



# 2020 Combined Federal Campaign Charity Engagement Guide

Everything you need to know to get  
the most out of your CFC participation.



[GiveCFC.org](https://www.GiveCFC.org)

# How the CFC Works *for Charities*

Thank you for choosing to *Show Some Love* and participate in the 2020 Combined Federal Campaign (CFC). Your work empowers and inspires the generosity of the federal community, and together, we can change the world.



## 1. Apply to participate.

Be a part of the official workplace giving campaign for the federal community and gain access to millions of potential donors around the world through one online application. CFC donations provide a critical source of unrestricted funding throughout the year. (All approved organizations must meet the charity standards and pay required fees.)



## 2. Engage the federal community.

Attend campaign events, promote your CFC number with your existing donor base, and share success stories and videos to inspire generosity. Make sure to thank donors and coordinate with those who pledged volunteer hours.



## 3. Make a difference.

Put the generosity of the CFC community to work to provide help and hope to those in need in the communities you serve.

### Advantages of CFC Participation

Reach millions of potential federal donors

Steady source of unrestricted funds

Track your pledged donations

Federal employees can pledge volunteer hours in addition to dollars

# Campaign Events

Your involvement in local campaign activities has always been critical to the CFC's success – maybe more this year than ever. The CFC is committed to creating a fair and equitable system for inviting charities to attend locally held events. We look forward to working with you to attend campaign events and hope these rules and tips are helpful as you plan for the upcoming campaign.

## Why participate in CFC Events?

Given the financial hardships many charities are facing in 2020, we want this year's campaign to be as successful as possible. One of the ways to do that is through your commitment to attend as many campaign events as possible. Attending campaign events puts your name and mission in front of federal employees and can boost your own organization's donations. At the same time, you are helping to promote the campaign overall and making sure the agency charity events are well-staffed – nothing is more disappointing than a charity fair with empty tables.

This year might look a little different than previous years. You may be invited to more virtual events or you may face increased restrictions and guidance for attending in person events. The more flexible and adaptable you can be the better.

## Rules for Event Participation

Throughout the campaign, charities may have an opportunity to meet directly with campaign leaders and federal employees. As you pursue these opportunities through charity fairs and speaking engagements, follow the guidelines set forth by the CFC to help make the most of your time with these potential donors.

Charity representatives participating in CFC events should:

- Sign event authorization forms with all zones in which you plan to attend campaign functions.
- Attend only events to which your organization has been invited. Confirmation of attendance is often required.
- Respond to event invitations promptly and completely. When invited to an event, respond promptly to all subsequent requests for information required for security clearance. Many secure facilities must finalize the guest list several days in advance.
- Ensure you have proper identification to enter the federal facility by checking in advance. Some facilities may require two forms of identification. Some state identification cards such as driver's licenses may be deemed unacceptable. Credit cards are never acceptable identification.



- After agreeing to participate in an event, if you are unable to attend, contact the event coordinator immediately. Do not send a different representative from your organization to participate without prior authorization from the event coordinator.
- Promote overall participation in the campaign, not only your organization, especially at speaking events.
- Greet, receive, and thank all people with respect, dignity, and enthusiasm.
- Use only the display area allotted, understanding that it may be necessary to share table space with other organizations.
- Only take photographs when authorized to do so by the event coordinator. Often photography is restricted in federal facilities.
- Follow all instructions provided by event organizers.
- Obtain permission before engaging in raffles, drawings, or any promotion which could be construed as gaming or gambling.
- Dress and act professionally.

CFC regulations strictly prohibit the sale of promotional items or collection of names or funds at CFC events. However, your organization may distribute items of nominal value.

Keep in mind that different agencies also have additional restrictions, security requirements, and safety guidelines which may have changed recently and may continue to change throughout the 2020 CFC season. If invited to attend an event, carefully review communications from the CFC and the agency event coordinator to ensure you and anyone representing your charity are in compliance.

## General Tips for Campaign Events

A little planning and creativity can help charity representatives connect with potential donors at campaign events. Follow these tips to leave a lasting impression and inspire generosity in federal employees.

