



Combined Federal Campaign of the National Capital Area

2011 MARKETING AND COMMUNICATIONS PLAN

OPM Innovator Award Recipient 2003-2010

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Research

Overall Experience

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Volunteers

- ❑ **Positive experience** – 68% rated it “very positive” or “positive”
- ❑ **Strong commitment** – 75% would volunteer again (up 5% from the previous year)
- ❑ **Leadership exposure is key for involvement**
- ❑ **Strong support from leadership** – 84% said their leadership was “very supportive” or “supportive”

“By donating through payroll deduction, I never see the money, making it easier to give more...”

“The CFCNCA allows me to make my regular contributions to my chosen charities in an easier, more convenient fashion.”

Donors

- ❑ **Positive experience** – 95% rated it “very positive” or “positive”
- ❑ **Strong commitment** – 96% are “very likely” or “likely” to donate again
- ❑ **Continual improvement** – 77% said campaign has been consistent or improved each year (up 4% from previous year)
- ❑ **Increased giving amount** – 54.5% said they contributed more than the previous year (up 9% from previous year)

“I have been giving for almost 20 years and the CFC remains the most convenient way to contribute to my charities.”

“It’s an easy way to give with one central point of management.”

Motivators

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Volunteers

- **Ways to motivate co-workers**
 - Leadership support
 - Department-wide communications
 - Charity success stories

- **Ideas for motivating younger donors**
 - Educate new colleagues
 - Ensure that young donors are part of volunteer groups
 - Explain the impact of their money

"CFC is extremely important and a successful campaign starts with our Leadership...if they support the Coordinator's efforts, the campaign will always succeed!"

Donors

- **Influencing factors to give to CFCNCA**
 - Availability of e-Giving tools and resources
 - Leadership support
 - Charity success stories
 - Department-wide communications

- **Motivating reasons to give to CFCNCA**
 - Giving made easy – pledging through payroll and e-Giving tools (continues to be highest across all age groups)
 - Public service spirit – as a Federal employee, I help make the world a better place

"Donors need to feel that they are important, without them there is no CFC. More stories about the charities would help."

Young Donor Advisory Council

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Purpose

- Seek independent advice and counsel from young donors on ways to engage younger and first-time donors
- Serve as an informal advisory group designed to discuss campaign strategies and solutions (meets in person 4 times per year)

Ideas to Motivate Donors (to be used in 2011 campaign)

- Share stories of charities helping young people
- Emphasize small gifts making a difference and give examples
- Expand presence on GovLoop, Facebook, Twitter and YouTube
- Build connections between the results of the funds raised and people served

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Marketing Strategies

Communications Objectives

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- Leverage 2010 research to **improve campaign** marketing, messaging and outreach
- Create an **emotional connection** with a special emphasis on the beneficiaries of the CFCNCA
- Engage a **new generation of donors**
- Celebrate the **50th Anniversary** of the CFC

Marketing Strategies

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Objective 1: Leverage 2010 research to improve campaign marketing, messaging and outreach

Strategies:

- Highlight **ease of giving** throughout all materials
- Direct participants **to give online** at www.cfcnca.org on all materials
- **Expand training** with a new LE Guide, webinars, “just-in-time” training and more emphasis on “How to make the ask” and “Fundraising 101”
- Develop **new feedback loops** on website and social media platforms
- **Engage leadership** by encouraging their participation and providing sample templates and messaging
- Develop tips and opportunities to **recognize donors and volunteers**

Marketing Strategies

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Objective 2: Create an emotional connection with a special emphasis on the beneficiaries of the CFCNCA

Strategies:

- Establish a **documentary-style look and feel** that provides a sense of trustworthiness
 - Feature **one solid color** from the rainbow of the CFCNCA colors to increase the impact of materials
- Use **personal stories** from beneficiaries that answer the question: “Why should I give through the CFCNCA?”
 - Demonstrate the power of the gift to charities and the people they serve
 - Develop opportunities to share personal stories on social media platforms
- Implement **new key messages** to create a stronger connection to donors

Marketing Strategies

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Objective 3: Engage a new generation of donors

