distributing all the funds employees designate to you through workplace giving campaigns. This team also can assist you with accessing the reports listed on page 22. Those reports provide your organization with a wealth of donor information and this team can walk you through how best to utilize that information.

Email: FundsManagement@charities.org

Marketing & Communications Team

This team is here to show off your work and amplify your message through a variety of ways, which we've outlined in this guide. If you are interested in learning more about the marketing opportunities we've included in this guide, contact this team.

Email: Marcom@charities.org

Put a Face to Our Names!

When you speak with someone, or even just hear us mention a team – it's nice to put a face with those names. You can view all of America's Charities' staff, along with each staff member's individual contact information at www.charities.org/about/staff.

Nonprofit Membership & Fundraising Solutions Overview



More Campaigns, More Revenue Opportunities

Your organization will be presented as a giving choice in:

- **The Combined Federal Campaign (CFC):** The US Federal Government's workforce giving program with access to federal employee and retiree donors nationwide and overseas
- **Our State & Local program:** Access to state and local employee donors in approximately 100 campaigns - state, city, county - around the country
- **Private Sector campaigns:** We are the trusted manager of workplace giving programs for employers around the country, who seek charities for their employees to support. In many cases, we load our member content into these campaigns at the employer's request, resulting in higher visibility and a significant increase in pledges to our members

Inclusion in campaigns beyond the CFC results in millions of additional dollars in revenue for our members annually. Other benefits include:

- America's Charities has dedicated staff who work to add more campaigns every year
- Expanded reach and opportunities for funding through corporate cause initiatives
- Matching gifts in campaigns that restrict matching gifts solely to America's Charities members



Helping Donors to Notice YOU

- Maintain relationships with key campaign contacts to ensure maximum participation for our members in promotional activities and events
- Representation and promotion at select corporate workplace giving campaign events
- Raise our members' visibility and profile through advertising and marketing
- Feature our members by leveraging online and social media platforms
- Highlighted visibility in managed campaigns
- For details, click here: <https://www.charities.org/nonprofit-member-services>



Tracking Your Results & Expertise to Ensure Your Success

- We aggregate your pledge and payment data, and provide clear donor and pledge reports
- You have your own online pledge and donor portfolio: 24/7/365
- We advise on donor retention best practices and assist with auditor requests
- Hands on campaign advisory services and account management
- Provide membership and campaign application review and quality assurance
- Act as a consultant, liaison and advocate on key workplace giving campaigns
- Monitor campaign regulation changes that may affect our members
- Annual in-person Membership Assembly provides best practices and the latest trends in workplace giving, employee engagement, and related areas of philanthropy

Workplace Giving Overview

What is Workplace Giving?

Workplace giving campaigns can take many different forms, but they are typically annual, employer-sponsored programs that offer employees the opportunity to make a charitable contribution through payroll deduction.

There are three sectors of campaigns administered annually:

(1) The Combined Federal Campaign (CFC)

- Established by the United States government in 1961 as a way for federal workers to support charity, the CFC is the world's largest annual workplace charity campaign and has raised over \$10 billion for nonprofits over the past 50 years.
- Approximately 9.9 million federal employees (civilian, military, postal workers, and retirees) are solicited annually. The CFC is not a single campaign though; rather it is made up of individual CFC campaigns throughout the country and overseas that normally take place between September 1 and December each year (exact period varies based on when OPM decides official dates and whether or not something like a government shutdown results with a campaign extension period).
- There is no need for members to make multiple applications, because America's Charities makes a single application on your behalf for inclusion in all of these campaigns.

(2) State and Local Public Sector Campaigns

- Workplace giving campaigns that include public employees paid through public funds (i.e. state, municipal, county, public school, public college, and university employees).
- Participating members benefit from the opportunity to have their charity listed in approximately 100 State and Local Campaigns annually in the public sector.
- Most states have unique registration requirements for charities that participate in any type of fundraising activity. You must be registered with the state before participating in campaigns within that state. America's Charities' Client Engagement Services team can walk you through the State and Local campaign program to see if it's a good fit for your organization. Specific instructions on how to sign up for the program are available on your annual customized membership application, which is available every August.

(3) Private Sector Campaigns

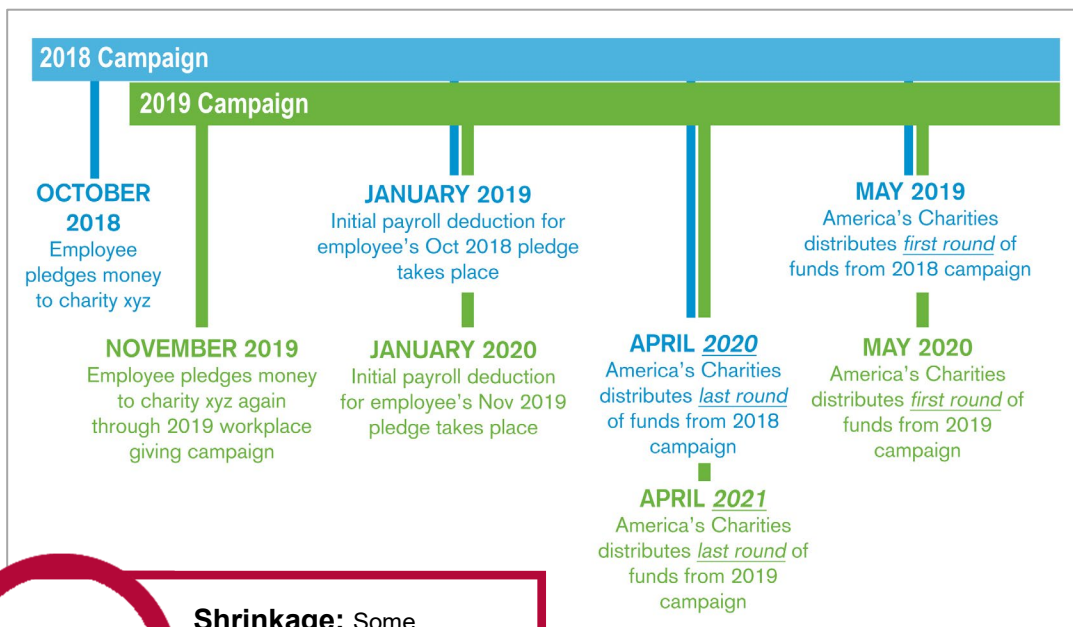
- Workplace giving campaigns conducted annually by private corporations or organizations.
- Between private sector campaigns that list America's Charities members as members, and private sector campaigns that America's Charities manages, our members are presented to about 1 million employees in more than 100 private sector campaigns each year.

