



Keyworker Job Description

Thank you for joining the Combined Federal Campaign team. As the Keyworker you have the most important role in the campaign. Through your eyes, your fellow employees will see the value of the many agencies and people that the Potomac CFC supports. Your work will significantly impact the success of the Combined Federal Campaign in your agency. This job description will help you succeed in your agency's campaign.

1. Your job is to:

- Explain the reasons for the Combined Federal Campaign, the needs of participating charities, and the many advantages offered by the campaign to federal employees – both military and civilian.
- Personally contact and discuss the importance of the CFC with each employee you serve as a Keyworker, plan follow up visits to employees on vacation, TDY or sick leave.



2. Four Steps to Success

- Make Personal Contact
 - The most effective way to encouraging co-workers to donate is by approaching them in person. The personal approach shows that you believe the campaign is worth your time and theirs.
 - Let employees know they can review the Charity Booklet on the Potomac CFC website (potomaccfc.org) or with a paper copy.
 - Please do not leave a pledge card on a desk without speaking to the prospective donor. The number one reason why potential donors do not give is because they are not directly asked.
 - Ask everyone to contribute. Start with people you know the best and practice your ask to gain confidence.
 - Plan to make your first contact with employees in the first two weeks of your campaign.

- Encourage Payroll Deduction



- Payroll deduction is easy and convenient because it is paid throughout the year.
- The donor can give more by having a small amount deducted each pay period.
- Set the example: Contribute yourself. You will find it easier to encourage others to donate after making your own pledge.
- If you are with DoD/DFAS, encourage MyPay (epledge) payroll deduction which is easy and convenient.



- Be Well Informed

- Learn everything you can about the CFC before beginning your solicitation so that you can act as an educational resource to your employees.
- Review the charity catalog and pledge card.
- Familiarize yourself with the services that CFC-funded agencies provide.
- Stress charitable needs rather than campaign results.
- Answer any questions you can. If you don't know the answer, don't guess. Ask the Potomac CFC staff and follow up.

3. Retrieve All Pledge Forms

- Review pledge forms to ensure that they are legible and mathematically accurate. This will ultimately save time and money and ensure the pledge can be processed.
- Employees cannot write in a charity. They must use the charity code that corresponds with an agency listed in the Charity Booklet. The code of the charitable agencies designated must be valid and legible.
- Invalid charity codes will be treated as undesignated pledges.
- To release the donor's name to the designee, the proper information must be filled out on the pledge form, including home address of the donor, and the appropriate box checked.
- It is important to receive a response from every potential contributor, regardless of whether or not they contribute.
- Follow up with every employee to ensure they have the chance to contribute
- Send email reminders during the campaign. Include how your agency is doing in these emails.
- Your task is complete when all pledge forms and monies are collected and turned over to the Lead Keyworker.



4. Say Thank You

- Remember to thank everyone you solicit. Everyone's time and/or gifts are truly appreciated and a pleasant thank you is an important part of your efforts.
- Ensure employees receive incentives, if they desire them.

5. Distribute the Potomac Combined Federal Campaign Charity Book within your division/directorate. You can also direct them to the Potomac CFC website: <http://www.potomaccfc.org/> if employees want to use an online charity book.
6. Promote the campaign through the display of posters and other creative means of publicity you can develop.
7. Campaign dates: 1 September through 15 December
8. Ways to Give
 - Online through MyPay (epledge) at: <https://mypay.dfas.mil/mypay.aspx>
 - Credit Cards at: <https://www.cfcnexus.org/potomaccfc/>
 - Paper Pledge Forms for payroll deduction or cash/check pledges