

START STRONG TOOLKIT



The Start Strong toolkit is designed to help you launch the CFC within your agency, pique your colleagues' interest in the campaign, and generate momentum to carry through the entire CFC season. Click the [>> GREY BOXES](#) to download resources.

Communications

Customize the email template and send to all personnel in your agency with the invitation donor card as an attachment to invite your colleagues to join the CFC community. Submit the kick off press release to your internal communications channels and local news outlets.



>> CAMPAIGN START EMAIL



>> INVITATION DONOR CARD



>> KICK OFF PRESS RELEASE

Social Media

Encourage and invite your colleagues to join the CFC community using your agency social media channels.



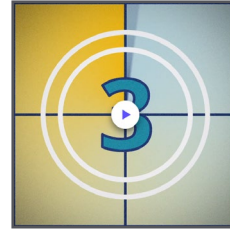
>> START STRONG SOCIAL CONTENT



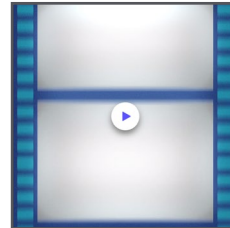
>> START STRONG IMAGE 1



>> START STRONG IMAGE 2



>> START STRONG VIDEO 1



>> START STRONG VIDEO 2



>> START STRONG VIDEO 3

Banner & Images

Incorporate the Start Strong banner and other images on your internal intranet site, emails or other communications.



>> START STRONG BANNER



>> START STRONG IMAGE 1



>> START STRONG IMAGE 2

Splash Screen

Work with your technology department to have the splash screen show up on everyone's computer when they log in for the day. Other ideas for use include putting this on electronic displays in your building, emailing to everyone as an attachment, or printing and posting on bulletin boards or other high traffic areas.

**show
Some
Love**

**Production of the 2020
CFC is underway ...**

Join the CFC community and
Be the Face of Change!

Sept. 21, 2020 – Jan. 15, 2021

Show Some Love at [GiveCFC.org](https://www.givecfc.org)

CFC
Combined Federal Campaign




>> START STRONG SPLASH SCREEN


Activities

Use the Lights, Camera, Action activity at a kickoff event, regular staff meeting, or through email to get your colleagues engaging with the campaign. Use the Selfie Tip Sheet to encourage your colleagues to submit a selfie and *Be the Face of Change*.


LIGHTS, CAMERA, ACTION
CHALLENGE

Production of the 2020 Combined Federal Campaign is underway ... it's time to *Be the Face of Change*! Check off all in one row to become a CFC celebrity, or be a CFC superstar and mark off the entire board.

 LIGHTS	<input type="checkbox"/> Read about a cause week	<input type="checkbox"/> Use the online search to find a charity supporting your cause	<input type="checkbox"/> Visit your local CFC website	<input type="checkbox"/> Read one charity success story	<input type="checkbox"/> Look at the campaign results map
 CAMERA	<input type="checkbox"/> Submit a selfie	<input type="checkbox"/> Watch one virtual charity fair video	<input type="checkbox"/> Watch the campaign video	<input type="checkbox"/> Look at the Faces of Change photos on GiveCFC.org	<input type="checkbox"/> Share your cause with a co-worker 1:1 or in a meeting
 ACTION	<input type="checkbox"/> Choose your cause	<input type="checkbox"/> Connect with the CFC on social media	<input type="checkbox"/> Set up your account on the online giving portal	<input type="checkbox"/> Download the CFC Giving Mobile App	<input type="checkbox"/> Thank a charity


 Show Some Love at GiveCFC.org

>> LIGHTS, CAMERA, ACTION




Be the Face of Change


One way to join the CFC community is to submit your selfie on GiveCFC.org in support of the campaign. Follow these suggestions to make a great selfie!




Get close to the camera with or without a Show Some Love circle.



Make a gesture like a thumbs up, hands over your heart, or arms crossed.




Include your family members or pets.



Give a BIG smile/BIG laugh!

More Tips for a GREAT Selfie:

1. Hold your phone horizontally, not vertically.
2. Position your phone at eye level or slightly above your head.
3. Look directly into the camera lens.
4. Make sure you have good lighting, but not too harsh.
5. If you normally wear a uniform to work (military, USPS, CBP, etc.), please wear your uniform in your selfie if allowed.
6. The CFC cannot promote any specific charitable organizations or any companies. Please ensure your clothing is free from logos and slogans.


Show Some Love at GiveCFC.org

>> SELFIE TIP SHEET



TIP: If you are planning a kickoff event, see the Event Toolkit for more direction and ideas.



>> SUBMIT A SELFIE