

Combined Federal Campaign Leadership Support

Departments and agencies with visible leadership support for the CFC historically outperform those without, resulting in more funds raised for those in need. Here are a few examples of how you can make the 2024 campaign a success:

Support & Promote

- **Send** our pre-written email templates at strategic points during the campaign (kickoff, Giving Tuesday, final week).
- **Share** CFC-related content (provided) on official social media channels.
- **Film** a PSA or write an article for your agency newsletter or intranet site (templates available).
- **Attend** and speak at CFC events.



Always
ensure a
voluntary
campaign -
no coercion!

Motivate & Endorse

- **Make** the first pledge of the campaign at an event, via livestream, or by sharing a photo of the occasion.
- **Ask** all managers to endorse the CFC and recruit campaign workers.
- **Set** an overall dollar goal and track the progress weekly against that goal during staff meetings.
- **Implement** a creative challenge to your employees (e.g., agree to take a pie in the face or grant a day off when certain milestones are achieved).