How Donor Pledge Distribution Works

At the end of the solicitation period of each campaign – Combined Federal Campaign (CFC), Private Sector campaign, or State and Local campaign – pledge results are tabulated by the Fiscal Agent appointed by the campaign. The results of this tabulation are reported to each federation and unaffiliated charity participating in the campaign.

Beginning with the first paycheck in the following January, pledges are deducted by employers from the pay of donors. Periodically, the employer forwards these funds to the Fiscal Agent, who then forwards the funds to the federation (America’s Charities or others), or unaffiliated charities. The federation consolidates pledge information from all campaigns and distributes funds to member charities. In larger campaigns, Fiscal Agents distribute funds on a monthly basis, while in smaller campaigns, distributions might occur less frequently, quarterly, for example.

When America’s Charities acts as fiscal agent, we distribute funds monthly or quarterly, depending on the instructions of the campaign. The first distribution of funds typically occurs in May after the initial payroll deductions take place in January. The last distribution comes twelve months later, in the following April.



A Closer Look...

Shrinkage: Some pledges cannot be collected, due to termination of employment, death, voluntary discontinuance of a pledge, or other reasons. Since most campaigns do not track the loss of these funds to the employee level, cancelled pledges affect all participating organizations equally.

To account for shrinkage, charities should make their plans based on collecting approximately 85% of all funds pledged.

Member Communications & Portal

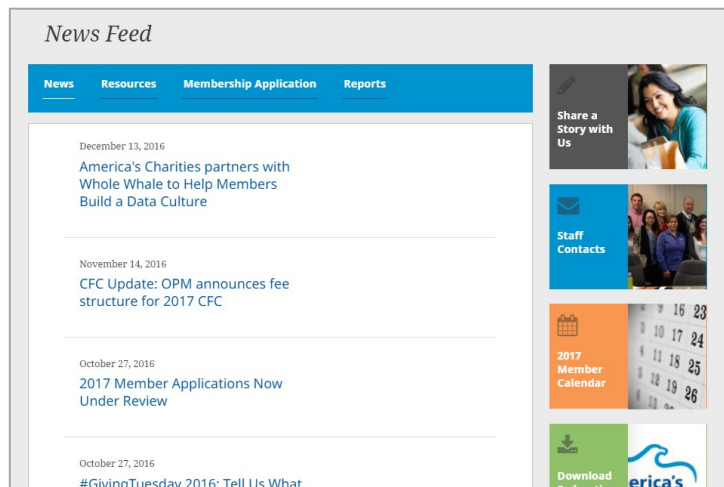
Member Email Communications

Throughout the year, you will receive notifications from us about member events, webinars, opportunities, and news pertaining to workplace giving, employee engagement and the Combined Federal Campaign. By default, we send those emails to the person who has been designated as the 'representative', 'alternative representative', or 'marketing representative' between your organization and America's Charities. To ensure the appropriate person is on our list, contact our Marketing team at Marcom@charities.org. To subscribe, [click here](#) or sign-up at the Member Resource Center.

Member Resource Center | www.charities.org/members

In addition to email notifications, we encourage you to regularly visit our Member Resource Center, which is a member-only resource center where you can:

- **Read Member News:** Important information members need to know about. Anytime we email members, we also post that information here.
- **Complete Your Member Application:** When our annual open enrollment season starts, visit this section of our portal to renew your membership. Our Client Engagement Solutions team will reach out to assist you through the process.
- **Access Reports:** After employees have donated to your organization through their company workplace giving campaign, America's Charities makes that information available to you via the Reports section so you can add that donor information to your own database and thank them for their donation. More information about reports can be found in the "Reports" section of this guide.
- **Download Logos:** JPEG, EPS, and PNG formats of America's Charities logos are available for you to download for use on your website and other marketing purposes
- **Resources:** Periodically, America's Charities will create and add resources, guides, and videos and place them in the "Resources" section of the portal for you to conveniently access and use as you need.



Visit the Member Resource Center at: www.charities.org/members and enter your login credentials. Contact our Client Engagement Solutions team at ClientSolutions@charities.org if you need assistance with your login credentials.

Promoting Workplace Giving & Matching Gifts on Your Website

Display Your “America’s Charities Member” Logo

You know you’re a member of America’s Charities, but do your donors and partners? Let everyone know you’re a member by placing our logo on your website with a link to www.charities.org. To match your branding, a variety of colors and formats of America’s Charities’ member logo can be downloaded from the Member Resource Center.

Feature Workplace Giving as a “Way to Give” On Your Website

Not everyone is aware about workplace giving as a way to support your organization, so it’s important to prominently place Workplace Giving as a “way to give” on your website.

Sample copy for use on your website:

Workplace Giving

One of the easiest, most effective ways you can support **[CHARITY NAME]** is through [workplace giving](#), an employer-sponsored program that empowers you to support your favorite charities through tax-deductible donations deducted directly from your paycheck. Through our membership with [America’s Charities](#), employees at hundreds of public and private organizations can donate to **[CHARITY NAME]** through payroll contributions.

If your company does not have a workplace giving program, please ask your HR/Employee Benefits Director to contact **[your charity’s corporate giving/development officer name and contact info]**. Additionally, you can find more information about joining or starting a workplace giving program by visiting America’s Charities’ website at www.charities.org. America’s Charities facilitates our participation in public and private sector workplace giving programs, and can help your employer start a program so you can support **[CHARITY NAME]** through workplace giving.

Combined Federal Campaign (CFC)

The CFC is a workplace giving campaign for federal employees: civilian employees, military personnel, postal workers, and federal retirees. **[CHARITY NAME]** is a member of America’s Charities **[if you are a member of our Children First, Health First, or Community First federation, mention that here]** and is listed as CFC # **[enter your CFC number]**. Look for us in your workplace charitable giving campaign and designate **[CHARITY NAME, CFC number]** as recipient of your generosity on your pledge forms. The campaign season is typically between October and December each year. Check with your agency for exact dates or visit <https://cfcgiving.opm.gov/welcome> and use the “Get Your CFC Zone News” widget for news and information specific to your campaign.

Maximize Your Impact with Matching Gifts

Each year, \$10 billion is left unclaimed in matching gifts. That’s free money that you could help us get! Matching gift programs are charitable giving programs set up by corporations in which the company matches donations made by employees to eligible nonprofit organizations. With a matching gift from your employer, your donation to **[CHARITY NAME]** could be doubled in value. About 65% of Fortune 500 companies (and many others) match employee donations. Check with your company for more information and see if your employer will match your gift to **[CHARITY NAME]**.

