

YOU CAN BE THE  
**FACE**  
OF CHANGE



# 2022 Charity Engagement Guide

Combined Federal Campaign (CFC)  
Hosted by the U.S. Office of Personnel Management

# How The CFC Works For Charities

Thank you for choosing to participate in the Combined Federal Campaign (CFC). Your work empowers and inspires the generosity of the federal community, and together, we can have an even greater impact.



## 1. Apply to participate.

Be a part of the official workplace giving campaign for the federal community and gain access to millions of potential donors around the world through one online application.\* CFC donations provide a critical source of unrestricted funding throughout the year.



## 2. Engage the federal community.

Attend campaign events, promote your CFC number with your existing donor base, and share success stories and videos to inspire generosity. Make sure to thank donors and coordinate with those who pledged volunteer hours.



## 3. Change the world.

Put the generosity of the CFC community to work to provide help and hope to those in need in the communities you serve.

*\*All approved organizations must meet the charity standards and pay the required fees.*

### Advantages of CFC Participation

- Reach millions of potential federal donors.
- Steady source of unrestricted funds.
- Track your pledged donations.
- Federal employees can pledge volunteer hours in addition to dollars.

# How To Get The Most Out Of Your CFC Participation

## 1. Participate in campaign events.

By attending virtual and in-person campaign events, you can boost visibility for your organization's name and mission and promote engagement in the campaign. Learn more on [page four](#).

## 2. Submit a story and photo.

Share a success story with a photo to be included in the CFC Virtual Charity Fair and further connect federal employees and retirees to the impact of their gift. Learn more on [page six](#).

## 3. Submit a Video.

Add even more to the CFC Virtual Charity Fair with an engaging video. You don't need a large budget or fancy equipment to produce an authentic video. Learn more on [page eight](#).

## 4. Accept volunteer hours.

Submit volunteer opportunities to the CFC Volunteer Database, reach out to federal employees and retirees that pledged volunteer hours the previous year, and host volunteering events. Learn more on [page nine](#).

## 5. Promote your CFC participation.

Display your 5-digit CFC code as much as possible, engage on social media, and market your participation to potential donors throughout the campaign. Learn more on [page nine](#).



# Campaign Events

Your involvement in local campaign activities has always been critical to the CFC's success - this year is no exception. As we meet the challenges of 2022 and beyond, CFC pledges make a real and meaningful difference to a countless number of individuals throughout our communities, the nation, and the world.

The CFC is committed to creating a fair and equitable system for inviting charities to attend locally held events. We look forward to working with you to attend campaign events and hope these rules and tips are helpful as you plan for the upcoming campaign.

## Why participate in CFC Events?

Recent years have been especially challenging and many charities still face financial hardships and we want this year's campaign to be as successful as possible. One of the ways to do that is through your commitment to attend as many campaign events as possible. Attending campaign events puts your name and mission in front of federal employees and can boost your own organization's donations. At the same time, you are helping to promote the campaign overall and making sure the agency charity events are well-staffed – nothing is more disappointing than a charity fair with empty tables.

You may be invited to virtual events or in person events. The more flexible and adaptable you can be, the better.

## Rules for Event Participation

Throughout the campaign, charities may have an opportunity to meet directly with campaign leaders and federal employees. As you pursue these opportunities through charity fairs and speaking engagements, follow the guidelines set forth by the CFC to help make the most of your time with these potential donors.

### Charity representatives participating in CFC events should:

- Sign event authorization forms with all zones in which you plan to attend campaign functions.
- Attend only events to which your organization has been invited. Confirmation of attendance is often required.
- Respond to event invitations promptly and completely. When invited to an event, respond promptly to all subsequent requests for information required for security clearance. Many secure facilities must finalize the guest list several days in advance.
- Ensure you have proper identification to enter the federal facility by checking in advance. Some facilities may require two forms of identification. Some state identification cards such as driver's licenses may be deemed unacceptable. Credit cards are never acceptable identification.
- After agreeing to participate in an event, if you are unable to attend, contact the event coordinator immediately. Do not send a different representative from your organization to participate without prior authorization from the event coordinator.
- Promote overall participation in the campaign, not only your organization, especially at speaking events.
- Greet, receive, and thank all people with respect, dignity, and enthusiasm.
- Use only the display area allotted, understanding that it may be necessary to share table space with other organizations.
- Only take photographs when authorized to do so by the event coordinator. Often photography is restricted in federal facilities.
- Follow all instructions provided by event organizers.

## Campaign Events *(continued)*

- Obtain permission before engaging in raffles, drawings, or any promotion which could be construed as gaming or gambling.
- Dress and act professionally.

CFC regulations strictly prohibit the sale of promotional items or collection of names or funds at CFC events. However, your organization may distribute items of nominal value.

Keep in mind that different agencies also have additional restrictions, security requirements, and safety guidelines. If invited to attend an event, carefully review communications from the CFC and the agency event coordinator to ensure you and anyone representing your charity are in compliance.

### General Tips for Campaign Events

A little planning and creativity can help charity representatives connect with potential donors at campaign events. Follow these tips to leave a lasting impression and inspire generosity in federal employees.

