

YOU CAN BE THE
**FACE
OF CHANGE**



2021
**CAMPAIGN
MANAGEMENT GUIDE**

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

Campaign Management Checklist



The Combined Federal Campaign (CFC) is OUR campaign – an opportunity for federal employees to come together, wherever we are, and change the world. The CFC has become a tradition each fall, and over the past 60 years, we have raised more than \$8.5 billion for causes like finding cures for diseases, supporting our military heroes, and promoting equality for all. As a Campaign Manager, you will inspire your colleagues to be changemakers through the 2021 CFC. Following this checklist will ensure you have a successful campaign season! For an explanation of the terms and acronyms used in this checklist, please see the Glossary on [page 12](#) of this guide.

Pre-Campaign

Understand your role. Attend campaign training by contacting your local CFC office/representative to find a time/location for training in your zone. Even if you are an experienced Campaign Manager/Coordinator, attending training is critical to learn about the newest tools and resources available to you.

Make a campaign plan. Review previous year's campaign results and create a plan using the template provided by your local CFC office. (See [page 3](#) for more details.)

Get leadership involved. Brief leadership (i.e., agency head, installation commander, or campaign chairperson) to secure their support for your campaign plan and ensure their active involvement during the campaign. (See [page 4](#) for more details.)

Review department or agency structure. Identify all of the physical locations of your agency/installation (for military installations this includes tenant units) and obtain the number of employees in each office/unit. Report any changes to campaign structure/offices from previous years to your local CFC office.



Tip: Create a list of each office/unit and their corresponding CFC code(s) and ZIP code to provide to your team.

Build your team. Identify both Keyworkers and support teams. Building a strong team to help you implement the CFC in your agency/installation is vital to the campaign's success. (See [page 5](#) for more details.)

Train Keyworkers. Every Keyworker should attend a training session. (See [page 6](#) for more details.)

Order supplies. Base the quantity of your supply order on the total number of employees in your agency/installation. Contact your local CFC office for detailed instructions on which materials are available, and how to order them. Once received, distribute to each of your keyworkers.

Campaign Management Checklist

(continued)



During the Campaign

Promote the campaign. Use events, predrafted email templates (*see page 9 for more details*), posters, donor cards, social media, and more to educate and motivate employees. (*See page 7 for more details.*)

- **Send regular communications.** Craft a communications plan for your campaign. (*See page 9 for more details.*)
- **Host campaign events.** Well-executed events, either on-site or virtual, can be powerful tools to educate and motivate donors about the CFC. *See the Events Toolkit and events section on the website for more event ideas and instructions.*

Host regular meetings. Meet with your Keyworkers and/or campaign committee to offer motivation, answer questions, review procedures, and share best practices. To help Keyworkers stay on track, provide a weekly goal for a number of contacts, and ask them to track their progress and report back.

Track results and brief leadership. Brief your leadership weekly on campaign progress, share upcoming events, and review ways for them to get involved. *Refer to the Leadership Toolkit for more information.* (*See page 4 for more details.*)

Collect and submit paper pledges. Review and submit completed pledges weekly. (*See page 10 for more details.*)

Post-Campaign

Recognize your Keyworkers. Say “thank you” through a nice note or email. Don’t forget to order your CFC awards and certificates well ahead of your awards ceremony.

Close out the campaign. Plan an internal awards ceremony, collect and submit final pledge forms, and attend your local campaign’s regional awards ceremony, if applicable.

Report back. Prepare a “lessons learned” report or add it to your agency’s CFC binder to present to next year’s campaign coordinators. Provide feedback to the local CFC office to help improve the campaign.

Make a Campaign Plan



Set your unit up for a successful 2021 campaign by starting with the campaign plan template provided by your local CFC office. Your efforts will inspire your colleagues to join the CFC community. Through your actions of promoting the campaign, planning events, and using inspirational stories, you will equip your Keyworkers with the knowledge and skills to invite their colleagues to join the CFC and change the world together. So, thank you for your coming efforts in support of this year's campaign! These gifts make a positive difference in our local, national, and international communities. Use the guidelines below as you develop your 2021 Campaign Plan.