Strategies:

- Develop brand ambassadors with the **Young Donor Advisory Council**
- Establish a partnership with **Young Government Leaders** to encourage young Keyworkers
- Expand the relationship with the **City Paper and GovLoop** with three “Lend A Hand Happy Hour” events (September 21, October 12 and November 16)
- Develop a **series of campaign videos** that are high energy, inspirational and can take the campaign “viral”
- Leverage **social media platforms** to encourage online engagement
 - Expand online communities by providing new and interactive content, beneficiary stories and providing ongoing event promotions
 - Promote Facebook through targeted, low-cost advertising

Marketing Strategies

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Objective 4: Celebrate the 50th Anniversary of the CFC

Strategies:

- Integrate **50th Anniversary logo and messaging** into communications
 - e.g., Letter from National and Local Chair, *Catalog of Caring*, press releases and talking points
- Broaden reach through ongoing editorial and advertising opportunities
 - “Look What They Have Done” **television campaign** that thanks Federal employees for their gifts
 - Special advertising through *The Washington Post*, *WashingtonPost.com* and *City Paper*
- Create special **50th Anniversary elements** for each large campaign event
 - **PSA contest** throughout the Departments and Agencies for the best 30 second video celebrating the 50th Anniversary (winner to be shown at the Campaign Finale)

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Sample Materials

Visual Style and Design

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For the 2011 campaign, we plan to increase the impact and emotional appeal of marketing materials:

- Use black and white, documentary-style imagery
 - Adds impact and authenticity to photographs, video
- Use single image (person) vs. groups of people
 - Adds focus to individual face or image, which emphasizes emotion of subject; minimizes distraction from the main image
- Use a single bold color per each touch point/impression
 - Adds emphasis and strength to the individual material
- Messaging to be delivered by very efficient use of actionable copy
 - Allows imagery to “speak for itself” and deliver emotional impact, yet adds context as needed

Posters (Featuring stories of beneficiaries)

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BECAUSE
I WENT TO
SCHOOL
TODAY.


2011 Combined Federal Campaign
of the National Capital Area

**Hope is the
greatest gift
of all.**

Where I live, getting an education is hard – for a girl it is even harder. Last summer, a construction team from a CFCNCA charity came to my village and built a new school. Now I am learning how to read and write. Thanks to you, I can smile at the thought of a better future.

Make your pledge today, go to
www.cfcnca.org.

COMPASSION
OF INDIVIDUALS
POWER
OF COMMUNITY



BECAUSE
I CAN DELIVER
HOPE.


2011 Combined Federal Campaign
of the National Capital Area

**Hope is the
greatest gift
of all.**

I work side-by-side with CFCNCA-supported charities at a medical site in Tumaco, Columbia. Working with this five-month humanitarian mission gives me the opportunity to change lives around the world. When you give through the CFCNCA you deliver hope to people and communities in need.

Make your pledge today, go to
www.cfcnca.org.

COMPASSION
OF INDIVIDUALS
POWER
OF COMMUNITY



Campaign Card

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As Federal workers, we represent a powerful, caring community through the Combined Federal Campaign of the National Capital Area (CFCNCA). We are dedicated to making a difference in local communities, across the nation and around the world.

HERE'S HOW YOU CAN MAKE A DIFFERENCE:

1. Explore

Watch videos and read inspirational stories about how people have been helped through the CFCNCA. Learn how your dollars make a difference.

2. Search

Browse the CFCNCA list of more than 4,000 pre-screened and approved charities. Choose the charities that mean the most to you.