- **Be memorable and engaging.** Set up an engaging display area so attendees will be drawn to your table. Consider incorporating an activity, game, or prop to demonstrate your mission. You want to be memorable. Remember to get the ok from the event coordinator to ensure that what you are planning is allowed in that federal agency.
- **Tell your story.** Prepare a 30- and 60-second engaging, elevator speech about your organization and how donations through the CFC help further your programs. Ask questions about the causes they are interested in and help make a connection to the work of your organization.
- **Bring giveaways.** Who doesn't love free stuff? While attendees always appreciate practical items like totes and pens, your organization also can bring a bowl of candy or another small treat to attract visitors to your table! Consider having at least one creative giveaway that shows the impact of a donation or success toward your mission. Make sure your giveaway has your 5-digit CFC code on it!
- **Promote event attendance.** Post about the event on your social media channels in advance and share photos or videos during and after the event as well.

### Virtual Tips for Campaign Events

The 2022 CFC will offer virtual events and in-person gatherings. In addition to the general event tips, here are a few ways you can be successful in this hybrid environment.

- **Become tech savvy.** Ensure you are able to connect using the platform chosen by the event coordinator. Do a test run before the event to ensure your sound, microphone, and video all function correctly.
- **Practice good etiquette.** Have your microphone muted when others are talking. Look at the camera to appear interested and present at the event. Don't eat while on camera.
- **Show what you do.** If possible, have something in the frame to represent the type of work you do. If you rescue puppies, have one with you to introduce to the audience. If you feed the homeless, have your stock room with donated cans of food as your backdrop.
- **Maintain professionalism.** Choose a pleasant, non-distracting background with good lighting. A bookshelf or wall makes a great backdrop – an unmade bed, not as much. Face a window instead of having it behind you so the natural light highlights your face instead of turning you into a dark shadow.
- **Look for opportunities.** In person events are sometimes limited. If you are participating in a virtual event and are provided time to speak about your organization, get creative! Demonstrate packing a care package for service members overseas. Walk down the aisle to show the adoptable dogs and cats available. You might even be able to do something much more engaging on camera than you could have done in person!

# Virtual Charity Fair

As part of the continuing effort to connect federal employees and retirees to the impact they can have through the CFC and to make CFC charities more visible to the federal community, the CFC promotes a Virtual Charity Fair on GiveCFC.org to include success stories in addition to videos. All approved and listed charities for the 2022 CFC can submit their story/photo and video via the Virtual Charity Fair Submission Portal.

## Virtual Charity Fair Submission Process

1. Log in or register an account through the CFC Virtual Charity Fair Submission Portal.
2. Choose Video Submission or Story Submission by clicking one of the green arrows.
3. Click on Video Submission or Story Submission in the blue bar to open the form.
4. Complete the form.
5. Click submit.

Your video and story submissions will be reviewed and added to the public Virtual Charity Fair on the website within a week.



### For videos, you will need:

- Charity name
- Your web address
- 5-digit CFC number
- Primary cause area (choose one from the list)
- Identify the cause week that most closely relates to your video
- Charity type (local, national, or international)
- Video title
- Video transcript (you have to type this in)
- Video thumbnail (250px x 200px picture)
- Video file (50MB max size, mp4 is best)



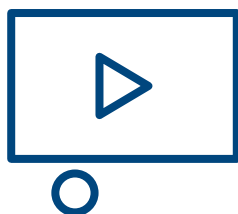
### For stories, you will need:

- Charity name
- Your web address
- 5-digit CFC number
- Primary cause area (choose one from the list)
- Identify the cause week that most closely relates to your story
- Charity type (local, national, or international)
- Photo title
- Photo file (hi-res, 300 dpi)
- Photo caption
- Photo credit
- Story title
- Story body (limit 750 words)

# Video Compliance

The following guidelines will help you ensure your video complies with the standards required in section 508 of the Rehabilitation Act. Click the links provided below for more information.

- **Footage:** Videos must have easy-to-watch footage. Rule of thumb: Make sure that your video does not contain any flashing, strobing, “roller coaster motions,” or flickering elements that may cause discomfort, dizziness, or nausea to viewers with cognitive disabilities.
- **Audio Guidance:** Videos must be accessible to hearing-impaired viewers. Spoken words must be presented at a higher volume than any background sounds, noise, or music.
- **Captions and Descriptions:** Videos must be accessible to visually-impaired viewers.
  - Provide a written transcript (e.g., .doc, .docx) for the video describing overall summary and content.
  - Include subtitles embedded in the video. Subtitles are synced to the video and audio.
  - Captions can be provided as “closed” (turned on or off by a viewer directly in the video), or “open” (embedded in the video and can’t be controlled by viewer). They describe the scene, without including the transcription of any audio. (“Fred enters the room, looking fearful.”)
- **Color and Font for Subtitles:** There is no standard size for captions – they vary based on the size of your video player window, but make them at least 9-point text. If you must squint to read your captions, the font size is too small. It’s hard to read white captions on a white background, or black captions on a black background. Instead, use high-contrast color combinations, such as black letters on a solid white background or white letters on a solid black background. Framing white letters in black on a dark background is ideal.
- **Navigation:** 508-compliant videos have operation capability by keyboard (instead of the mouse) or via voice command through particular video players. Users can “tab” or “enter” or use other keys to fast-forward, stop, pause, and play the video using only their keyboard. Some users use voice commands to control their computer (for example, the user would say “click play” and the video would play). These features are available in the recommended video players commonly used by federal agencies: JWPlayer, Windows Media Player, Drupal’s MediaFront module/OSM Player, or The WorkShop Media Player. It is recommended to test your video in one of these players for compliance.



