



CFC & Workplace Giving Promotion Guide

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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)

- Over the past 56 years, Federal employees and members of the uniformed service have pledged more than \$8.3 billion to charitable organizations locally and around the world through the Combined Federal Campaign (CFC).
- Approximately 4 million federal employees (civilian, military, and postal workers) 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 take place between September and January each year.
- 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

- These are 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 over 100 State and Local Campaigns in 22 states (and growing), 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 thousands of employees in nearly 150 private sector campaigns each year.

Promoting Workplace Giving 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 Portal.

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. If you are a Community First member, visit our [Member Portal Resource page](#) for sample messaging about Universal Giving to include 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 and postal workers. **[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. To find your local CFC office, visit: <http://www.opm.gov/combined-federal-campaign/find-local-campaigns/locator/>

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://prod.rif.org/support-rif/ways-to-give>
- **Human Rights Campaign:**
<http://www.hrc.org/support/workplace-giving>
- **Make-A-Wish:**
<http://wish.org/ways-to-help/giving/workplace-giving>
- **CureSearch:**
<http://www.curesearch.org/Workplace-Giving>
- **Thurgood Marshall College Fund:**
<http://tmcf.org/our-give/ways-to-give/workplace-giving>



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 2017

[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 2017, 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 over \$4 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. In 2017, the CFC used #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/Google+:

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 Twitter Handle]** 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**



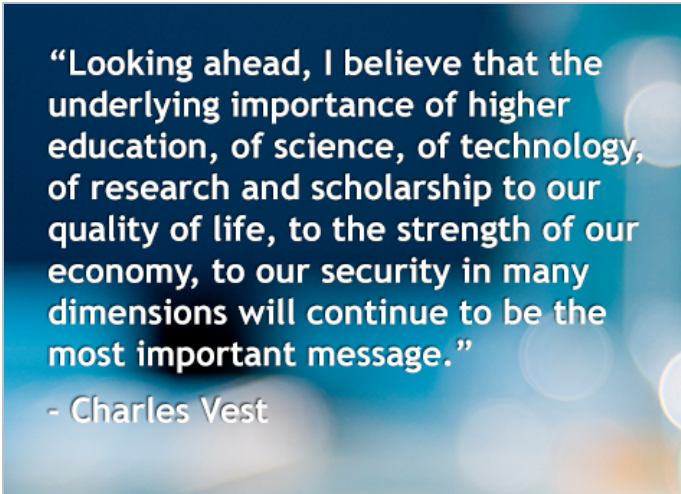
“We rise by lifting others.”

- 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.

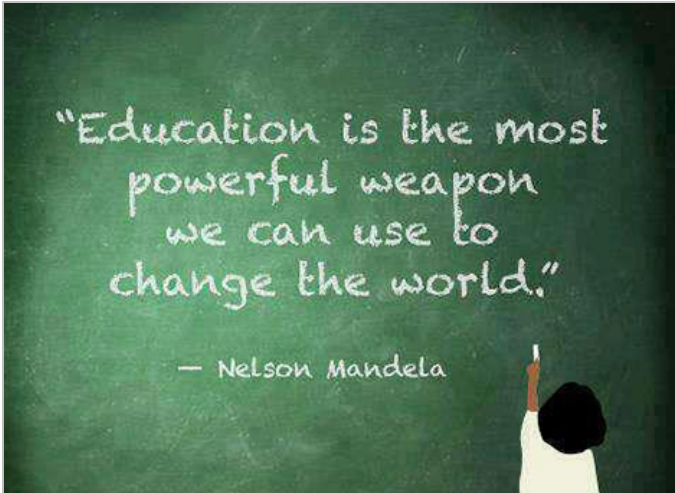


**Give at work.
Shape the Future.**

**Place Your
Logo Here**

[insert your CFC number]

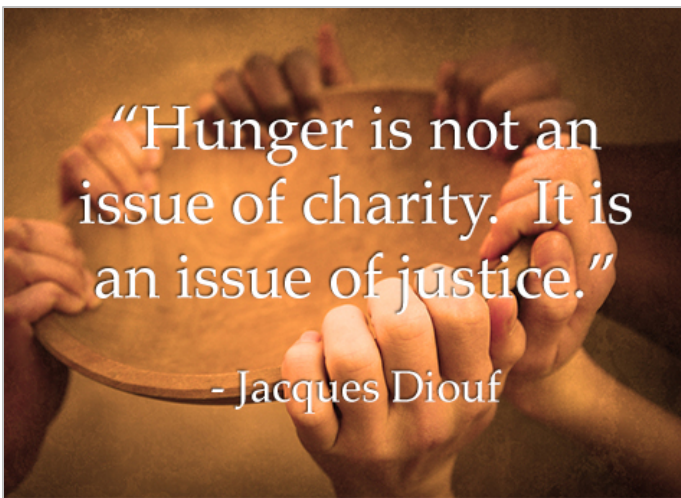




**Give at work.
Shape the Future.**

**Place Your
Logo Here**

[insert your CFC number]



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

**Place Your
Logo Here**

[insert your CFC number]



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

**Place Your
Logo Here**

[insert your CFC number]



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 runs from September 1st through December 15th.

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 Snapshot 2015, 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 December 15, 2018. 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 2018 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]

CFC Logos and Marketing Resources

The following resources should be used to align your charity's brand and communications strategy with the CFC's branding, messaging, and promotional initiatives.

- [CFC logos, print materials, and planning documents](#)
- [2018 CFC "Cause of the Week" Calendar](#)

CFC Volunteerism & Pledge Process: How it Works

Pledging Money

[Click here](#) for a step-by-step outline of the CFC donor pledge process.

Pledging Volunteerism

How it Works:

The CFC Online Pledging System identifies approved local, national and international charities which offer volunteer opportunities to donors. The System highlights charities accepting volunteers with an icon of a helping hand. Donors who wish to pledge volunteer time can search the charities that offer volunteer opportunities and indicate the number of hours they would like to pledge to the charities of their choice. As has been the case throughout the CFC program's history, donors may also continue to make monetary pledges to any approved CFC charity regardless of whether volunteer time is pledged to the organization. Donors are not able to pledge time via the CFC to charities that are not approved to participate in the campaign.

Coordination of specific volunteer opportunities and fulfillment of volunteer pledges will occur outside of the CFC Online Pledging System between the donor and the charities to which volunteer time is pledged:

- If an employee releases his or her name to a charity where they plan to volunteer, then the charity may contact the employee.
- If not, then the employee will have to take the initiative and contact the charity directly after the CFC pledge is made to follow up on their plan to assist.

Tips/Advice:

When CFC donors find your charity through the CFC Online Pledging System, they will see a pop-up box similar to the screenshot below, which includes a link to your website where they can learn more about your work.



If you offer volunteer opportunities, we recommend placing a callout banner/block on your homepage, or on your designated volunteer web page, that specifically targets CFC donors. On your volunteer page, we recommend explaining to CFC donors how the volunteerism pledge process works and encourage them to release their contact information so that your team can initiate next steps with them. Volunteerism is very new for the CFC and so donors will need educated on how the volunteer process works. We encourage you to copy the "How it works" content section above and personalize it for use on your charity's website.