Additional Links and Resources about Workplace Giving:

In addition to the copy above, we invite you to link to, or use information about workplace giving from, these resources on America's Charities website:

- **How Workplace Giving Works:**
<https://www.charities.org/employee-giving>
- **Facts About Workplace Giving Effectiveness:**
<https://www.charities.org/7-facts-about-workplace-giving-effectiveness>
- **Facts & Stats on Giving, Volunteering, & Matching Gifts:**
<https://www.charities.org/facts-statistics-workplace-giving-matching-gifts-and-volunteer-programs>

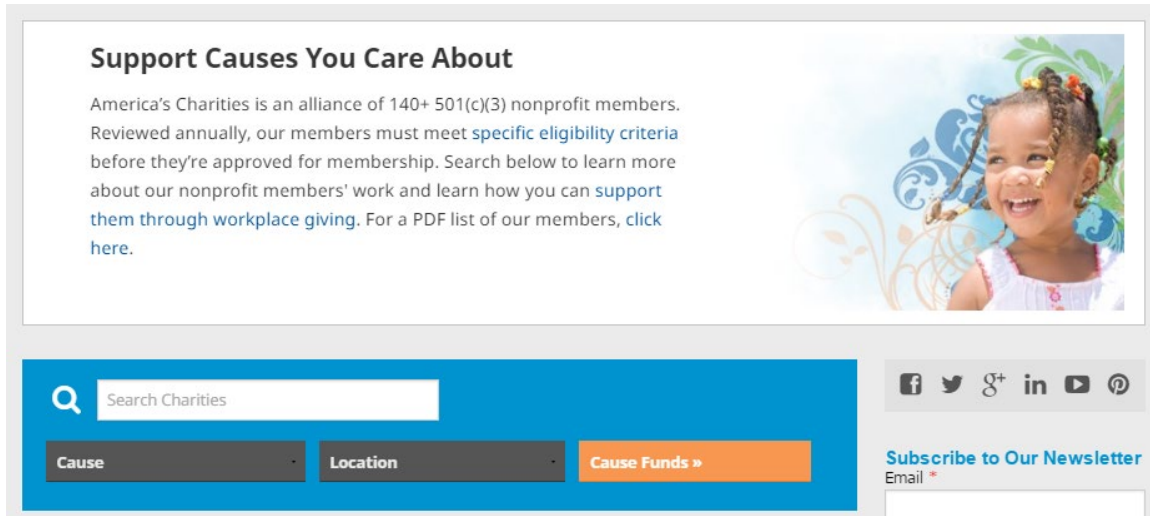
Need More Inspiration?

Here are some creative ways other members are promoting workplace giving and their relationship with America's Charities on their website:

- **Reading Is Fundamental:**
<https://www.rif.org/support-rif/ways-to-give>
- **Humane Society of the United States:**
<https://www.humanesociety.org/resources/give-work>
- **CureSearch:**
<http://www.curesearch.org/Workplace-Giving>
- **Thurgood Marshall College Fund:**
<http://tmcf.org/our-give/ways-to-give/workplace-giving>

Charity Profile

When people [search for charities on America's Charities' website](#) and click on your charity, they will see your charity profile. All members have their own charity profile on our website, which can be customized with whatever content you would like displayed.



The screenshot shows a charity profile page. At the top, there is a section titled "Support Causes You Care About" with a sub-header. Below this, there is a paragraph of text describing the organization's membership and search options. To the right of the text is a photo of a young girl smiling. Below the text and photo is a search bar with the placeholder text "Search Charities". Below the search bar are three buttons: "Cause", "Location", and "Cause Funds". To the right of the search bar are social media icons for Facebook, Twitter, Google+, LinkedIn, YouTube, and Pinterest. Below the social media icons is a "Subscribe to Our Newsletter" button with an "Email" field.

Charity Profile Elements

On the next page, we share an example of the different content pieces and ways we promote you via your profile. Elements that can be included in your profile include:

- Your logo
- Photo/video
- Fact or Statistic about your impact
- Social media, website URL, and charity identification numbers (EIN and CFC)
- Charity bio/summary
- Links to blog posts about you published on our website
- Your charity contact information

Each year around March/April, we update your profile with the new information your team has shared with us via the member application. At any time during the year, you can have information in your profile updated by contacting our Marketing team at Marcom@charities.org. We can usually have your profile updated within 3-5 business days.

How to Publicize Your Organization

There are a number of general promotional strategies you can employ to increase visibility of your efforts on a local and national level. One key to the successful creation of these materials is the clear, consistent reinforcement of your charity's goals and accomplishments. Analyze each opportunity for promotion – a special event, a personnel change, a significant contribution – to determine which of the following strategies would be best utilized:

- **News Release:**
Write to a local or regional news angle. Incorporate a bold headline that grabs interest without being too promotional. Succinctly summarize in the first paragraph the significance of your announcement and quote a senior level leader from your organization in the following paragraph.
- **Media Interviews:**
Pitch your spokesperson to local or regional television and radio programs, along with local or regional newspapers and magazines.
- **Public Service Announcements (PSAs):**
Broadcast television and radio stations are required, as part of their FCC license, to air PSAs. Develop PSAs for radio, television or even YouTube that highlight your charity's contributions to the community. Mention your easy-to-find listing under America's Charities.
- **Editorial Commentary/Letter to the Editor:**
Tailor your message to a recent community news event where your charitable efforts have made a positive difference.
- **Newsletters/Social Media:**
Focus on recent news and success stories.
- **Paid Advertising:**
Focus on most product markets. Keep in mind low-cost center outlets. Consider budgeting money to participate in America's Charities Fall Advertising Campaign which targets Federal and private sector workplace giving donors.

Press Release Templates

On the following pages are templates, including sample press releases you can use each year to promote CFC and workplace giving donations, and to share results.

Email/Newsletter/Blog/Social Media Messages

Your newsletter, blog, email and social media platforms are also great opportunities to reach out to your existing donors and the public about donating through the CFC and workplace giving.

On the following pages are templates, sample messages, and graphics you can use to inform constituents about workplace giving as a powerful way to support your charity.

Press Release Template #1: Promote Workplace Giving & the CFC

[CHARITY NAME] Credits Workplace Giving & CFC Donors for Giving \$_____ in 2021

[CHARITY NAME] Asks Donors to Help Raise \$___ in Effort to [what your charity wants to accomplish this year]

[CITY, STATE, DATE] – [CHARITY NAME] raised \$_____ in 2021, thanks to the generosity of employees who gave through employer-sponsored workplace giving campaigns and the government’s Combined Federal Campaign (CFC). These funds helped **[CHARITY NAME]** to **[state what your nonprofit was able to accomplish]** this past year, enabling **[CHARITY NAME]** to work towards our ultimate goal of **[state your nonprofit’s mission or vision]**.