Recommendations

- Obtain leadership support from your agency head/installation commander. *See the [Leadership Toolkit](#).*
- Review the 2021 CFC campaign calendar and decide your CFC start and closing dates for your agency/installation.
- Identify, train, and motivate your Keyworkers as early as possible. This will allow for enough time to spread the CFC message and ensure everyone has a chance to give.
- Schedule promotions, marketing, and agency/installation-wide communications (*See [page 9](#) for more details*).



Tip: Take note of the Cause of the Week promotions and consider dates that work for your agency/office/unit best.



Tip: When sending out reminders for events, make sure to send a "Save the Date" and add it as a calendar invite.

- Investigate previous years' CFC results. This insight will help where to place new efforts and bolster current ones.
- Set a goal and track it! Goals could include a total dollar figure, 100% contact, increasing volunteer hours, or even planning a large charitable event. *Please note that the CFC is voluntary – goals cannot be 100% donations made or a dollar amount per person.*
- Ask to schedule a meeting with the previous Campaign Manager, and inquire about how they achieved success, and other information to consider.
- When implementing a kickoff and other campaign events, confirm with your top leadership that they are available and will be attending.
- Before the end of the campaign, plan for awards, recognition, and closing events.



Tip: Work with them to set this year's goal.

Get Leadership Involved



Departments and agencies with visible leadership support for the Combined Federal Campaign historically outperform those without—resulting in more dollars raised to help those in need! When meeting with leadership be prepared with materials and historical results (this can be acquired from your local CFC office). Talk through all of the options for leadership engagement and identify specific tactics that your leader is willing to undertake. Note: The CFC has a leadership flyer and communication templates available (*see the Leadership Toolkit*). Here are some ideas on how your leadership can engage with the 2021 campaign:

Support

Show support publicly by asking all managers to endorse the campaign and help to recruit Keyworkers. Ensure a voluntary campaign – no coercion.

Promote

Promote the campaign by attending/speaking at any in-person or virtual CFC events held at your agency. Film/record a PSA video or message for internal distribution or submit an article for your agency newsletter or intranet site.

Recognize

Recognize campaign workers for their service by sending a thank you email, offer a signed CFC certificate at the conclusion of the campaign, or conduct a speech at the post-campaign awards ceremony.

Endorse

Use our pre-written template to personalize and send an email or memo to all staff at the beginning of the campaign (*consider sending one midway through the campaign as well*). Highlight the CFC during regularly scheduled staff meetings.

Motivate

Help motivate your department by making an announcement of the submission of your pledge at a CFC event, via livestream, or by sharing a photo of the occasion.

Go Above and Beyond

Issue a creative challenge to your employees (like a push-up contest). Offer to take part in creative celebrations, like agreeing to take a pie in the face or grant a day off if the goal is achieved.

Build Your Team



Building a strong team to help you implement the CFC in your agency/installation is vital to the campaign's success. Keyworkers and other support members will plan and implement critical elements of your campaign, including communications, logistics, marketing, and event planning and implementation. Think about recruiting both newer employees as well as more experienced employees. If possible, include next year's Campaign Manager on your committee. Invite enthusiastic, creative employees who represent different age groups, offices, and backgrounds.

Things to Consider when Recruiting Keyworkers:

Have your leadership initiate an official request/memo/tasker to request Keyworkers and ensure the task is distributed to all managers/supervisors.

- Ask successful Keyworkers from previous years to serve again. Seek their recommendations for others who would make good Keyworkers.
- Look for committed employees who follow through, are effective communicators, enjoy giving back, and/or support a charitable cause.
- With direction and support, new staff can make great Keyworkers. It's an opportunity for them to meet other staff and show their leadership and communication skills.
- Emphasize that Keyworker service is a positive opportunity providing visibility, resume building, networking connections, and the opportunity to gain leadership skills.

Additional support for your campaign committee:

- **Information Technology:** Provides technical support and addresses issues such as firewall blocking.
- **Ethics Office:** Assists with necessary approvals for processes and events.
- **Communications Team:** Distributes information about the campaign, including memos, announcements, articles, and events.
- **Public Affairs:** Promotes events and can help document the campaign with photos/videos.
- **Internal Team:** Submits paper pledges and tracks results.



Tip: Keep motivation high and participation strong. Host weekly check-in meetings with Keyworkers to review progress, answer questions and share best practices. These meetings can also be used to plan upcoming events or activities like #GivingTuesday and Finish Strong week.

