

Hawaii-Pacific Area Combined Federal Campaign



We aren't here to extract money from people. We're here to give people the chance to do wonderful things in the world. What a gift of a job!

Welcome to the Team!

You are part of a team that is hundreds strong! It takes people like you who go above and beyond the call of duty to make this campaign successful.

Your Goal

The number one reason potential donors give is because they were asked.

100% ASK

Your Role - Your Job

As a Keyworker, you assume leadership responsibilities. Your enthusiasm and community minded spirit inspires people to believe in and support the work of the CFC. Your job is to unleash the generosity inherent in others. Your work is to make it easy to give. Then make people happy by telling them **the difference they made.**
It's that simple, and that hard.

How to Be a Successful Keyworker

Your two primary responsibilities as a Keyworker are:

•**Talk** to your assigned co-workers about the CFC to educate them about the campaign and **ASK** them to give to their favorite charities through the Combined Federal Campaign

•**Deliver** the #1 – white copies – of your co-workers' paper pledge forms promptly to your agency's payroll office or to your Project Officer.

F ... find all your assigned co-workers

E ... educate - personally talk to your co-workers about the campaign

A ... ASK each of your co-workers for a contribution

T ... Thank every co-worker that you contact

Keyworker Responsibilities for a Successful Campaign:

- 1** Attend a training session to learn how to confidently ask your co-workers to contribute to the CFC and how to process those pledges.
- 2** Learn the many benefits of donating to the CFC. Make your own donation to your chosen charities.
- 3** Encourage payroll deduction
- 4** Understand how to make a pledge online.
- 5** Promote the campaign - display posters, table tents, fact sheets, etc in your office and common areas.

- 6** Keep completed pledge cards in a secure location.
- 7** Thank donors and present appreciation items (supply limited)



Eagle Donor - \$250 - \$499
Tape Measure



Super Eagle Donor
\$500 +
Multi-tool with case

- 8** Complete your paperwork and promptly deliver it to your Project Officer. Take the #1 - white - copy of the completed pledge cards to your Project Officer or to your agency's finance/payroll office.

Most Importantly:

- ★ Personally, face-to-face, ask every one of your assigned co-workers to contribute to their favorite charities through the CFC and sincerely thank each co-worker you contact.

Visit <http://www.cfc-hawaii.org> to find more tips for conducting a successful campaign, answers to questions you may have, publicity and communication pieces to share with your co-workers, and additional campaign materials.