[Insert quote from senior level leader from your organization]

Workplace giving is one of the most cost-efficient means of fundraising, empowering employees to support the causes that matter most to them through payroll giving, while providing charities like **[CHARITY NAME]** with a sustainable stream of income. Each year, workplace giving campaigns generate more than \$5 billion for nonprofits. While a growing number of employers are starting to institute employee giving programs that take place throughout the year, nearly 80% conduct their giving program during a finite period of time, usually in the Fall or during the holiday, according to America’s Charities [Snapshot Report, Trends and Strategies to Engage Employees in Greater Giving](#).

With the Fall and holiday season upon us, **[CHARITY NAME]** asks donors and employers to consider supporting our work through workplace giving programs and the CFC (*pledge to CFC#_____*). In the coming year, our goal is to **[state your goal/things you hope to accomplish]**, but our success will largely depend on funds donated by employees.

Companies interested in featuring **[CHARITY NAME]** through workplace giving or other corporate giving programs should contact **[provide name and contact info of your charity’s development officer]**. Additionally, you can find more information about implementing workplace giving programs by visiting America’s Charities’ website at www.charities.org. **[CHARITY NAME]** is a member of America’s Charities, a nonprofit organization that facilitates our participation in public and private sector workplace giving programs. Since becoming a member in **[year you became member]**, America’s Charities has helped us raise **[\$total cumulative amount you’ve received through workplace giving campaigns and CFC since becoming member]**. America’s Charities provides workplace giving and employee engagement solutions, and can help your company start a program that supports your organization’s social responsibility goals, while supporting **[CHARITY NAME]**’s efforts to build capacity and create greater impact in the community.

About [CHARITY NAME]

(Add information about your charity here)

Press Release Template #2: Share Your Results & Impact

Employees All Across the Country Come Out in Support of [CHARITY NAME]

Employee Donor Support Will Help [CHARITY NAME] [state what you'll be able to accomplish]

[CITY, STATE, DATE] – [CHARITY NAME] would like to thank employees who pledged their support through employer-sponsored workplace giving programs and the Combined Federal Campaign (CFC) this past Fall. Thanks to your generosity, [CHARITY NAME] will be able to work towards our goal of [state your nonprofit's mission or vision].

[Insert quote from senior level leader from your organization]

This year, [CHARITY NAME] plans to:

- [state what your nonprofit plans to accomplish]
- [state what your nonprofit plans to accomplish]
- [state what your nonprofit plans to accomplish]

None of these projects or programs would be possible without employee donor support.

Workplace giving is one of many ways employees and employers can show their commitment to [state your charity's cause]. While nearly 80% of employers conduct their giving program during a finite period of time, usually in the Fall or during the holiday, a growing number of employers recognize that giving can take place throughout the year, according to America's Charities [Snapshot Report, Trends and Strategies to Engage Employees in Greater Giving](#).

In addition to hosting employee giving programs that support our work throughout the year, other ways employees and companies can help [CHARITY NAME] include:

- [way to help #1 - volunteering]
- [way to help #2 - cause marketing]
- [way to help #3 - matching gifts campaign to support [CHARITY NAME]]

Companies interested in supporting [CHARITY NAME] through workplace giving, volunteering, and other corporate giving programs should contact [provide name and contact info of your charity's development officer]. Additionally, we encourage you to visit America's Charities' website at www.charities.org. [CHARITY NAME] is a member of America's Charities, a nonprofit organization that facilitates our participation in public and private sector workplace giving programs. America's Charities provides workplace giving and employee engagement solutions, and can help your company start a program that supports your organization's social responsibility goals, while supporting [CHARITY NAME]'s efforts to build capacity and create greater impact in the community.

About [CHARITY NAME]

(Add information about your charity here)

Sample Message #1 for Your Email/Newsletter/Blog:

Email Subject Line: One of the Most Powerful Ways to Support [CHARITY NAME]

We appreciate all the different way you contribute to our work, and that's why we want you to know about an easy, powerful way you can support us– through workplace giving.

[CHARITY NAME] is proud to be a member of [America's Charities](#), a nonprofit organization that facilitates our participation in hundreds of public and private sector workplace giving programs across the country, giving donors like you the opportunity to support us from where you work. Because [Workplace giving](#) is one of the easiest, most cost-effective ways to support [CHARITY NAME's] mission, it enables us to maximize the impact your donation makes.

Benefits of Giving Where You Work:

Workplace giving allows you to make automated tax-deductible gifts through weekly, monthly, or bi-monthly payroll deductions, which makes it:

- **Easy:** You can support us along with your other favorite charities from one platform, pledge different amounts to each charity, and have all of your donations automatically deducted from your paycheck. This also makes it easy to keep track of your donation information for tax season.
- **Practical:** A small percentage of your paycheck can make a major difference in our work around **[enter your cause]**. Giving through payroll deduction enables you to pledge a large amount of money once a year, while having that contribution divided into small increments that get deducted from your paycheck and distributed to us throughout the year. And since we'll know how much money you have pledged to us, we can plan how to use your donation more strategically and make a stronger impact.
- **Empowering:** Workplace giving empowers you and [CHARITY NAME]! Money donated through workplace giving provides us with "unrestricted funds," which means we have flexibility to spend the money on the programs and day-to-day operations that will best enable us to fulfill our mission.

This past year, [CHARITY NAME] **[insert a few bullet points on the impact you made thanks to donor support]**.

- **Impact #1**
- **Impact #2**
- **Impact #3**

None of this would have happened without your support, and you can see the amazing work we continue to do by connecting with our community on **[enter links to your social media sites, website and newsletter]**. We encourage you to learn more about supporting us through workplace giving at **[insert link to your web page about workplace giving]**.

Thank you!

Sincerely,
[insert signature]

Sample Message #2 for Your Email/Newsletter/Blog:

Email Subject Line: Help [CHARITY NAME] Raise \$__ to [state your goal]

Did you know you can donate to [CHARITY NAME] right through your paycheck? Yep! It's possible through workplace giving, employer-sponsored giving campaigns that allow employees to make regular donations to nonprofits like [CHARITY NAME] through their company's payroll system. [Workplace giving](#) is one of the easiest and most cost-effective ways for you to support [CHARITY NAME], and it enables us to maximize the impact your donation makes.

While an increasing amount of employers are starting to offer year-round employee giving, the majority hold workplace giving campaigns in the Fall or around the holiday season. With the Fall upon us, and the holiday season fast approaching, [CHARITY NAME] needs your help. In the coming year, our goal is to **[state your goal/what you hope to accomplish]**, but our success will largely depend on funds donated by employee donors like you.