Train Keyworkers



After you have recruited a strong team of Keyworkers, work with your local CFC office to ensure they receive the training they need to get started.

Plan Training

In coordination with your OC or LE, schedule Keyworker training sessions for your team. Host multiple sessions, with a virtual component for remote workers, and make-up sessions if necessary.

- Every Keyworker should attend a training session. Check with your OC to find out additional information for online Keyworker training sessions available for anyone who cannot attend your sessions.
- Review the Keyworker Guide and PowerPoint presentation in advance. Coordinate with your OC or LE to determine your role for the presentation.
- Host Keyworker training in a comfortable setting for your team with the ability to show PowerPoint slides. If you are conducting an online training session, make sure you have access to the internet. If possible, stream via your video conferencing platform and include a call-in number for remote employees.

How to conduct a successful online training session:

- Test the platform you plan to use before the training. This will help avoid any technical difficulties.
- Keep the training short. Try to stay between 40 minutes to an hour at most. You want your keyworkers ready and engaged to go out and make the ask after the call.
- Prepare any videos you want to show ahead of time. Pre-play videos prior to the training, allowing the video to be buffered with no lagged response.
- Be as interactive as possible with the participants. Ask for feedback and break up the training by launching quizzes and polls throughout the session.
- Share your screen to show the attendees the online pledge portal, the Virtual Charity Fair, and other resources/engagement activities available on the website.
- Invite a charity speaker to start the training with a success story. Contact your local CFC office to request a charity speaker.
- It's showtime! Keep your eyes on the camera and speak in a clear and engaging manner.
- Connect face-to-face, even digitally. Enable webcam functions and ask if any others would like to as well. Getting to know your peers can help build the connection.



Promote the Campaign




Make sure your co-workers know it is CFC season by promoting the campaign EVERYWHERE you can! Here are a few ways to increase public visibility within your campaign. For more ideas, see the Events toolkit or visit the website.

Advertisements and Promotion

- Distribute and hang campaign posters to build awareness and encourage colleagues to be the faces of change.
- Develop a special CFC section on your intranet that highlights the benefits of giving, tells inspiring stories of people who have been helped by the campaign, shows photos of your campaign activities, and highlights progress toward your goals.
- Promote splash screens to show up on everyone's computer when they log in for the day.
- Print and place donor cards, table tents, and other campaign materials in high-traffic areas or bulletin boards or email these materials to your remote co-workers.

Events


- Organize a CFC event to jumpstart your campaign and build enthusiasm among employees. If possible, stream on your intranet, social media, or video conferencing platform to engage remote employees. ***(Utilize the Start Strong toolkit for more messaging, reminders, and promotional resources.)***
- Host a charity fair or arrange for a visit to local charities to educate colleagues about the many organizations counting on their support.

 *Tip: Include a virtual tour of a charity's facility.*

- Consider organizing a CFC Day of Service to include federal employees who may wish to expand their impact and volunteer time through the campaign.
- Host or stream an internal CFC Celebration Event to thank participants, showcase your results, and recognize campaign staff and others who helped make the campaign a success. ***(See the Events Toolkit for more ways to plan and promote campaign events.)***

Messaging and Communication

- Send out regular emails from the communications plan to your colleagues. *(See page 4.)*

 *Tip: Include the progress of your office/unit's success toward your CFC goal.*

- Use the CFC Cause of the Week to highlight stories and inspirational messages about the different causes.
- Utilize the fillable PDF version of the barometer poster to measure campaign progress. Send it via email and/or post on your agency's intranet site.
- Engage with the CFC's social media accounts by liking, commenting, and sharing content.

Promote the Campaign *(continued)*

Publicizing to Remote/Teleworking Employees



- *Host a special online kickoff (e.g., webinar) with charity guest speakers and information about the campaign. Demo the Virtual Charity Fair on the website.*
- *Provide each employee with the PDF version of the How to Pledge donor card.*
- *Ask leadership to record a brief video or phone message.*
- *Create a CFC intranet page with progress, events, and information.*
- *Host electronic contests and events. See our Events Guide for more ideas!*

Do

- ✓ Promote voluntary giving.
- ✓ Have supervisors and leaders demonstrate visible and tangible support through speeches and messaging.
- ✓ Share (and celebrate) campaign results!
- ✓ Keep a private list of donors who are eligible to receive a thank you gift.
- ✓ Set cumulative campaign goals to encourage and help motivate a spirit of camaraderie.

