



## 2016 Campaign Talking Points for Campaign Workers

*Combined Federal Campaign of the Central Virginia Area*

### About the Campaign

- The Combined Federal Campaign is one of the largest workplace giving campaigns in the world, with more than 18,000 participating local, national and international charities.
- Over the past 55 years, Federal employees contributed more than \$8 billion through regional campaign efforts across America and overseas.
- The Central Virginia Area Combined Federal Campaign (CVACFC) is the local campaign for Federal employees in Central Virginia.
- In 2015, Federal employees generously pledged over \$730,000 in pledges for more than 1,033 charitable organizations that address critical needs in our neighborhoods, across the nation, and around the world.

### Campaign Worker Talking Points

- Each year, a network of thousands of Federal employees work together to implement the campaign and inspire their colleagues to *Show Some Love* to the charities that mean the most to them.
- You will be working together to ensure that every Federal employee is informed about the opportunity to give through the campaign.
- Thank you for serving as a leader for the CVACFC. Your dedication is vital to the success of the campaign.

### Donor Talking Points

- The 2016 campaign theme will encourage participants to *Show Some Love* by making a pledge to one or more of the thousands of worthy charities and causes. Choose your cause at [CVACFC.org](http://CVACFC.org) and *Show Some Love* today.
- As Federal employees, we represent a powerful, caring community through the CFC. We are dedicated to making a difference in local communities, across the nation and around the world.
- No matter what cause you care about, the CFC has a charity that fits your passions. Whether you are passionate about veterans' services, disaster relief, cancer research or wildlife preservation, the CFC has a charity for whatever cause you want to support.
- Join with other Federal employees and support your causes by giving through the CFC today.
- Through the CFC, you can support multiple charities with just one donation.
- Donating is easy, with options for payroll deduction, cash, check or credit card, and all donations are 100 percent tax deductible.
- Thousands of local, national and international charities rely on support from generous CFC donors year after year.
- Benefits of giving through the CFC include:

- You can give to multiple charities at once through a program that is federally regulated and fully audited.
- Payroll deduction allows you to give a little each month, adding up to a significant gift at the end of the year.
- Charities love the CFC because it keeps fundraising costs low, and the funds are unrestricted.
- The campaign has a collective impact, allowing you to join with your co-workers to support those in need locally, nationally and globally.
- Thank you for generously giving to improve the quality of life for all and support those who need it most.
- The donations from Federal employees have a tremendous impact. Each contribution – no matter the amount – adds up to significant results over the course of a year.
  - Based on 26 pay periods
    - \$100 per pay period\* supplies 35 wounded soldiers with a care package necessary for a comfortable flight home.
    - \$50 per pay period\* vaccinates 1,040 children against polio.
    - \$20 per pay period\* provides health care services to 26 mothers and their babies, from pregnancy to post-delivery.
    - \$10 per pay period\* plants 260 trees.
  - One-Time gifts
    - \$175 digs a well, creating a safe source of fresh drinking water for an entire village.
    - \$75 gives wounded soldiers the supplies necessary for a comfortable flight home.
    - \$25 provides 16 hot and nutritious meals for homeless men, women and children.

### **Show Some Love Day Talking Points**

- In addition to giving through the CFC, you can spread awareness of the campaign by taking part in this year's *Show Some Love* promotional days, and encouraging others to participate as well.
- **Show Some Love Day #1 - Show Some Love Online**  
 The first of four *Show Some Love* days invites everyone to celebrate and spread awareness of the campaign by promoting the 2016 theme online. By using social media to encourage friends and family to participate, we can raise awareness of causes that are most important to us and support those who need it most.
  - Connect with the CVACFC on [Facebook](#).
  - Change your profile picture to the *Show Some Love* circle, which can be downloaded at [CVACFC.org](#).
  - Share posts that encourage your network to be involved with the campaign.
  - Visit the CVACFC [Facebook](#) page, and upload a cause photo like the ones seen on the Catalog of Caring.
  - Use the official hashtag, #ShowSomeLoveCFC, on all your posts.
  - Encourage co-workers, friends and family to do the same.

- **Show Some Love Day #2 - Show Your Cause**

The second of four *Show Some Love* days highlights the many causes supported through the campaign. Federal employees are invited to participate in the second Show Some Love day, and represent the charitable causes that they care about most through accessories or attire. This promotional day is a perfect opportunity to show others the causes Federal employees care about most.

- Wear a cause-related t-shirt or ribbon
- Get creative and putting together a cause themed outfit
- Visit the CVACFC [Facebook](#) page and post a photo holding your own cause sign, like those in the Catalog of Caring
- For a social media toolkit and more ways to get involved, visit [CVACFC.org](http://CVACFC.org).

- **Show Some Love Day #3 – Show Some Moves Challenge**

The third of four *Show Some Love* days challenges Federal employees to Show Some Moves in support of the campaign and share a video of their best dance moves on social media using #ShowSomeMovesCFC. The Show Some Moves challenge is a great opportunity to have some fun while raising awareness for this significant opportunity to support thousands of charities in our community, across the country and around the world.

- Pull out your best dance moves and encourage others to do the same.
- Record and share a short video of yourself showing off your best spin, strut or shimmy on social media using #ShowSomeMovesCFC.
- Competition between departments and agencies is welcome and encouraged, so be sure to tag their social media profiles in your post.

- **Show Some Love Day #4 - Celebrate Thanksgiving with a Random Act of Kindness**

The fourth and final *Show Some Love* day celebrates the Thanksgiving season by encouraging Federal employees to participate in random acts of kindness. Celebrate Thanksgiving with a Random Act of Kindness sheds light on the generous nature of Federal employees, who are dedicated to supporting their co-workers in addition to the thousands of charities participating in the campaign. With the holiday season approaching, it is the perfect time of year to show some kindness to those around you.

- Buy coffee for the person behind you in line
- Pay the parking fee for another car
- Give someone a compliment
- Donate gently used clothing to someone in need
- Leave a note of encouragement for a co-worker
- Have a conversation with someone you wouldn't normally talk to
- Proactively help your boss check something off his or her to-do list

- Consider sharing online by using #ShowSomeLoveCFC, especially if you are the recipient of the kind act. Celebrate the spirit of Thanksgiving with the final *Show Some Love* promotional day by encouraging co-workers, family and friends to take part as well.