How to Support Us Through Workplace Giving

- **Federal employees:** You can donate to [CHARITY NAME] by participating in the government's workplace giving campaign, the Combined Federal Campaign (CFC), and designate our CFC #[insert CFC number here – **America's Charities can help you identify your number**] as your charity of choice. Federal employees can give through the CFC each year between October - December. ***(If you're a Community First Member, include [information about Universal Giving Here.](#))***
- **Corporate employees:** Chances are your company already has a workplace giving program. Ask your employer how you can give at work and designate [CHARITY NAME] as your charity of choice. Plus, don't be afraid to ask your employer to match your gift. Often times, companies offer matching gifts as incentive for employees to participate, which means your \$500 donation to us could easily become as much as \$1,000! If your company does not have a workplace giving program, please ask your employee benefits director to contact [**provide name and contact info of your charity's development officer**], and point them to America's Charities' website at www.charities.org. [CHARITY NAME] is a member of America's Charities, a nonprofit organization that facilitates our participation in public and private sector workplace giving programs. They also provide employers a variety of workplace giving solutions.

This past year, [CHARITY NAME] **[state a major accomplishment]**. That would not have happened without support from workplace giving contributions. To learn more about how workplace giving works and more ways you support us, click here **[insert link to your web page about workplace giving]**.

Thank you!

Sincerely,
[insert signature]

Sample Social Media Messages:

Tips:

- When you can, be sure to tag America's Charities in your message so we can retweet/repost your message to our fans.
- To get around the character limit on Twitter, use graphics as a way to display longer statements about your impact.
- Try incorporate hashtags like #workplacegiving, #employeeegiving, and #CombinedFederalCampaign to target donors. The CFC uses #ShowSomeLoveCFC as their campaign hashtag. (NOTE: #CFC no longer works well as the European soccer league has claimed it)

Twitter:

By donating to **[Charity Twitter Handle]** through #WorkplaceGiving, you help **[insert way donation helps]** **[link to your press release or webpage about workplace giving]** CFC **[insert your number]** @AmerCharities

#ShowSomeLoveCFC choose **[Charity Twitter Handle]** CFC **[insert your number]** as your charity of choice **[link to your press release or webpage about workplace giving]** @AmerCharities

Did you know you can give to **[Charity Twitter Handle]** through #WorkplaceGiving? **[link to your press release or to your webpage about workplace giving]** @AmerCharities

#CombinedFederalCampaign help **[Charity Twitter Handle]** change lives. It's easy: **[link to your press release or webpage about workplace giving]** CFC **[insert your number]** @AmerCharities

Every donation matters! #Donate to **[Charity Twitter Handle]** **[link to your press release or webpage about workplace giving]** CFC **[insert your number]** @AmerCharities

Thank you for donating to **[Charity Twitter Handle]** through #workplacegiving & #CombinedFederalCampaign this year!

Facebook/LinkedIn/Instagram:

Last year **[Charity Name]** **[state something you accomplished]** thanks to donors who gave through #WorkplaceGiving and the #CombinedFederalCampaign. Keep the momentum going! Here's how to #GiveAtWork: **[link to your press release or webpage about workplace giving]** CFC **[insert your number]** @AmericasCharitiesFederation

Did you know you can give to **[Charity Name]** through #WorkplaceGiving & #CombinedFederalCampaign? It's easy: **[link to your press release or to your webpage about workplace giving]** @AmericasCharitiesFederation

Every donation matters! Please support **[Charity Name]** **[link to your press release or to your webpage about workplace giving]** via #EmployeeGiving #CombinedFederalCampaign @AmericasCharitiesFederation
(include graphic showing example of what different donation amounts help you achieve)

Thank you for donating to **[Charity Name]** through #workplacegiving & #CombinedFederalCampaign this year!

Graphics to post with Social Media messages:

(For Photoshop templates of these, please contact marcom@charities.org.)



Your donation matters!

Shape the future by giving through workplace giving and the CFC.



[insert your CFC number]

**Place Your
Logo Here**



[insert your CFC number]

**Place Your
Logo Here**



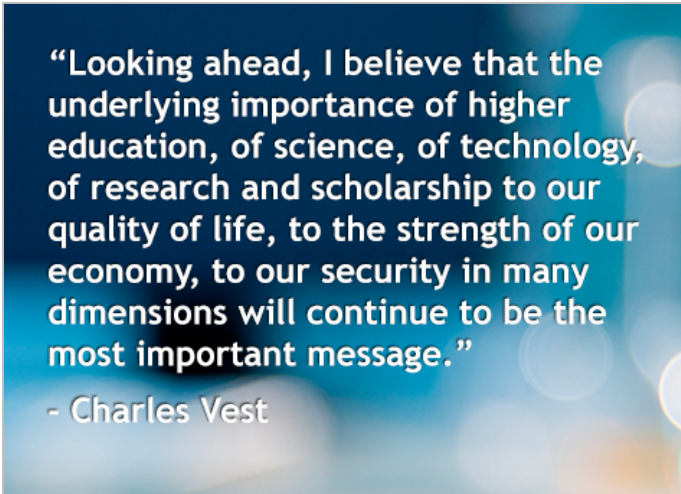
“We rise by lifting others.”

- Robert Ingersoll

Give at work.
Shape the Future.

**Place Your
Logo Here**

[insert your CFC number]



“Looking ahead, I believe that the underlying importance of higher education, of science, of technology, of research and scholarship to our quality of life, to the strength of our economy, to our security in many dimensions will continue to be the most important message.”

- Charles Vest

Give at work.
Shape the Future.

**Place Your
Logo Here**

[insert your CFC number]



All kids need is a little help,
a little hope, and someone
who believes in them.
- Magic Johnson

Give at work.
Shape the Future.

**Place Your
Logo Here**

[insert your CFC number]



**Healthy citizens are the
greatest asset any
country can have.**

- Winston Churchill



**Give at work.
Shape the Future.**

**Place Your
Logo Here**

[insert your CFC number]



*"Until one has
loved an animal,
a part of one's soul
remains unawakened."*

- Anatole France



**Give at work.
Shape the Future.**

**Place Your
Logo Here**

[insert your CFC number]



**"The time is
always right to do
what's right."**

- Martin Luther King Jr.

