

## 2016 Southeastern Michigan Area Combined Federal Campaign

**The Path to Success** –While not all Federal facilities utilize all of the following techniques, these practices can serve to reinvigorate the CFC and educate/motivate Federal employees about participating in the campaign:

- **Coordinator and Keyworker Training**-Educating campaign volunteers about CFC, the mechanics of making a gift, what individual donations can mean to people in need and how to answer commonly asked questions is key to the success of any agency campaign plan. In turn, they are then prepared to educate their co-workers about the benefits of participating in CFC.
- **Kickoff Rally**-A fun and exciting event to begin the campaign builds enthusiasm, allows the campaign leadership to share goals, timelines and process and provides your Agency Head an opportunity to show their support for the campaign.
- **Employee Group Meetings**-Holding brief departmental, group or shift level meetings to share the CFC story, view the CFC video and answer questions begins to fill the knowledge gap for newer employees and to rekindle the spark for CFC participation in more seasoned workers.
- **One-to-One Solicitation**-The single most effective way to increase employee participation is to recruit sufficient numbers of keyworkers and to provide them enough release time to ensure that each employee is *personally* asked to consider making a donation. Remember, “People give to people.”
- **New Employee Solicitation**-Consider recruiting newer employees with a passion for CFC to your campaign team. Have these new recruits approach fellow new employees to share the CFC story and why they feel, even as a new employee, that participation in the campaign is important.
- **Agency Speakers and Fairs**- Agency speakers and displays/exhibits are available for Campaign gatherings and events, either individually or in groups. An agency fair featuring staffed displays from charitable organizations can go a long way toward informing employees about CFC. Speakers can share with employees exactly how donations through CFC provide vital services to people in need.
- **Online Giving Kiosks/Donation Stations**-Consider establishing computer “kiosks” or “donation stations” in key locations within your workplaces to allow employees the opportunity to donate online or to make a paper pledge. These locations could be staffed by CFC campaign volunteers during high traffic periods, following group meetings or during agency fairs and will also serve to increase the visibility of your campaign.
- **Employee Communication**- On-going communication related to campaign events, progress toward goals and reminders of the importance of each donation, no matter how large or small, are key elements to the success of the campaign.

Please consider adding some of these practices to your campaign plan.

Thank you for supporting CFC!