**Combined Federal Campaign (CFC)**

**South Central Texas Zone 019**

**2021 Communication and Message Brief**

**PURPOSE**

To provide the 2021 Campaign Team and stakeholders with the context and specific information needed to convey a message in the most impactful way possible to:

* Increase awareness of the 2021 Combined Federal Campaign
* Educate federal, postal, and military employees and retired about the benefits of giving money and volunteering time through the CFC.

**CORE MESSAGES**

*These messages should be used when communicating about the Combined Federal Campaign, in general.*

* The Combined Federal Campaign - CFC Giving System opens online Wednesday, September 1 givecfc.org.
* The Combined Federal Campaign (CFC) runs from Wednesday, September 1, 2021 to Saturday, January 15, 2022.
* The Combined Federal Campaign (CFC) is the official workplace giving campaign of the federal government.
* The Combined Federal Campaign (CFC) is one of the largest and most successful workplace fundraising campaigns in the world.
* 2021 marks the 60th Anniversary of the Combined Federal Campaign.
* For 60 years, members of the federal community have contributed to charities through the CFC, giving more than $8.5 billion to help those in need locally, across the nation, and throughout the world.
* In 2020, the federal community pledged nearly $83.6 million in monetary gifts and volunteer time for local, national, and international charities; the average gift was $750; nearly 90,000 volunteer hours were pledged, and retiree giving nearly doubled to $2.5 million.
* Over the past two years, the federal community gave nearly $2.5 million during a COVID-19 special solicitation and over $500,000 for Texas Winter Storm relief.

**Giving through the Combined Federal Campaign (CFC)**

* Here are three great reasons:

**1 - You can Give through Payroll Deduction.** Designate recurring gifts from each paycheck for a greater impact over time.

**2 - You can Give to Multiple Charities.** Make your charitable donations and pledge volunteer hours in one place.

**3 - Give for Collective Impact.** The world is a better place when changemakers like us give together.

* Here are even more reasons?

Tax-Deductible Giving • Unrestricted Funds for Charities • Easy to Renew

Long-Standing Federal Tradition • Volunteer Pledging • Secure Online Giving Platform

Thousands of Vetted Charities • Makes Fundraising Easier for Charities

**KEY MESSAGES**

*These messages convey main points of information about the CFC that we want potential donors to see, hear, understand, remember, and act on.*

**2021 Campaign Theme - Be the Face of Change**

* We are the faces of change. Federal employees. Retirees. Military personnel. Postal workers. Changemakers. Every year, we give money and volunteer time to our favorite charities through the CFC and change the world together.
* You can be the face of change by giving to the charities you care about through payroll deduction, signing up to volunteer, and telling your story.

**2021 South Central Texas Zone 019 Donor Challenge** - **One Dollar 10 Minutes**

* To experience how easy it is to give through CFC, we invite you to try it with a minimum donation of just **One Dollar** per pay period**…**it takes only about **10 Minutes** to give online or with a paper pledge form.
* Please consider giving a **One Dollar** minimum donation to a charity this season. It only takes **10 Minutes** to give through the secure online portal or with a paper pledge form and you can volunteer hours.

**MANDATORY MESSAGES**

*These messages are required when communicating about the Combined Federal Campaign.*

**Why give through the Combined Federal Campaign (CFC)?**

* The funds raised and hours pledged through the CFC help people in need from your family, among your friends, or in your neighborhood and community.
* As we recover from the challenges of the past year, CFC pledges are making a real and meaningful difference to a countless adults and children in our communities, even animals.
* Charities depend on the continued generosity of the federal community.
* Over the past four years, more than 96 percent of organizations received designated pledges from CFC donors.
* All participating charities share in the cost of administering the campaign through the application, listing, and distribution fees.

**How to Give through the Combined Federal Campaign (CFC).**

* Giving through CFC is easy as 1, 2, 3.

**1** – View the list of charities and choose one or more that you like.

**2** – Make your pledge using payroll deduction, the most popular and easiest way to give. And don’t forget to pledge some volunteer hours for greater impact.