- **Be memorable and engaging.** Set up an engaging display area so attendees will be drawn to your table. Consider incorporating an activity, game, or prop to demonstrate your mission. You want to be memorable. Remember to get the ok from the event coordinator to ensure that what you are planning is allowed in that federal agency.
- **Tell your story.** Prepare a 30- and 60-second engaging, elevator speech about your organization and how donations through the CFC help further your programs. Ask questions about the causes they are interested in and help make a connection to the work of your organization.
- **Bring giveaways.** Who doesn't love free stuff? While attendees always appreciate practical items like totes and pens, your organization also can bring a bowl of candy or another small treat to attract visitors to your table! Consider having at least one creative



giveaway that shows the impact of a donation or success toward your mission. Make sure your giveaway has your 5-digit CFC code on it!

- **Promote event attendance.** Share on your social media channels in advance and share photos or videos during and after the event as well.

## Virtual Tips for Campaign Events

The 2020 CFC will bring some creative new ways to participate in events. Restrictions on in-person gatherings will mean many events will be hosted virtually. In addition to the general event tips, here are a few tips to help you be successful in this new environment.



- **Become tech savvy.** Ensure you are able to connect using the platform chosen by the event coordinator. Do a test run before the event to ensure your sound, microphone, and video all function correctly.
- **Practice good etiquette.** Have your microphone muted when others are talking. Look at the camera to appear interested and present at the event. Don't eat while on camera.
- **Show what you do.** If possible, have something in the frame to represent the type of work you do. If you rescue puppies, have one with you to introduce to the audience. If you feed the homeless, have your stock room with donated cans of food as your backdrop.
- **Maintain professionalism.** Choose a pleasant, nondistracting background with good lighting. A bookshelf or wall makes a great backdrop – an unmade bed, not as much. Face a window instead of having it behind you so the natural light highlights your face instead of turning you into a dark shadow.
- **Look for opportunities.** In person events are sometimes limited. If you are participating in a virtual event and are provided time to speak about your organization, get creative! Demonstrate packing a care package for a homeless person. Walk down the aisle to show the adoptable dogs and cats available. You might even be able to do something much more engaging on camera than you could have done in person!

# Virtual Charity Fair

As part of the continuing effort to connect federal employees and retirees to the impact they can have through the CFC and to make CFC charities more visible to the federal community, the CFC is expanding the Virtual Charity Fair on [GiveCFC.org](https://www.givecfc.org) to include success stories in addition to videos. All approved and listed charities for the 2020 CFC can submit their story/photo and video via the Virtual Charity Fair Submission Portal.

## Virtual Charity Fair Submission Process

### Step One

Log in or register an account through the CFC Virtual Charity Fair Submission Portal.

### Step Two

Choose Video Submission or Story Submission.

### CFC Virtual Charity Fair

Welcome to the CFC Virtual Charity Fair video submission portal! Please click the start button to start your new application.

2020 CFC Video Submission Start

2020 CFC Virtual Story Submission Start

### Step Three

Click on “1 Video Submission” or “Story Submission” in the blue bar to open the form.

## 2020 CFC Video Submission

Click on 'Video Submission' to start your submission

1 Video Submission (0/9)

## Step Four

Complete the form.

For **videos**, you will need:

- Charity name
- Your web address
- 5-digit CFC number
- Primary cause area (choose one from a list)
- Charity type (local, national, international)
- Video title
- Video transcript (you do have type this in)
- Video thumbnail (250px x 200 px picture)
- Video file (50MB max size, mp4 is best)

For **stories**, you will need

- Charity name
- Your web address
- 5 digit CFC number
- Primary cause area (choose one from a list)
- Charity type (local, national, international)
- Photo title
- Photo file (hi-res, 300 dpi)
- Photo caption
- Photo credit
- Story title
- Story body (limit 750 words)

## Step Five

Click submit. Your video and story submissions will be reviewed and added to the public Virtual Charity Fair on the website within a week.