Don't

- ✗ Use coercion for giving.
- ✗ Allow leaders and supervisors to serve as Keyworkers or directly ask their subordinates to participate.
- ✗ Share individual pledges.
- ✗ Share list of donors or non-donors, especially with leadership.
- ✗ Set 100% participation requirement or break down a dollar amount per person.

Send Regular Communications



Predrafted email templates are available for you and your leadership. This timeline below identifies each communication template, the Toolkit in which it can be found, and when it should be sent. Feel free to customize these materials to coordinate with your department or agency's communication style.

i *Tip: You can send Campaign Worker communications to all your employees in your agency/installation or you can send the communication to your Keyworker team to forward on to their co-workers.*

The campaign is just around the corner! Make sure to include your campaign start date.



Leadership Communication:

- August: Keyworker Recruitment email (Leadership Toolkit)

The CFC doors are open, and it's time to kick off the campaign!



Campaign Worker Communication:

- Sept/Oct: Campaign kickoff announcement (Start Strong Toolkit)
- Sept/Oct: Cause of the Week intro email (Start Strong Toolkit)
- Sept/Oct: Virtual Charity Fair intro email (Start Strong Toolkit)

Leadership Communication:

- Sept/Oct: Campaign Support Announcement (Leadership toolkit)

The Tuesday after Thanksgiving is a day dedicated to philanthropic giving. Let's make this the most successful online giving day of the campaign season.



Campaign Worker Communication:

- Nov 18: Thanksgiving and #GivingTuesday announcement email (#GivingTuesday Toolkit)
- Nov 30: Today is #GivingTuesday (#GivingTuesday Toolkit)
- Week of Dec 6: Thank you/holiday giving email (#GivingTuesday Toolkit)

Keep the momentum going by continuing communication throughout the holidays!



Campaign Worker Communication:

- Oct/Nov/Dec (as needed): CFC event invitation email (Event Toolkit)

Leadership Communication:

- Oct/Nov/Dec (as needed): CFC event invitation email (Leadership Toolkit)
- Early Nov: Mid Campaign update (Leadership Toolkit)
- Week of Dec 13: Year-end giving reminder (Leadership Toolkit)

Arguably one of our most important campaign weeks—the final one! This is everyone's last chance to donate to their cause.



Campaign Worker Communication:

- Early Jan: Finish Strong series of 5 emails (Finish Strong Toolkit)

Yes, you can still continue communication after the campaign is finished! Recognizing the generosity of donors and acknowledging the hard work of your Keyworkers can go a long way to encourage future engagement.



Campaign Worker Communication:

- Week of Jan 17: Thank you email (Thank You Toolkit)

Leadership Communication:

- Early Feb: Leadership thank you/final results email (Leadership Toolkit)

Collecting and Submitting Paper Pledges



Although giving online is our favorite pledge option, some donors may still prefer to give using a paper pledge form. If so, they can submit forms directly to their Keyworker. If pledge forms are submitted to Keyworkers, they must be stored in a secure location until they can be delivered to you, the Campaign Manager/Coordinator. Keyworkers should review forms for legibility, details, and calculation of the charity allocations, and return them to you as the Campaign Manager.

To submit pledge forms, Campaign Managers/Coordinators should:

1. Download and print the CFC Pledge Report Summary form from the website.
2. Enclose the Pledge Report Summary form and the paper pledge forms in the Pledge Report Envelope addressed to:
CFC Processing Center: P.O. Box 7820 Madison, WI 53707-7820.

If you do not have a Pledge Report Envelope, you may use a regular envelope.

Donors who wish to submit a confidential pledge may insert their paper pledge form in a plain white envelope and write “confidential” on the outside. Campaign workers should not open these envelopes, but rather submit them straight to the **CFC Processing Center**.

NOTE: Encourage donors to go over the pledge form with a Keyworker to ensure the accuracy of their pledge.

2021 Combined Federal Campaign FEDERAL EMPLOYEE PLEDGE FORM OPM Form 1554-A

Please use black ink. Sections marked with * are mandatory. Full instructions on reverse. Submit this original Pledge Form to your Keyworker as early as possible to allow time for processing or send to: CFC Processing Center, P.O. Box 7820 Madison, WI 53707-7820. Keep a copy for your records. OPM accepts online pledges through Jan. 15, 2022, at cfcgiving.com/gov. CFC or organizations do not provide goods or services in whole or partial consideration for any contributions made to the organizations via this pledge.

