

EMPLOYEE GROUP MEETINGS & RALLIES

An effective rally doesn't have to be long or complex. The main goal of any CFC meeting or rally should be to provide your fellow employees with the tools and information they need to make an educated decision about giving to the CFC. One of the best opportunities to present on behalf of the CFC is during a regularly-scheduled staff meeting or annual event.

Suggested Agenda for a CFC Employee Meeting/Rally:

Optional: Use a game, contest, activity or other entertainment to build enthusiasm at the beginning of the meeting.

<u>Duration</u>	<u>Activity</u>	<u>Presented by</u>
2 min:	Opening Remarks Personal Endorsement Announce Agency's Goal	Manager Leadership and/or Labor Rep
2min:	CFC Overview Brief History of the CFC Key Dates of Campaign Campaign Special Events within your agency	Campaign Coordinator
4min:	CFC Video	CFC Staff/Loaned Executive
5min:	Presentation	Speaker (federal employee Helped by CFC charity or a testimonial by nonprofit organization)
5min:	Questions and Answers	Campaign Coordinator, Loaned Executive, or CFC Staff
2min:	Discuss Pledge Options	Campaign Coordinator
2min:	Ask for Pledge, Thank Employees	Campaign Coordinator

Optional: Continue entertainment, conclude contest, award door prizes, etc.

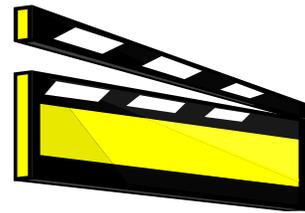
Meeting Close: **Collect completed pledge cards** Campaign Coordinator / **Canvasser**

Helpful Tips:

- Be sure to leave time for fun, food, games and the completion of pledge forms.
- Have pens and pledge cards ready for easy distribution.
- Make sure you have access to the Charity Catalogs or CFC Website so employees can select the non-profit organization(s) that they wish to designate to.

SAMPLE CAMPAIGN COORDINATOR SPEECH

(Speech #1: CFC Video Screening Remarks)



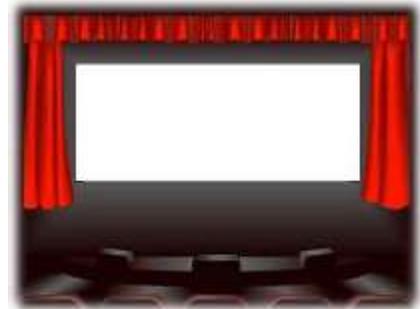
Introduction:

This year's campaign theme is "**SHOW SOME LOVE.**" In the next few minutes our campaign video will show you how Heartland CFC shows love by supporting their favorite causes within our community.

Past contributions have funded medical research, improved our environment, fed the hungry in our community and assisted families dealing with a variety of medical situations. Your generosity has provided lodging to battered women, delivered meals to homebound elderly, taught adults how to read, and supported shelters for homeless animals. As federal employees we have touched so many lives over the years. But the need continues. There are still many people who need our assistance to turn despair into hope and they are counting on us for that support.

Thank you to all who have supported the CFC throughout the years. This video will highlight the impact you make with your donation, no matter the size.

Show the CFC video now....



Closing:

Your donation through the CFC can have a huge impact on the charities and services that you care most about. As you saw in the video, when you give through the CFC, you can improve the lives of people throughout the entire world, but most importantly, you have the power to help people right here in your local community. Your contribution is critical to the continued success of countless agencies that help all of us when we are most in need.

I invite you all to take the power into your own hands and help make this world a better place through your continued giving to the Combined Federal Campaign. Payroll deduction will increase the impact of your donation and spread your donation out over the entire year. You can also make a one time donation by cash or check.



I thank you all for taking the time to attend this meeting today. As you continue with your day, remember that you **alone have the power to Show Love to others by donating through CFC.** What cause are you passionate about? Why not contribute to a CFC charity that supports your cause?

Also, please share your passion with all of Heartland CFC. Post your pictures on the Heartland CFC Facebook or on your Facebook page

(#ShowSomeLoveHeartland). Let's see how many pictures can be represented from our agency by the end of the campaign.

SAMPLE CAMPAIGN COORDINATOR SPEECH

(Speech #2: Introducing the Campaign)

One of the most important things you will communicate to your co-workers is the benefits of giving through the CFC. It is also vital that each employee knows the impact they make through their gift.

Speech Outline

- Greet everyone and thank them for attending.
- Give a brief overview of the CFC.
- Explain how the campaign works, both on the larger scale and within your own agency.
- Tell a personal story, if you have one, about help received from a CFC charity.
- Review the campaign charity catalog and highlight where to locate local, national and international charities within the catalog.
- Remind donors of the incentive(s) available at specific donation levels. Be sure to notify employees of the removal of all other incentive items in a positive, helpful manner.
- Give step-by-step instructions for filling out the pledge form.
- Ask for contributions, either through payroll deduction or a one-time gift.
- Offer one-on-one assistance in filling out the pledge card if needed.
- Collect Pledge Cards.
- Say THANK YOU!

