

7 STEPS TO A SUCCESSFUL CAMPAIGN

Enthusiasm, creativity and planning - those are the main ingredients for running an exciting and educational Combined Federal Campaign. Your efforts will help people who really need help. You'll find the following seven steps helpful in coordinating a fun and successful campaign.

1. CONFIRM AGENCY HEAD SUPPORT

- Obtain your agency head's personal commitment and support. For best results you'll want him or her to:
- Review past performance and endorse the goal.
- Endorse the campaign personally at employee events.
- Provide time and resources for planning meetings, training, agency tours, and employee events.
- Send a letter to management explaining your role as Agency Coordinator.
- Encourage contributions at the management level.

2. DEVELOP A PLAN

- Review past campaigns to determine strengths, weaknesses, problems and opportunities.
- Meet with the previous CFC Agency Coordinator, and/or PCFO, to help you analyze agency history and to update you on present campaign procedures.
- Develop a campaign strategy and timetable.

3. RECRUIT YOUR CAMPAIGN TEAM

- Select key people from various departments to assist you, making sure you have representation from both labor and management. Look for people who relate well to fellow employees, who already support the campaign, and who will participate enthusiastically.
- Recruit a co-coordinator: This person will then be ready to provide leadership next year.
- Take your team on a tour of a campaign-sponsored charity. (CFC Staff and Local Federal Coordinating Committee can assist in this.)

4. PROMOTE AND EDUCATE

- Select Campaign Coordinators.
- Encourage Campaign Coordinators, Representatives, or others to receive training.
- Feature information about the CFC in newsletters, on bulletin boards, e-mail, web site, etc.
- Consider holding an agency kick-off special event to start your campaign.
- Motivate and inform employees by showing video or inviting agency representatives to speak at your events. It may be helpful for employees to tour agencies receiving campaign funds. All of the above can be arranged by calling an agency directly or through your PCFO.

5 ASK FOR THE CONTRIBUTIONS

- Personally contact each employee (100% ask).
- Hold brief, lively, and informative employee briefing sessions.
- Collect all Contribution Forms.

6 REPORT CAMPAIGN RESULTS - Nov. 17, 2008

- . Periodically report results so that employees can see campaign progress.
- . Contact your PCFO for additional campaign reports.
- . Analyze campaign results to determine whether objectives were met. Produce a summary report for next year's campaign.

7. SAY THANKS, AGAIN, AND AGAIN

- Thank employees, committee members, and volunteers for their participation and support.
- Display-Publicize final campaign results in news letters/posters/thermometers ... send Thank You letters, and publicly present campaign awards to organizations and individuals.