

Campaign Keyworkers – Backbone of the Campaign



Keyworkers are the most important element of a successful CFC – they are the backbone of the campaign.

Keyperson Responsibilities ... a Checklist

- Attend training.
- Obtain a list of employees you are to contact from your Agency Project Officer (or Unit Project Officer, if applicable).
- Have a strategy meeting with your Project Officer.
 - Discuss best solicitation method for your list of employees ... group and/or one-to-one.
 - Obtain campaign materials
- Start your campaign on-time.
- For group solicitation, reserve room, AV equipment; request charity speaker(s).
- Prepare campaign materials according to the training session.
 - *List all of the employees you are to contact on the Keyperson Report. Work from an alpha roster to ensure that everyone has the opportunity to participate.
- Education yourself - read the FAQs - read the Preface of the Charity List.
- Complete your own pledge card first to familiarize yourself with it.
- Conduct solicitation as planned
 - Personally contact all employees on your responsibility list. Ensure 100% of personnel have opportunity to make a contribution.
 - Distribute pledge cards
 - Explain advantage of payroll deduction.
 - Explain opportunities for making a pledge online.
 - Explain how CFC agencies provide assistance and improve the quality of life for us all.
 - Thank each person for his/her time.

- Complete Weekly Progress Report and submit to Project Officer.
- Ensure that donors giving at the Eagle or Super Eagle level receive their donor appreciation item.
- Review each completed pledge card for correctness
 - Is all writing legible?
 - Is the math correct?
 - Is the card signed and dated (no signature required for cash or check contributions).

Completing Your Envelopes...

- YOU or your Project Officer must submit the No. 1 copy of all completed, payroll deduction, pledge cards to your payroll/finance office.** Verify with Project Officer who will be assigned this task.
- YOU or your Project Officer must deposit cash and check contributions at any Bank of Hawaii branch. Deposit slip must be validated by a teller.** Place validated deposit slip in the Keyperson Envelope.
- Let your Project Officer know if your unit/department is eligible for special recognition – see Awards & Recognition under the “Campaign Workers” tab on the CFC web site: <http://www.cfc-hawaii.org>.
- Complete your Keyperson Final Report.
- Return completed Keyperson Envelopes containing the Keyperson Final Report, validated deposit slip, and the yellow copies of the pledge cards to your Project Officer.