



2021 Charity Outreach Program Overview

The Combined Federal Campaign (CFC) is the only authorized charitable giving drive for employees in the federal workplace. Launched by President Kennedy in 1961, the CFC is one of the largest charitable workplace giving programs in the world. The Office of Personnel Management (OPM) has organized the CFC into 36 geographic zones across the country and around the world.

The Combined Federal Campaign of the Zone 32 is the local campaign for federal employees and retirees in the National Capital Area. Through the collective contributions of civilian and military federal employees, the 2020 campaign generated more than \$37 million in pledges for participating local, national, and international charities.

Throughout the campaign, charities may have the opportunity—via kickoffs, charity fairs, speaking opportunities, etc.—to meet directly with campaign leaders and generous federal employees. These activities provide charities the opportunity for visibility across the CFC donor base.

Why is CFC event participation so important?

Your participation in campaign events is critical. Research has shown that it often takes four to six touchpoints before a donor pledges. Campaign events provide one of these important touchpoints. Our messaging encourages federal employees to support the charitable cause(s) that are most important to them, and they may arrive at campaign events searching for that cause. Another important facet of the campaign is storytelling. Success stories from charities or their beneficiaries can be very powerful and motivational. Don't miss your opportunity to talk face-to-face with generous federal employees this year! Do your best to have a representative from your organization participate in all the campaign events the government invites your organization to attend.

Charities that wish to participate in Charity Outreach Program activities must agree to follow these guidelines by signing the attached 2021 Outreach Program Guideline Agreement.

Charity Outreach Program Guidelines

These guidelines have been set forth to administer the CFC fairly and equitably for all charities within the campaign. Before attending and/or speaking at any campaign events or any associated activity, a leader from your organization must carefully read, sign, and return this form.

1. We understand that we are at a CFC event; therefore, the government prohibits all supplemental fundraising and collecting names.
2. At any event, our organization may distribute promotional items of nominal value; however, we understand that the government also prohibits the sale of items. Our representatives will check with department or agency sponsors before engaging in raffles, drawings, or any promotion which could be construed as gaming or gambling.
3. We understand that when we are at a CFC event, we are there to represent not only our organization, but all charities in the campaign, and will abide by CFC regulations 5 CFR Part §950, OPM instructions, and federal department and agency ethics guidelines.
4. Our organization has representatives who are willing and able to enter United States government facilities to attend charity fairs.
5. If someone from our organization agrees to attend a campaign event, the representative will arrive on time and with appropriate photo identification(s) issued by a valid government agency (driver's license, U.S. passport, or other). *Note: At times, certain state identification cards such as driver's licenses have been deemed unacceptable for entrance into federal government facilities. Please check in advance to ensure your state's licensing program meets federal standards. Otherwise, an alternate form of identification will be required, such as a U.S. passport. Some facilities may require two forms of ID. Federal security rules do not consider credit cards as a form of identification. Library cards, voter registration cards, and any document issued by the government may be acceptable second forms of identification, but you should always check in advance.*
6. If unable to attend (after confirming their participation), the representative will inform the CFC and the department or agency organizer as soon as possible.
7. Our representatives will professionally provide customer service and will greet, receive, and thank all attendees with equal respect, dignity, and enthusiasm.
8. Representatives will not attend events to which our organization has not been invited.
9. We will use only the allotted display area and understand that we may have to share table space with other charities.
10. We will attend all CFC events in professional attire (e.g., no shorts, flip-flops, etc.).
11. We will inform CFC officials immediately about any significant problems encountered or any changes in our contact information.
12. We understand that photography (even photographing our display) may be restricted. We will check in advance before bringing cameras or cell phones inside the facility.
13. We will ensure that any staffers attending campaign events know of the CFC Charity Outreach Program requirements.

2021 Charity Outreach Program Agreement

We understand that failure to comply with any of the Combined Federal Campaign Charity Outreach Program guidelines could affect our organization's participation in future campaign events.

Name:	_____	Phone:	_____
Title:	_____	Email:	_____
Organization:	_____	CFC #:	_____
Signature:	_____	Date:	_____

Please complete, sign, and return this form to:

CFCNCA Charity Relations
Phone: 202-465-7200
E-mail: charityevents@cfcnca.org