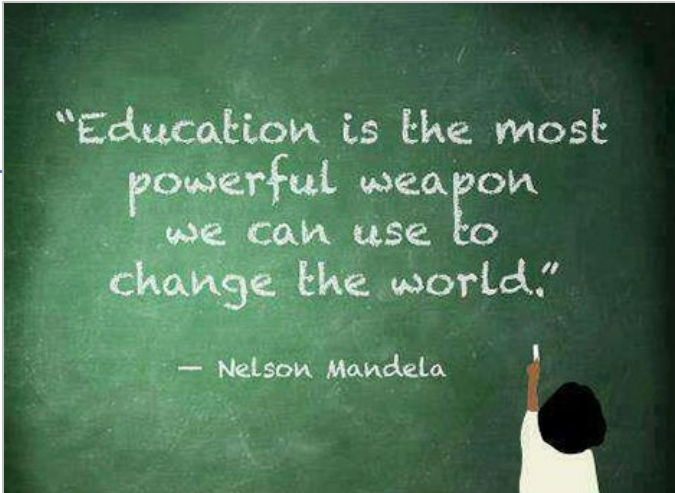


**Give at work.
Shape the Future.**

**Place Your
Logo Here**

[insert your CFC number]





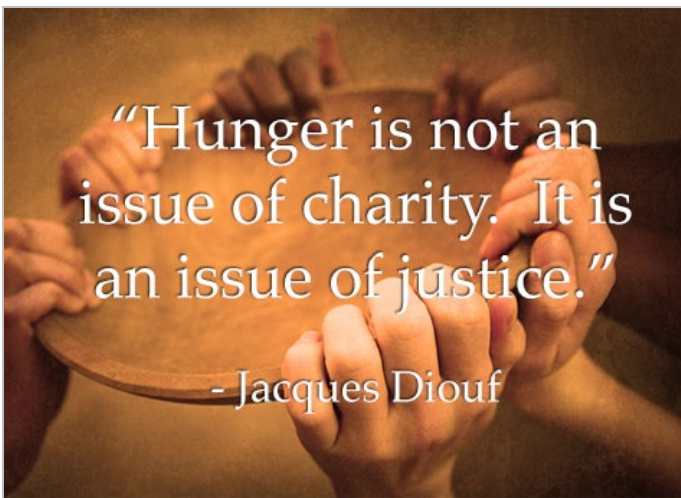
"Education is the most powerful weapon we can use to change the world."

- Nelson Mandela

Give at work.
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"Hunger is not an issue of charity. It is an issue of justice."

- Jacques Diouf

Give at work.
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Place Your
Logo Here

[insert your CFC number]



"The highest use of capital is not to make more money but to make money to do more for the betterment of life."

- Henry Ford

Give at work.
Shape the Future.

Place Your
Logo Here

[insert your CFC number]



Ways America's Charities Promotes You

America's Charities engages in a number of initiatives each year to promote our members in the Combined Federal Campaign, State and Local public sector campaigns, and private sector workplace giving programs across the country. For examples and additional member promotion opportunities and information, view our "Member Marketing, Promotion, and Advocacy" overview at

<https://www.charities.org/members/toolkits-tips-guides>.

Free Promotion (Included as part of your membership):

- 1. Cause months and National Events: (no action necessary from you)**
 - Each year we put together an editorial calendar of major cause awareness days and months, which we'll be celebrating and using to call specific attention to each of our members.
- 2. Member Facts/Stats/Dollar buy examples and Success Stories: (no action necessary from you)**
 - In our membership application, we ask your team to share things like dollar buy examples and stories of impact with us. If your team has provided those items with us through your application, we will pull from that information and use it to promote you throughout the year as appropriate.
- 3. Blog post: YOU MUST REQUEST TO BE FEATURED!**
 - On our member application, there is an option for your team to express interest in our blog series. If your team has expressed interest, you will hear from our marketing team on next steps for getting your blog post set up and scheduled.
- 4. Events/Accolades Specific to Your Organization: YOU MUST REACH OUT TO US!**
 - If your organization celebrates a special awareness event that is specific to your organization or has a special event you'd like us to promote, please reach out to our team with details and we'll work directly with you to coordinate efforts.
- 5. Charity Profile:**

As a member, you automatically get a profile which donors can view on our website [https://www.charities.org/charities list](https://www.charities.org/charities_list). Our team updates your profile once every year (typically between March-April) using the information your team provided in your member application. If there is something specific you would like posted in your charity profile, please contact our team.

Advertising Opportunities (Exclusively available to members, but costs additional money)

Annual Member Advertising Campaign: (registration typically opens in April each year)

Exclusively available to America's Charities members, our annual Member Advertising Campaign, which runs during the peak giving season (typically between September - December), is an awareness campaign designed to reach active-duty military and Federal employees, as well as private sector employees across the United States. America's Charities purchases multiple types of media in bulk volume and then bundles that media space into three tiered advertising packages, designed to meet members' various budget levels. Acquiring media in volume allows America's Charities' members to achieve better overall pricing on multiple types of media that members otherwise might not be able to afford on their own. We offer three tiered advertising packages with prices typically ranging between \$3k-18k. To learn more about the member ad campaign visit:

<https://www.charities.org/advertising>

Year-round Marketing Opportunities

News on Our Website & Newsletter

CSR Newsletter:

America's Charities uses our "CSR Newsletter" to share blog posts from our website (including those featuring your organization), along with tools and resources regarding best practices and trends on employee engagement, workplace giving, nonprofit-corporate partnerships, nonprofit fundraising, and social responsibility to our list of 3,000+ subscribers. To subscribe to our newsletter, sign-up at <https://www.charities.org/connect-us-online>

Social Media Exposure

America's Charities utilizes a variety of social media platforms to share information about our work, as well as our member charities' news and impact to 8,000 fans on the following platforms:

- **Facebook:** <https://www.facebook.com/AmericasCharitiesFederation>
- **Twitter (@AmerCharities):** <https://twitter.com/AmerCharities>
- **LinkedIn:** <https://www.linkedin.com/company/america's-charities>
- **YouTube:** <https://www.youtube.com/user/AmericasCharities>
- **Instagram:** <https://www.instagram.com/americascharities>

Charity Impact Stories & Dollar Buy Statements

America's Charities uses corporate clients' workplace giving programs as a way to share our members' impact to employee donors. Having examples and stories of your organization's impact promoted through employee-giving sites is one of the closest touch points you can have with a potential donor before they make a decision about which charities to support.

Additionally, our clients, other companies we partner with, and State and Local campaign coordinators are always asking us to provide "dollar buy" statements they can share with employees. Ranging between \$1 - \$1,000, dollar buy statements give donors and idea of what their donation will help charities like yours accomplish.

Submit a Story or Dollar Buy Statement to us:

We request this information from you when you submit your membership application, but anytime during the year, you can send us stories and dollar buy statements. Your story can be as simple as just a paragraph or two, or can also include a video or photo. We are also open to receiving other resources your team has for us to share with our workplace giving clients. Email your stories and dollar buy statements to marcom@charities.org.