Donor Information (required)

1. Primary Email Address (official government) *		2. Donor Type *	
		<input checked="" type="checkbox"/> Civilian <input type="checkbox"/> Active Duty Military	
3. Name (first name) *		(last name) *	
4. CFC Unit Code (six digits)	5. ZIP Code (or APO/FPO) of Your Office/Unit *	6. Overseas Employee	
		<input type="checkbox"/> I am located in a foreign country/territory.	
7. Your Department/Branch of Service (no acronyms) *			
8. Your Agency/Command (no acronyms) *			
9. Your Office/Unit (no acronyms) *			

Pledge Information (required)

10. Allotment Source *	11. Amount Per Deduction	12. Total Annual Gift *	13. Charity Designation *		
<input type="checkbox"/> Payroll <small>SDN (only required if electing payroll)</small>	\$ _____ <small>Check your payroll frequency:</small> <input type="radio"/> Monthly (M) <input type="radio"/> Semi-monthly (2x) <input type="radio"/> Bi-weekly (2x)	\$ _____ <small>(Amount per deduction multiplied by the payroll frequency)</small>	CFC Charity Code	Annual Amount	Volunteer Hours
<input type="checkbox"/> Check <small>Check must be payable to "Combined Federal Campaign" and attach to this form.</small>	N/A	\$ _____ Check Amount			
<small>I, as my payment source, hereby authorize any agency of the United States to be employed during 2022 to deduct the amount(s) shown above from my pay each pay period. The deduction will be in effect for one full year starting with the first pay period after January 15 and ending on January 15 of the following year. I authorize my payroll service to deduct the amount(s) shown above from my pay each pay period. I understand that I may revoke this authorization at any time before it expires. I also acknowledge that I have the right to receive the amount(s) scheduled to be transferred differently from the amount(s) displayed above. If I choose to revoke this authorization, I will be responsible for the payment amount elected.</small>			Total Annual Contribution \$ _____		
Signature: _____			Date: _____		

Information Release (optional)

14. By completing the information below, I authorize the CFC to release my name and the following to my designated charity(ies):

Personal Email Address	Pledge Amount Release		
	<input type="radio"/> Yes <input type="radio"/> No		
Home Address	City	State	ZIP Code

Individuals may pledge online at cfcgiving.com/gov and may contact the CFC Help Desk Monday through Friday from 8 a.m. until 6 p.m. Central Time at 800-797-0098 (toll-free) or 608-237-4898 (local/international) with questions about the pledge process.

Ways to Give



Donors have the opportunity to pledge money and volunteer time. There are three ways to pledge: the online donation portal, a paper pledge form, or the CFC Giving Mobile App. All three methods are easy, safe, and secure ways to give through the CFC!

Online Giving Portal

1. Visit GiveCFC.org and click DONATE.
2. Create an account or log in to your existing account.
3. Complete or update your profile:
 - A. Enter the ZIP code of your office to access the correct list of units/offices.
Our office ZIP code is: _____
 - B. Enter your CFC unit code to automatically populate the Department/Agency/Office selections.
 - C. Our CFC unit code is: _____
4. Search for charities you want to support.
5. Make your pledge by selecting your designated charities and allocating funds or volunteer hours.

For a detailed walkthrough with screenshots, see the How to Give Online presentation on the website.

Paper Pledge Form

Donors can still complete a paper pledge form. Having donors submit their paper pledge form to a Keyworker, allows the Keyworker to check for common pledge form errors. If your agency is teleworking, you might not be able to collect pledge forms in person. Donors may mail completed paper pledge forms directly to the CFC Processing Center: **P.O. Box 7820 Madison, WI 53707-7820.** (See [page 9](#) for more details.)

Volunteer Hours

Interested in volunteering? In addition to your monetary donation, you can pledge volunteer hours to charities accepting them (designated with a hand icon in the Charity Listing). If you pledged volunteer hours and would like to be contacted by the charity, opt to release your contact information. You may also reach out to the charity to learn about their volunteer options.

CFC Giving mobile app

- **Download the app on your mobile device.** Available for Apple and Android devices.