3. Donate

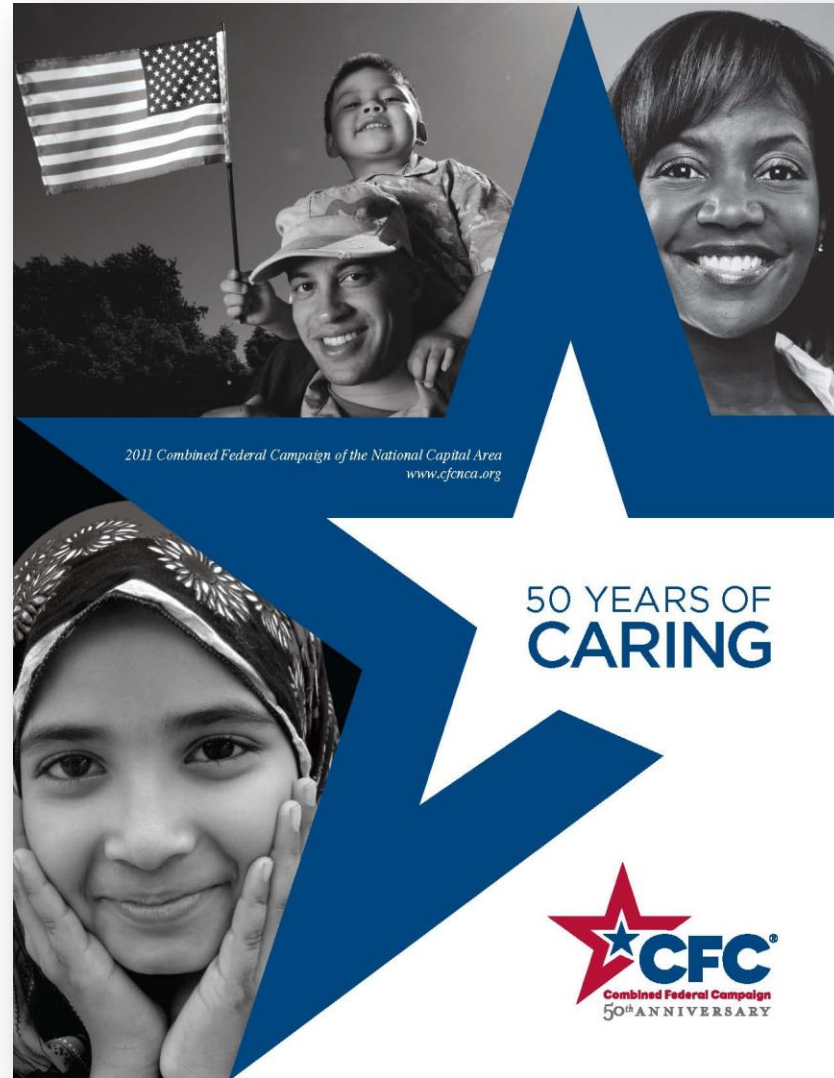
Pledge via e-Giving. You can donate through payroll deduction, credit/debit card, electronic check, cash or check.