*For further information, please read these Section 508 Compliance Policies on [digital.gov](https://www.digit.gov). (§ 1194.24 Video and multimedia products, § 1194.25 Self-contained, closed products, § 1194.31 Functional performance criteria, and § 1194.41 Information, documentation, & support)*

# Make A Compelling CFC Video Inexpensively. Using Your Smartphone.

The CFC needs you to tell your story. You don't need to spend a ton of time or money to make a great video. In fact, sometimes low budget, in-house videos have a stronger connection to the potential donor. Authenticity is the key! Here are 10 tips to make a compelling video for the CFC Virtual Charity Fair.

## **Tell a story.**

Show pictures with a voiceover. Interview a beneficiary and get them to tell their story. (Research shows this is REALLY impactful.)

## **Be memorable and engaging.**

Speak from the heart. Avoid jargon. Use facial expressions and gestures. Smile.

## **Use a tripod.**

Keep the camera steady! There are very affordable tripods designed for cell phones, and they are well worth the \$20 investment.

## **Focus on the topic.**

Keep the camera pointed at the subject. Choose a simple, clean background and keep it slightly out of focus compared to the subject or person being interviewed.

## **Quiet on the set.**

Make sure any background noises are kept to a minimum. Sounds you don't normally hear like the hum of an appliance, air conditioner, etc. will be picked up by the camera's microphone and become distracting on video.

## **Keep it wide.**

Turn that cell phone! Shoot in landscape or horizontal mode. "Tall or "Snapchat-style" videos are less appealing and harder to format.

## **Shine some light on it.**

The lighting source should be behind or next to the camera, not behind the subject. Outdoor lighting is great, especially on an overcast day.

## **Make eye contact.**

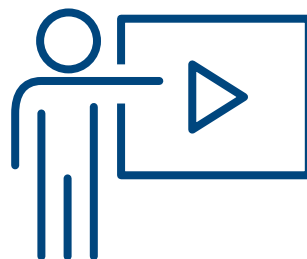
Look directly into the camera lens the entire time if you are doing a monologue. Conversely, if you are being interviewed by someone off-camera, look at that person, and don't glance at the camera.

## **Add a title screen.**

Be sure to include a still image of your organizations name, 5-digit CFC code, and logo (if applicable) in the video. This screen can be used as your thumbnail.

## **Caption it.**

To ensure your video is accessible to everyone, it must be captioned. Kapwing offers a low cost, beginner-friendly video captioning tool.





# Marketing

In addition to participating in CFC events, there are several ways you can market your organization to potential donors within the federal community. The Charity Toolkit is your one-stop shop for charity resources, and the tips listed below will help you be successful in 2022.

## Promote Your CFC Involvement

- Print your 5-digit CFC code on all your materials and display it prominently on your website.
- Use the You Can Be The Face of Change theme in your promotional efforts. (Hint: You can find the style guide and theme mark on our website!) For example, you could include something on your home page or in an e-newsletter that says, “You Can Be The Face of Change for [charity mission] by giving to [charity name] through the CFC. Our designation number is [5-digit CFC code].”
- Target earned and paid media to the federal audience through pitching and advertising.

## Reach out through Messaging

- Invite donors to participate. During the campaign, ask any known supporters who are federal employees or retirees to give to your charity through the CFC.
- Incorporate messaging specific to retirees in your communications strategies. Spread the word: They can support your organization by donating through the CFC.
- Talk about the ability to give through payroll deduction/annuity, which enables donors to give a little bit each pay period, adding to a significant contribution over the year.
- Encourage your supporters to educate their co-workers about your organization so that they too can direct their donation to further your mission.

## Promote Volunteer Opportunities

- Submit your in-person and virtual volunteer opportunities to the CFC Volunteer Opportunity Database via the webform.
- Identify volunteer opportunities for federal employees so you can answer questions at events, etc. These opportunities also can include “virtual” volunteering (accepting administrative help from volunteers who aren’t physically in your office).
- Reach out to those who pledged volunteer hours the previous year (and released their contact information). You can get this information from the pledge system.
- Produce materials/messaging about your volunteer programs.
- Consider hosting a volunteer activity or day of service for campaign workers or members of a federal agency.

## Connect through Social Media

- Engage with the national CFC and local campaign zone accounts by liking and commenting on posts and sharing content.
- Promote your CFC involvement on your own social media channels – be sure to use #GiveCFC.
- Share success stories, photos, dollar statements, and videos across your social media channels, websites, and donor communications.