**3** – Donate online at GiveCFC.org or use a paper pledge form.

**Giving and Campaign Websites**

*The CFC Giving System URL should be used to direct donors where to give. The South Central Texas URL should be used to access campaign materials.*

* CFC Giving System: givecfc.org
* South Central Texas site: southcentraltexascfc.givecfc.org

**Zone 019 Social Media Pages**

*The Zone’s Facebook and Twitter pages should be promoted to the Campaign Team and donors. All employees in the Zone should be encouraged to follow our social media sites.*

* Facebook: https://www.facebook.com/SouthCentralTexasCFC/
* Twitter: <https://twitter.com/SCentralTXCFC>

**IMPACT STATEMENTS**

*These messages convey the economic, environmental, and/or social impact of a charity’s efforts that can be made possible by donating money and volunteering time through the CFC. The impact statements are in alphabetical order by cause.*

**Animal Welfare**

$25 examines, vaccinates, and treats one rescue animal for fleas and worms.

$25 medicates and feeds one injured wild animal for an entire month of recovery.

**Arts & Culture**

$15 covers the cost of a one-hour recording session for artists to sell their recorded music, generating revenue to strengthen their communities.

$17 sponsors drawing materials for 40 students for one trimester.

**Children & Families**

$8 supplies an orphanage with a new game set for the children.

$10 provides sports equipment to orphaned children.

$13 diapers a baby for two weeks.

$20 wraps three children in soft, warm blankets.

$25 supplies a juice box, book, and cookie for a child in need.

**Disaster Relief**

$30 trains 10 individuals to manage community risks and prepare for disasters.

$34 shelters a family of six temporarily in the wake of disaster.

**Education**

$5 starts a home library with two new books for a child in need.

$10 equips a student with a school bag.

$15 trains one individual with a 25-week college certificate in business planning.

$20 fills a child’s backpack with school supplies, helping a new student feel ready to learn.

$25 allows 30 students to receive educational instruction for a month.

$25 supplies one student with educational science equipment.

**End Hunger**

$7 feeds a family in need a week's worth of hot meals.

$9 feeds a starving child for a week.

$10 provides a fresh food voucher for a family living in a refugee camp.

$18 plants seeds in a community garden to grow a brighter future.

$20 gifts a family with a flock of chicks, providing a source of nutrition and income for years to come.

$25 funds new recipes for delicious, healthy school meals.

**Environmental Protection**

$10 removes one ton of carbon dioxide from the atmosphere.

**Eradicating Poverty**

$15 rehabilitates a severely malnourished child in Indonesia.

$18 supplies a family in need with one week of basic hygiene items.

$20 feeds migrants and refugees 10 hot meals with tea.

$25 supplies clean water and hygiene education to people in need.

**Faith-based**

$25 equips mission hospitals around the world with critical medical equipment and supplies.

$25 trains a team on one college campus to organize an interfaith youth service.

**Global Health**

$10 vaccinates two children from nine different diseases.

$10 supplies $500 worth of medicine to children in need.

$15 protects 11 children from blindness through vitamin A supplements.

$17 helps two new moms have safe labor and deliveries through clean delivery kits.

$25 vaccinates one child against a range of diseases like polio and tetanus.

$25 funds life-changing cataract surgery.

**Housing & Shelter**

$25 funds one day of lodging expenses for a child undergoing cancer treatment.

$25 repairs the tin roof on a house for a family of four.

$25 shelters and cares for a homeless individual for the night.

$25 supplies the front door lock for a family in need of a safe and affordable home.

**Human Rights**

$15 empowers an individual with a sexual assault prevention education program.

**Medical Research**

$17 funds one day of a clinical trial for one cancer patient.

**Mental Health**

$10 equips a preschool to help victims of domestic violence and abuse.

**Military Support**

$13 arranges a game night or other morale boosting event for deployed service members.

$15 sends a comfort food package to a deployed service member.

$20 serves a hot meal to a military family.

$25 warms a homeless veteran with a heavy wool blanket, knit hat, and gloves.

$25 welcomes a deployed soldier home with banners and flags.

**Public Safety**

$25 equips volunteer fire fighters serving their community.

$25 helps young volunteers purchase supplies for a community service project.