## Video Compliance

*The following guidelines will help you ensure your video complies with the standards required in section 508 of the Rehabilitation Act. Click the links provided below for more information.*

- **Footage:** Videos must have easy-to-watch footage. Rule of thumb: make sure that your video does not contain any flashing, strobing, “roller coaster motions,” or flickering elements that may cause discomfort, dizziness, or nausea to viewers with cognitive disabilities.
- **Audio Guidance:** Videos must be accessible to hearing-impaired viewers. Spoken words must be presented at a higher volume than any background sounds, noise, or music.
- **Captions and Descriptions:** Videos must be accessible to visually-impaired viewers.
  - Provide a written transcript (e.g., .doc, .docx) for the video describing overall summary and content.
  - Include subtitles embedded in the video. Subtitles are synced to the video and audio.
  - Captions are added either below or “behind” the video in the form of alternative text. These captions capture and describe the video, without audio transcriptions (e.g., “Two people wearing *Show Some Love* shirts sit in front of a large window, facing the camera).
- **Color and Font for Subtitles:** There is no standard size for captions – they vary based on the size of your video player window, but make fonts at least 9-point text size. If you must squint to read your captions, the font size is too small. Use high-contrast color combinations, such as black letters on a solid white background or white letters on a solid black background. Framing white letters in black on a solid background is ideal. Kapwing.com is a great resource for building in compliant subtitles.



- **Navigation:** 508-compliant videos have operation capability by keyboard (instead of the mouse) or via voice command through particular video players. Users can “tab” or “enter” or use other keys to fast-forward, stop, pause, and play the video using only their keyboard. Some users use voice commands to control their computer (for example, the user would say “click play” and the video would play). These features are available in the recommended video players commonly used by federal agencies:
  - JWPlayer (supports audio descriptions),
  - Windows Media Player,
  - Drupal’s MediaFront module/OSM Player, or
  - The WorkShop Media Player.

To guarantee video compliance, consider testing your video in one of the above.

For further information, please read these Section 508 Compliance Policies on [digital.gov](https://www.digit.gov). (§ 1194.24 Video and multimedia products, § 1194.25 Self-contained, closed products, § 1194.31 Functional performance criteria, and § 1194.41 Information, documentation, & support)



# Make a Compelling CFC Video

*Inexpensively. Using your Smartphone.*

The CFC needs *you* to tell your story. You don't need to spend a ton of time or money to make a great video. In fact, sometimes low budget, in-house videos have a stronger connection to the potential donor. Authenticity is the key! Here are 10 tips to make compelling video for the CFC Virtual Charity Fair.

## 1. Tell a story.

Show pictures with a voiceover. Interview a beneficiary (client) and get them to tell their story. (Research shows this is REALLY impactful.)

## 2. Be memorable and engaging.

Speak from the heart. Avoid jargon. Use facial expressions and gestures. Take your time. Breathe. Smile.

## 3. Use a tripod.

Keep the camera steady! There are very affordable models for cell phones well worth the \$20 investment.

## 4. Focus on the topic.

Keep the camera pointed at the subject. Choose a simple, clean background and keep it slightly out of focus compared to the subject or person being interviewed.

## 5. Quiet on the set!

Make sure any background noises are kept to a minimum. Sounds you don't normally hear like the hum of an appliance, air conditioner, etc. will be picked up by the camera's microphone and become distracting on video.

## 6. Keep it wide!

Turn that cell phone! Shoot in landscape or horizontal mode. "Tall" or "Snapchat-style" videos are less appealing and harder to format.

## 7. Shine some light on it.

The lighting source should be behind or next to the camera, not behind the subject. Outdoor lighting is great, especially on an overcast day.

## 8. Make eye contact.

Look directly into the camera lens the entire time if you are doing a monologue. Conversely, if you are being interviewed by someone off-camera, look at that person, and don't glance at the camera.

## 9. Add a title screen.

Be sure to include a still image of your organizations name, CFC #, and logo (if applicable) in the video. This screen can be used as your thumbnail.

## 10. Caption it.

To ensure your video is accessible to everyone, it must be captioned. [Kapwing](#) offers a low-cost, beginner-friendly [video captioning tool](#).



# Marketing

In addition to participating in CFC events, there are several ways you can market your organization to potential donors within the federal community.

