

Publicizing Your Campaign



Work to sustain a positive climate for giving and to ensure a steady flow of campaign information.

Getting the Word Out About CFC

TALK!

100% Face to Face contact &ask is the goal!

Email signature block	Consider adding CFC contact information and a link to CFC Facebook in the signature block of your work email. Ask co-workers to do the same.
Message traffic	Develop message traffic soliciting support for CFC.
Banners	Your agency may be able to print out large computer-generated banners.
Marquees	Use CFC slogans and “Please Support” messages on marquees at your agency and other areas actively frequented by agency personnel.
In-house Publications	Include CFC in your agency or unit’s publications or newsletters.
Posters	Posters are available online and are included in each Keyperson’s envelope. Display prominently in high traffic areas, on bulletin boards, in coffee/break areas, or near your Keyperson’s desk.
POD/POW Notes	Include CFC in your agency’s plan of the day (POD) or plan of the week (POW). Put a CFC note in each week. Ask your CO or boss to write a personal CFC note.
Speakers	Ask to see if any of your co-workers would be willing to share a positive experience they’ve had or know about with any of the recipient organizations. If you would like speakers to come to a meeting, please contact the Planning Team/ Charity Coordinator – they can get a speaker for you. Using speakers makes your campaign more personal and appealing.

Continued

Suggested Poster Placement Sites

1. Bulletin Boards
2. Inside elevators
3. Coffee area
4. Stair wells
5. Inside bathroom stalls
6. Near the light switches
7. Clubs/Messes
8. Exchange
9. Commissary
10. Mini-Mart/Shoppette
11. Family Service Center
12. Library
13. Gym
14. Uniform Shop
15. Bowling Alley
16. Credit Union
17. Medical/Dental Clinics
18. Post Office
19. Theater
20. BOQs/BEQs
21. Barbers/Beauty Shops
22. Child Care Centers
23. Chapel
24. Golf Course Clubhouse
25. Service Stations
26. Installation News Channels
(electronic “posters”)

CFC Awareness Materials

The Hawaii-Pacific Area CFC offers donor awareness materials for your campaign online and print. Use these materials to promote the CFC in your Agency, unit or office. Print and post in common areas or share with your fellow employees.

- ★ Email messages
- ★ 2016 "If Not You, Then Who?" Logo
- ★ Table Tents
- ★ POC Posters
- ★ Goal Thermometers
- ★ Thank You Card