Charity Fairs, Speaking Engagements & Promotional Items

From late August through the end of December, hundreds of public and private sector charity fairs take place. Hosted by private sector employers and government agencies as a way to encourage employees to participate in workplace giving, charity fairs are an excellent and unique opportunity to promote your organization's work directly to potential donors.

In addition to attending as many charity fair events as you can, we encourage your organization to send promotional items to America's Charities for use in the following situations:

- Employers are always asking us to send them promotional items from our members to use at their various employee-giving events. Promotional items are a great way for your organization to have a presence at company events all across the country, helps your charity stand out from the rest, and creates top-of-mind awareness among employees deciding which charity(ies) to support.
- When America's Charities attends charity fairs, we have a table where we display promotional items from all of our members. As employees pass by our table, they will grab your promotional item, and in many cases that promotional item will be a conversation starter. This is one of the ways we represent you when your organization is not able to be present at an event.



Each year, America's Charities' Client Engagement Solutions team will reach out to you about promotional items and attending charity fairs. To learn more about the process of being invited to attend charity fairs, and for tips on what promotional items work best, contact our team at ClientSolutions@charities.org or 703-674-4953.

Charity Fair & Speaking Engagement Advice

Most private and public campaign activities include employee fairs, agency kickoffs and speaking engagements. Make the most of these opportunities by downloading the following tips from our Member Resource Center:

<https://www.charities.org/members/charity-fair-promotional-items>

Member Events & Webinars

Collective Impact Conference (June)

NOTE: Due to the pandemic and ongoing precautions, our plans for the next in-person Collective Impact Conference are currently on hold. We will continue holding our annual Member Meeting virtually each year (typically the first or second week of June).

The America's Charities Collective Impact Conference, which encompasses our annual Membership Assembly in the morning, is a free event in Washington, D.C. that brings together America's Charities' nonprofit members, private and public sector employer clients, and partners who have a shared commitment to tackling real-world challenges through workplace giving.



Offering an innovative, safe space for cross-sector collaboration, the Collective Impact Conference allows participants to explore ways to engage in the business of giving back through workplace giving, employee engagement, and related areas of philanthropy.

Members receive email communications about the Membership Assembly, and can also find up-to-date information, along with videos on our website at <https://www.charities.org/collective-impact-conference>.



Webinars & Training

Throughout the year, America's Charities hosts webinars designed to keep our members informed and competitive in regards to trends and events impacting the nonprofit industry. We also provide special training on subjects ranging from the membership application to ways to leverage resources and tools provided by America's Charities. In addition to receiving email notifications, you can also check for upcoming or past recordings of events at www.charities.org/events. We also post member-only webinar recordings on our Member Resource Center at <https://www.charities.org/members/video-library>.

Reports & Pledge Data

As employees donate to nonprofit organizations through workplace giving campaigns managed by America's Charities and through CFC/State/Local campaigns, we make that information available to nonprofits via the following reports, accessible 24/7 from the reports section of the Member Resource Center. Use the login credentials assigned to your nonprofit. For help with your nonprofit's login credentials, please contact America's Charities' Client Solutions team at ClientSolutions@Charities.org.

To access reports, visit the following page at our Member Resource Center:
<https://www.charities.org/members/pledge-donor-reports>

Most of the reports featured on our old PledgeFirst site translate directly to our new reporting system:

- **Donor Detail Report** is the replacement for Pledge and Donor Report and gives an overview of all donors who pledged to your organization. This report contains information on who made the donation; the amount pledged; the campaign; the payment type and any notes.
- **Donor Acknowledgement Report** – is the same as Donor Acknowledgement Report in PledgeFirst. This gives an overview of donors who have opted to receive an acknowledgement/thank you from your organization.
- **Campaign Summary** is the replacement for the Pledge Summary Report, viewable by campaign year to see summaries of campaigns and amounts.
- **Distribution Summary Report** is the replacement for both the Distribution Report and Member Distribution Report. This combined report gives data per distribution. To pull a report for a particular distribution, you will need to plug in the Distribution ID number, found on your check stub or EFT transfer.
- **Distribution Donor Detail Report** is a new report that will allow you to search by Distribution ID number to view donor detail for each distribution America's Charities makes to your organization.

Should you have any questions related to distribution or accessing our reporting system, please reach out to our Help Desk, help@charities.org. For questions related to the CFC program or membership with America's Charities, please email clientsolutions@charities.org.

How to Organize Employee Donor Data in Your Nonprofit Database

- **Download Donor Information Monthly:** While the majority of new donor data becomes available February – June, new information continues to arrive throughout the year.
- **Tag Donors as Workplace Giving Donors in Your Database:**
 - Mark by campaign type (CFC, State/Local, Private Sector) so you can tailor your message, including your CFC# when appropriate.
 - Any email addresses from CFC donors containing .gov or .mil belong to Federal employees. Flag these as “Do Not Solicit” to ensure you don’t break any CFC solicitation rules.
 - You are prohibited from selling or lending donor information you acquire from reports provided by America’s Charities.

Employee Donor Tax Receipts

A question we often hear from nonprofits is, “Do we have to provide donors with a tax receipt or do you handle that?”

Immediately after an employee donor pledges through a workplace giving campaign managed by America’s Charities, an auto-generated receipt is provided to that employee donor.

Additionally, America’s Charities works with its corporate clients to provide employee donors PDF copies of their tax receipt closer to tax time. We also supply a quarterly email (to donors who subscribe) containing an update of how much of their workplace giving pledge has been distributed to the nonprofit(s) they supported. This quarterly distribution email, as well as a thank you note from your nonprofit, also can be used for tax purposes. As a precaution, we do advise donors to consult with their tax preparer for more details.

Thanking & Soliciting Employee Donors

[Nearly 3 out of 4 new donors leave and never come back.](#) That doesn't have to be the case for your nonprofit. Since rules and best practices for communicating with private sector and government donors can be a little confusing, here are important rules, communications timelines and tips to help you retain and engage workplace giving donors.

Rules and Best Practices for Communicating with Federal Employees

Who:

The Office of the Combined Federal Campaign (CFC) does NOT release any information about Federal employee donors unless the donors have specifically authorized the campaign to do so. Therefore, your nonprofit should only solicit and thank federal employee donors who have supported your organization and authorized the CFC to share their contact information with your nonprofit. In some cases when selecting whether or not they want to be acknowledged by your nonprofit, Federal employees will provide their government email address (.gov or .mil) rather than their personal email address. Due to strict CFC solicitation rules, we strongly recommend that your nonprofit play it safe and tag .gov and .mil email addresses as “Do Not Solicit” in your database.

When:

To avoid converting a workplace giving gift to a one-time donation, please make the ask for continued support right before CFC campaign season, which normally runs from between September and December.

