

# 10 TIPS FOR VOLUNTEERS

COMPASSION  
OF INDIVIDUALS  
**POWER**  
OF COMMUNITY

2011 Combined Federal Campaign of the National Capital Area





# TEN BEST PRACTICES FOR VOLUNTEERS

## **1 ENGAGE YOUR LEADERSHIP**

Involve top management in the campaign early and often. Encourage your department or agency head to actively participate, keep the campaign visible, and express appreciation to participants.

## **2 PLAN ACTIVITIES AND EVENTS EARLY**


Remember that the 2011 campaign solicitation period must end by December 15. Schedule kickoff events, charity fairs and other activities with this in mind.

## **3 STRESS THE IMPORTANCE OF PAYROLL DEDUCTION**

Payroll deduction allows your colleagues to budget their giving over a year, encourages higher levels of giving, and has a greater overall impact for people and communities in need.

## **4 USE PERSONAL STORIES TO MAKE GIVING RELEVANT**

A personal story is a powerful motivator for giving. Host a charity fair or schedule a speaker to connect your donors with CFCNCA charity recipients. Inspirational stories are available at [www.cfcnca.org](http://www.cfcnca.org).



**5 ENCOURAGE THE USE OF E-GIVING**  
Donors can make a pledge 24/7 with the online charity search and giving options at **[www.cfcnca.org](http://www.cfcnca.org)**. Using these tools reduces campaign costs so more funds go to charities.

**6 CONNECT WITH SOCIAL MEDIA**  
Encourage donors to engage with the campaign through Facebook, Twitter, GovLoop, and other social media platforms. Use your own social media account(s) to promote the campaign.

**7 TAKE ADVANTAGE OF SUPPORT FROM LOANED EXECUTIVES**  
Keyworkers, Campaign Managers and all volunteers can connect with Federal Loaned Executives and the CFCNCA team for advice and resources to help make campaign activities successful. Contact Customer Support at 202-465-7230 for more information.

**8 KEEP THE CAMPAIGN VISIBLE**  
Help donors recognize and identify with the campaign. Posters, graphics, and other resources are available at [www.cfcnca.org](http://www.cfcnca.org). Direct donors to view campaign videos and upload their own videos at **[www.cfcnca.org/because](http://www.cfcnca.org/because)**.

**9 INVOLVE LABOR UNIONS**  
Asking union leaders to endorse the campaign and encourage participation among their membership is a great way to spread your message.

**10 SAY THANK YOU**  
Always recognize your donors. Use CFCNCA Thank You cards and award certificates. Plan events to honor supporters. A thank you today builds support in the future.

For more tips, resources and inspiring stories,  
go to **[www.cfcnca.org](http://www.cfcnca.org)**.



750 17th Street NW, Suite 200, Washington, DC 20006  
202.465.7200