- Distribute with Pledge Form, as reminders and at campaign events

Catalog Cover

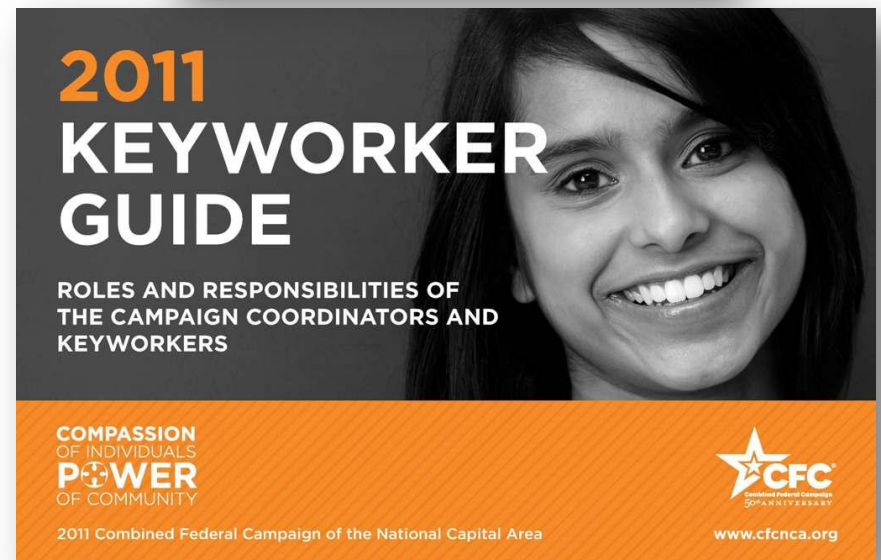
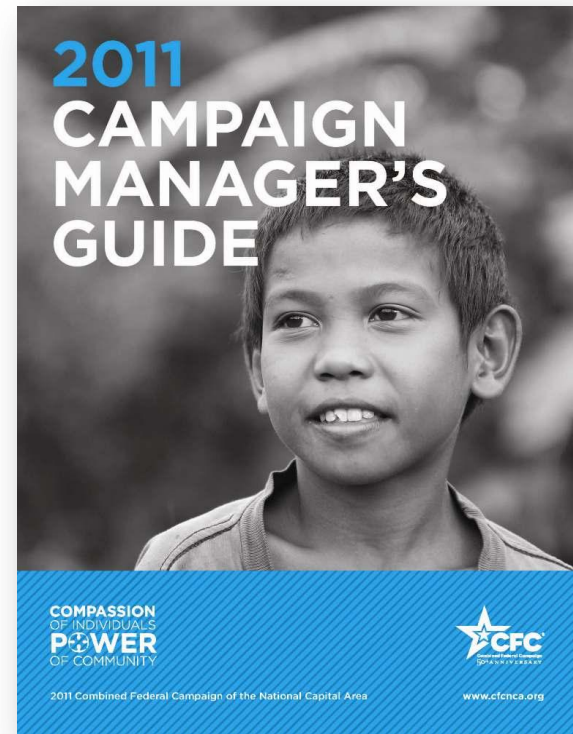
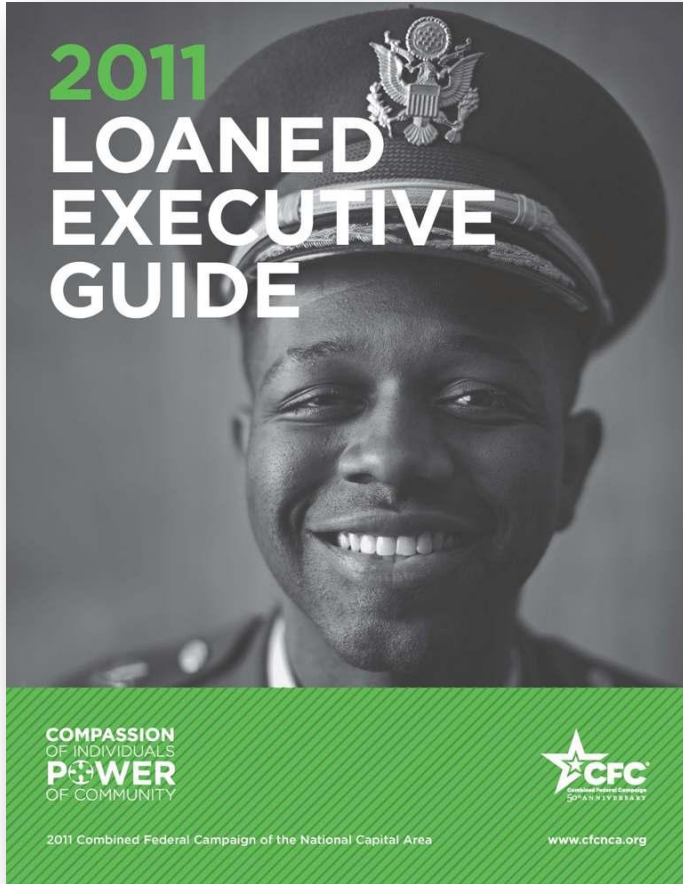
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- Available in printed version, as a PDF or as a searchable database at www.cfcnca.org



Training Materials

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Donor Stickers and Volunteer Buttons

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- New approach to volunteer buttons and donors stickers provides a sense of engagement and “play” within the campaign

Revised Campaign Logo

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Original



- A simple way to remove distractions and emphasizes the words "Power" and "Compassion"

Proposed Modification



Register as a Volunteer

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Stay up to date.

Register to receive tools and resources, tips and best practices and invites to webinars at

www.cfcnca.org