



# 10 Best Practice for Key Workers

### **Engage Your Leadership**

1

Involve top management in the campaign early and often. Encourage your department or agency head to actively participate and thank employees for their involvement.

### **Plan Activities and Events Early**

2

Remember that the 2012 campaign solicitation period will end on December 15. Schedule kickoff events, charity fairs and other activities accordingly.

### **Keep the Campaign Visible**

3

Help donors recognize and identify with the campaign. Posters, graphics and other resources are available at [www.cfcmontereyasantacruz.org](http://www.cfcmontereyasantacruz.org). Keep your agency informed of campaign progress.

### **Reach Out To All Federal Employees**

4

Make sure everyone is included, from shift workers to telecommuters. Make an extra effort to engage new employees who may not know about the CFC.

### **Stress the Importance of Payroll Deduction**

5

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

### **Publicize your Goals**

6

Establishing a target as a motivator to achieve better results. Goals can be set in the form of a dollar amount or participation increased. Achieving goals makes people feel good about fundraising.

### **Maintain good communication**

7

Highlight Monterey-Santa Cruz CFC on home agency pages and link to [www.cfcmontereyasantacruz.org](http://www.cfcmontereyasantacruz.org).

### **Have fun with CFC!**

8

Managing an effective campaign will result in fundraising success and good feelings all around.

### **Maintain Campaign Integrity**

9

Protect donor information by making sure pledges are kept secure and deposits are made as quickly as possible. Delays in processing can lead to errors and losses that negatively affect your agency's campaign and charity fundraising.

10

### **Say Thank You**

Use Monterey and Santa Cruz Counties CFC thank you cards and award certificates.