Tip: Search for "CFC Giving" in the app store.

- **Sign in or create an account.**
Returning donors: Use the same login as your CFC online pledge portal account.
New donors: Create an account, verify it, and set up your profile.



Tip: If you have an account, but forgot your password, tap "Forgot Password/Username?" to reset.

- **Event search will allow you to search for an event by name, type or location.** Tap Search and results will show event details such as date, location, and supporting organizations with their CFC codes.
- **Charity search will allow you to search for a charity by name, CFC code, EIN, or keyword.** Tap Search to find a list of all charities meeting the search criteria, along with a description of each charity and their CFC code.
- **Give.** Tap each charity you would like to support and enter your pledge amounts or volunteer hours.
- **Complete your donation.** Update or add a funding source (payroll deduction, bank account, or credit/debit card).



New for 2021
Payroll allotment is allowed on the app this year.

Need Help? If you need assistance navigating the app, please call TASC Customer Care at 1-800-797-0098. Hours of operation are 8 a.m. – 5 p.m.

FAQs and Key Terms and Acronyms



FAQs

Where can I turn for more help? For questions about implementing the campaign: Contact your local CFC office. For pledge-related questions, contact the CFC Processing Center at 800-797-0098 or 608-237-4898. For CFC policy questions, contact OPM at 202-606-2564 or cfc@opm.gov.

How do charities become part of the CFC? Charities must apply to be part of the CFC. Each charity must be a 501(c)(3) nonprofit organization, submit an IRS Form 990, describe its human health and welfare benefits, and meet other requirements. Application information can be found at cfccharities.opm.gov.

How do I choose a charity to support? Search for causes that interest you and get a list of charities that support that cause at cfcgiving.opm.gov.

How much does the CFC benefit charities? It is a critical source of revenue and an inexpensive way to attract new donors. CFC donations are especially treasured because they are unrestricted funds, allowing nonprofit organizations to respond to community needs effectively. Donations through the CFC provide charities with a source of funding throughout the year.

Can you explain a charity's overhead or administrative ratio? Overhead includes costs like salaries, rent and facilities costs, technology requirements, advertising and mailing, events, etc. These costs vary depending on mission scope, location, and technology/salary requirements.

Key Terms and Acronyms

Agency/Installation Campaign Chairperson
The agency leader, installation commander, or their designee who supports the campaign by participating in special events, approving campaign goals, and providing the resources necessary to run an effective campaign.

Campaign Manager/Coordinator
The federal employee selected by the agency head or installation commander to lead the agency/ installation CFC effort. The Campaign Manager/Coordinator, in collaboration with the Campaign Chair, under the direction of the OC, develops a plan to communicate about the CFC to all employees, recruits a planning committee, coordinates with unit leaders to identify Keyworkers, facilitates Keyworker training, and supports the implementation of all planned events.

Central Campaign Administrator (CCA)
The organization responsible for developing and maintaining the national CFC giving website, receiving pledge data, and making distributions to charities. The CCA can be contacted at: 800-797-0098 (toll-free), 608-237-4898 (local/international), or cfcgiving.opm.gov/contact.

Keyworker
A federal employee who personally contacts colleagues to promote the CFC, answers questions, and invites people to join the CFC by making a monetary gift and/or pledging volunteer hours.

Loaned Executive (LE)
A federal campaign assistant detailed to work for the CFC for a specified length of time (as determined by the LFCC and the LE's federal agency) to support campaign activities. (Note: Not all campaign zones use LEs.)

Local Federal Coordinating Committee (LFCC)
Each of the 36 local CFC zones is governed by a Local Federal Coordinating Committee (LFCC), which serves as a board of directors for the campaign zone. LFCCs are overseen by OPM and must comply with CFC regulations and guidance memoranda, as well as meet the deadlines in the CFC calendar. LFCCs are responsible for selecting an Outreach Coordinator (OC) to implement the CFC in the local zone and monitoring their work.

Office of Personnel Management (OPM)
Oversight of the entire CFC program is the responsibility of the Office of CFC Operations at OPM in Washington, D.C.

Outreach Coordinator (OC)
The entity selected by the LFCC to implement campaign marketing and logistics within the zone. The OC is responsible for campaign worker training, printing, and distribution of campaign materials, coordinating with charities in support of CFC events, and all campaign marketing.