## Promote Your CFC Involvement

- Print your 5-digit CFC code on all your materials and display it prominently on your website.
- Use the *Show Some Love* theme in your promotional efforts. (Hint: You can find the style guide and *Show Some Love* marks on our website!) 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].”
- Target earned and paid media to the federal audience through pitching and advertising.

## Reach out through Messaging

- Invite donors to participate. During the campaign, ask any known supporters who are federal employees or retirees to give to your charity through the CFC.
- Incorporate messaging specific to retirees in your communications strategies. Spread the word: They can support your organization by donating 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 over 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.

## Promote Volunteer Opportunities

- Identify volunteer opportunities for federal employees so you can answer questions at events, etc. These opportunities also can include “virtual” volunteering (accepting administrative help from volunteers who aren’t physically in your office).
- Reach out to those who pledged volunteer hours the previous year (and released their contact information). You can get this information from the pledge system.
- Produce materials/messaging about your volunteer programs.
- Consider hosting a volunteer activity or day of service for campaign workers or members of a federal agency.

## Connect through Social Media

- Engage with the national CFC and local campaign zone accounts by liking and commenting on posts and sharing content.
- Promote your CFC involvement on your own social media channels – be sure to use #ShowSomeLoveCFC.
- Share success stories, photos, dollar statements, and videos across your social media channels, websites, and donor communications.
- Federal employees have the opportunity to “thank a charity” through the CFC. These messages of gratitude will be shared with you periodically. Use them in your social media and other promotional efforts.



# 2020 Combined Federal Campaign Cause of the Week List



## **Week of Sept. 28: End Hunger**

Nutrition Programs • Agriculture • Food Supply Chain • Food Banks

## **Week of Oct. 5: Human Rights**

Women & Girls • Human Trafficking • Equality • Legal Aid • Crime Prevention

## **Week of Oct. 12: Eradicate Poverty**

Disaster Relief • Clean Water • Hunger • Economic Development • Community Improvement • Refugees • Infrastructure

## **Week of Oct. 19: Medical Research**

Cancer Research • Disease Treatment & Eradication • Vaccine Development • Disease Eradication • Pediatric Cancer Research

## **Week of Oct. 26: Arts & Culture**

Libraries • Social Sciences • Cultural Studies • Preservation • Media • Museums • Performing Arts • International Exchange Programs

## **Week of Nov. 2: Education**

STEM • Early Education • Higher Education • Special Education • Continuing Education • Vocational Services • Infrastructure & Facilities • Educator Training • International Exchange • Social Sciences • Cultural Studies

## **Week of Nov. 9: Military Support**

Veterans • Military Spouses • Military Children • Rehabilitation • Counseling • Medical Services • Job Training & Workforce Reentry

## **Week of Nov. 16: Children & Family Services**

Youth Development • Adoption • Foster Care • Child Care • Single Parent Services • Counseling

## **Week of Nov. 23: Public Safety**

Disaster Relief • First Responders • Family Violence Shelters & Services • Legal Aid • Crime Prevention • Transitional Services

## **Week of Nov. 30: Global Health**

Disease Treatment and Eradication • Persons with Disabilities • Vaccine Research and Administration • Cancer Awareness • Refugees

## **Week of Dec. 7: Housing & Shelter**

Temporary Shelter • Disaster Relief • Food Bank • Job Training • Senior Care • Safe Home • Refugees • Home Accessibility & Improvement

## **Week of Dec. 14: Faith-Based**

Places of Worship • Community Services • Faith-Based Education • Mission Services • Social Justice • Group Support

## **Week of Dec. 21: Environmental Protection**

Wildlife Preservation • Animal Welfare • Natural Resources • Energy • Agriculture • Sustainability • Parks & Recreation Areas • Recycling

## **Week of Dec. 28: Mental Health**

Addiction Recovery • Counseling Services • Victim Services • Community Centers • Hot Line Services • Disaster Relief • Refugees

## **Week of Jan. 4: Animal Welfare**

Wildlife Preservation • Endangered Species • Fisheries • Zoos • Aquariums • Animal Shelters

## **Week of Jan. 11: ???**

Choose your favorite cause to celebrate this week



Show Some Love at [GiveCFC.org](https://www.givecfc.org)