**FROM:** Campaign workers

**TO:** All staff

**CONTENT:** Announcing the 2020 CFC

**DATE TO SEND:** Week of Sept. 7 or Sept. 14

**SUBJECT:** Let’s *Show Some Love*, [Agency Name]!

Dear colleagues:

Are you ready to *Show Some Love*? Starting on Sept. 21, you’re invited join the federal community and pledge to support the causes you care about through the Combined Federal Campaign (CFC). Campaign production is underway: join us at our official kickoff [DATE] at [TIME] in [LOCATION] to learn more about the campaign and how you can *Be the Face of Change*!

Whether this is your first time hearing about the CFC or you’re a long-time supporter, you are taking on a valuable role with a powerful community of caring that raises millions of dollars to help people in need each year. We know there are a lot of giving options out there, and you might be wondering, “Why should I give through the CFC?” Here are a few great reasons:

1. *Give through***Payroll Deduction.** Spreading your gift over the year makes it automatic, easier at tax time, and it really adds up for your favorite causes!
2. *Give to* **Multiple Charities.** Make all of your charitable donations and pledge volunteer hours in one place.
3. *Give for* **Collective Impact.** When we give together, it means bigger checks for charities.

Not sure how much to give? Last year, the average gift in our [ZONE/DEPARTMENT/AGENCY] was [$XXX]. Consider whether you’re able to match or even exceed that amount. There’s no better time to give, and every little bit makes a difference for those in need. In fact, YN1 Lisette Delbrey from the U.S. Navy said it best, “People need the help now more than ever, and even if a person thinks their small donation doesn’t make a difference … it does. A lot of small donations add up to a massive impact.”

In addition to being able to *Show Some Love* and feel good about helping others, the CFC is a way for us to have some fun with our co-workers! Here are some exciting events happening during this year’s campaign:

|  |  |
| --- | --- |
| WHAT   | WHEN   |
| Internal CFC Kickoff   | [Date/time]   |
| Charity Fair   | [Date/time]   |
| [Event] | [Date/time]   |

Cheers,

[Campaign worker]

[Title]

*Campaign workers – consider sending calendar invitations to block the events and remind your colleagues to participate!*