



2018 Charity Outreach Program: Engaging the Federal Donor

Engage potential donors by incorporating these tips into your marketing and outreach strategies:

CFC Events

- Attending CFC events when invited is critical! This is your chance to speak with generous federal employees face-to-face, share your success stories, and distribute information about the work your organization does.
- Review the “Rules for CFC Event Participation” for specific guidelines on what to and what not to do when attending CFC events.

Materials

- Print your 5-digit CFC code on all of your materials and display it prominently on your website.
- Use the *Show Some Love* theme in your own promotional efforts. For example, you could include something on your home page or in an e-newsletter that says, “*Show Some Love* to [charity mission] by giving to [charity name] through the CFC. Our designation number is [5-digit CFC code].” Review the 2018 CFC graphical standards and samples of campaign materials [here](#).

Messaging

- Make the ask. During the campaign, ask any known supporters who are federal employees/retirees to give to your charity through the CFC.
- Promote opportunities for federal employees to donate their time and talent as part of the new volunteerism component of the campaign.
- Incorporate messaging specific to retirees in your communications strategies. Ensure they are aware that they can support your organization by once again making a donation through the CFC.
- Talk about the ability to give through payroll deduction/annuity, which enables donors to give a little bit each pay period, adding to a significant contribution at the end of the year.
- Encourage your supporters to educate their co-workers about your organization so that they too can direct their donation to further your mission.

Marketing

- Utilize social media to promote designations to your charity through the CFC. Be sure to include your 5-digit code, tag your local CFC zone, and include the hashtag #ShowSomeLoveCFC.
- Share your success stories, photos, and videos on your social media channels and websites, in donor communications, and with local CFCs so that they may also promote your great work.
- Target earned and paid media to the federal audience through pitching and advertising.
- Share your success stories, photos, and dollar impact statements with the CFC national marketing team by submitting them to CFCmarketing@tribaltechllc.com.