How:

While you should refrain from soliciting Federal employees with a .gov or .mil email address, be creative with how you solicit and communicate with other Federal employee donors who have shared their contact information with you.

CFC's OPM-Approved Pilot Program: C.A.R.E.

In 2014, the CFC started a pilot program called the Charity Auto-Response Element (C.A.R.E.). This program is designed to connect charities to donors by generating automatic notification thanking donors that give online to your organization.

How it works is when donors pledge online they automatically will receive an email message with a one-paragraph “thank you” statement and summary of your organization's plans for using donor contributions. Please note that currently this is still a one-way communication from you to the donor. Campaigns will NOT release any information about these donors unless they (the donors) specifically authorize the campaign to do so.

This action will give CFC donors a better understanding of your cause and how you intend to use their contributions.

America's Charities Nonprofit Member Perk

America's Charities provides one-on-one consultation with its member charities interested in participating in the C.A.R.E. program to ensure their "thank you" letter meets all stated criteria outlined by OPM, as well as communicates effectively the mission of the organization and intended use of the donation.

Here are some basic "Do's" and "Don'ts" to consider when writing your C.A.R.E. paragraph, along with an example statement:

DO:

- Thank the donor right away.
- Express your enthusiasm for being part of the Combined Federal Campaign.
- Make it personal—the message should come from your CEO, Board Chair or equivalent, not from "the organization."
- Briefly describe recent accomplishments.
- Briefly describe plans for using donor's contribution in the upcoming year.
- Use concrete examples.
- You may also wish to thank the donor for being a public servant to our nation.
- CAREFULLY PROOFREAD your statement for spelling, punctuation, grammar, etc. Remember, this statement will reflect the professionalism of your organization. CFC officials may not be able to edit every statement.

DO NOT:

- Solicit additional donations or encourage the donor to give outside of the CFC. If such solicitations are found, they will be removed.
- Ask the donor to provide his/her contact information.
- Ask the donor to contact you.
- Exceed the 1,000 character limit. Any words after that limit has been met will not be included in your C.A.R.E. paragraph.
- Submit photos, videos, or any hyperlinks.
- Include your website address (URL). We have that information on file and will automatically include it for you, so donors can visit your website to learn more.

Example C.A.R.E. Statement:

Dear Donor,

Thank you so much for your generous donation to [name of charity]. Your contribution will help us provide [type of service] that will result in [impact statement].

Over the past year, [name of charity] has accomplished [statement about the results of your work and its impact]. With your gift and those of other Federal workers, we will continue our dedicated work to do [purpose].

On behalf of all of us at [name of charity], we thank you for your contribution and we thank you for your continued public service.

Sincerely,

[Name of person at charity]
[Title]

Communicating with Private Sector Employees and Government Employees:

Best Practices & Ideas

- When soliciting to employee donors, do not solicit them with the same message and appeals you use with traditional, one-time donors. Doing so could hurt your fundraising results, turning a workplace giving donor who gives \$500 to becoming a one-time \$50 donor instead.
- Be creative and think big! Soliciting employee donors does not have to be restricted to communication methods like newsletters and direct mail. You can use social media (paid and organic), your blog, or even purchase advertising space from your local newspaper, transit (metro/bus), military/Federal publications, and 3rd party website banner ads. If you are an America's Charities nonprofit member, take advantage of discounted advertising opportunities by participating in our Fall Member Ad Campaign (www.charities.org/advertising).
- Increase your share of workplace giving donors by leveraging your Board Directors and corporate partners. They want to help your cause, so ask them to start a workplace giving program at their company and to feature your nonprofit, to help you gain access to more employee donors. If you need a workplace giving technology solution and assistance implementing a program, contact America's charities at www.charities.org/requestinfo.
- Feature your CFC# and workplace giving as a way to give on your website. A lot of donors are traditional, one-time donors simply because they aren't aware they can support you through workplace giving. Use your website to

educate them about what workplace giving is and how they can participate (as a private sector or Federal employee).

Communications Timeline

Thanking donors is only the first step. Donors want assurance their gift is reaching your nonprofit and being put to good use. To keep your donors appreciated, informed, and connected:

Immediately:

- Thank donors as soon as you receive acknowledgement information.
- Don't ask for more money though; keep your message tone appreciative and filled with examples of how their contribution will make an impact.
- "Thank you" notes are an opportunity to move donors along a relationship continuum. Encourage them to subscribe to your newsletter and connect with you on social media. This will give you a way to reach them more frequently with updates about the difference you're making in the community and other ways they can get involved (i.e. volunteering).

August-September:

- Send reminders to your existing workplace giving donors to thank them for past support and ask them to continue supporting you in their upcoming workplace giving campaign.
- Include an example of how their support will help you meet your goals for the upcoming year, or share a personal story of someone you helped by your nonprofit.

October-November:

- Send 2nd reminder to donate to you through workplace giving. Keep the message fresh by including a different example of impact or personal story than you used in your August-September letter.

Year-round:

Keep in touch with donors to let them know how their gift is making an impact:

- Appeal to their emotions with success stories
- Tell them about volunteer opportunities or events they can attend to see your work in action. According to our [Snapshot Employer Research](#), volunteering is an on-ramp to full employee engagement.
- Educate them with facts and statistics related to your cause
- Make it easy for them to advocate for/or share information on your behalf
- Send them a copy of your annual report

Sample “Thank You” Letter #1:

Dear **[donor name]**,

Thank you for your kind donation. Your caring support of **[non-profit name]** will make a great difference **[briefly describe how it will make a difference]**.

Your gift is already being used to pay for **[give example of how their donation might be used]**. Just **[list a dollar amount]** provides a full month’s **[explain what the \$ amount will provide in a month or some other period that is easy to comprehend]**.

Thank you again for your compassionate support. We hope that you will continue to partner with us in our commitment to **[state your commitment here]**.

With warm regards,
[Your charity signature line]

Sample “Thank You/Reminder” Letter (to CFC Donors):

Dear **[donor name]**,

Community leadership takes many forms. **[CHARITY NAME]** is fortunate to have generous supporters like you who have answered the call for leadership by making significant contributions through the Combined Federal Campaign (CFC) that support our nonprofit’s mission of **[state your mission]**.

This year’s CFC is about to start and we hope you’ll consider making your tax-deductible gift to **[ENTER CHARITY NAME, CFC NUMBER]** by **[DATE]**. Your support will help us:

(Below include specific information that demonstrates your impact.)

- What does your program do?
- How many people serve?
- What are your goals for **[Year]** and beyond that these donations will make possible?

Thank you for your past and continued support. Every donation matters! We encourage you to discover more about the impact your support has on our work by visiting our website at **[CHARITY WEBSITE URL]**.

Sincerely,
[Your charity signature line]