# 2017 Charity Outreach Program: Engaging the Federal Donor

Attending Combined Federal Campaign (CFC) events is just one way to reach the Federal community. Engage potential donors by incorporating these tips into your marketing and outreach strategies:

* **Materials**
  + Print your 5-digit CFC code on all of your materials and display it prominently on your website.
  + Use the *Show Some Love* theme in your own promotional efforts. For example, you could include something on your home page or in an e-newsletter that says, “*Show Some Love* to [charity mission] by giving to [charity name] through the CFC. Our designation number is [5-digit CFC code].”
* **Messaging**
  + Make the ask. During the campaign, ask any known supporters who are Federal employees/retirees to give to your charity through the CFC.
  + Promote opportunities for Federal employees to donate their time and talent as part of the new volunteerism component of the campaign.
  + Incorporate messaging specific to retirees—a new donor audience for 2017—in your communications strategies. Ensure they are aware that they can support your organization by once again making a donation through the CFC.
  + Talk about the ability to give through payroll deduction, which enables donors to give a little bit each pay period, adding to a significant contribution at the end of 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.
* **Marketing**
  + Utilize social media to promote designations to your charity through the CFC. Be sure to include your 5-digit code, tag your local CFC zone, and include the hashtag #ShowSomeLoveCFC.
  + Share your success stories, photos, and videos on your social media channels and websites, in donor communications, and with local CFCs so that they may also promote your great work.
  + Target earned and paid media to the Federal audience through pitching and advertising.