

SAMPLE NEWSLETTERS, EMAILS & LETTERS

Employee Newsletter Article

“Payroll Deduction Makes Donating to Charities Convenient”

Federal employees are an important part of every community, but especially here in the Heartland. As Federal employees, we can make our local, national and international communities better places when we take advantage of the opportunity to contribute to the Heartland Combined Federal Campaign. This year’s campaign runs from _____ to _____.

The CFC theme this year is “The Power of YOU.” Your investment, small or large, makes a difference. You may choose to invest in medical research, the environment, education, reducing homelessness, community advocacy, social programs and much more through the Heartland Combined Federal Campaign’s payroll deduction program. You may also give a one-time gift to the charity of your choice through this campaign. An investment of \$___ can make a huge impact in the lives of others. *(Refer to the Campaign Facts – “What Your Gift Can Do.”)*

Last year Federal employees made a huge impact to those in need by collecting \$4.4 million! Together we can make a difference in our communities by donating to the CFC. Take the power and pledge today. For more information about the Heartland Combined Federal Campaign, contact _____.

E-mail Examples

Example 1

The Heartland Combined Federal Campaign begins _____ and runs through _____. This year’s theme is “The Power of YOU.” A _____ event will take place on _____ at _____. Come and enjoy refreshments while learning more about the different charities that benefit from your donations to the CFC. Payroll deduction makes giving easy and stretches your impact further. A one-time gift to the charity of your choice is also welcomed. Both methods allow you to support your community and the charities of your choice. Join us as we make a positive impact on our community and take the power in our hands!

Thank you for your support of the Heartland Combined Federal Campaign!

Example 2

Did you know that if you pledge \$2.00 per pay period to _____ you could be providing _____? The Heartland Combined Federal Campaign is in full swing! It will run until _____. Please pledge today. If you have any questions, please contact _____.

Example 3

The Heartland Combined Federal Campaign begins _____ and runs through _____. Our theme this year is “The Power of YOU.” Please join us as we strive to reach our campaign goal of \$_____. Return your completed pledge form to your coordinator by _____ and take the power into your own hands.

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Agency Head Endorsement Email

(Always check with your agency head before sending anything in his/her name.)

We are pleased to announce the (**agency**) will be participating in this year's Heartland Combined Federal Campaign (CFC) beginning _____.

You will soon receive a CFC pledge card and you'll be asked to consider making a donation, but first I want you to know some important facts about the CFC.

- You can **direct your support** to charities that work on the issues you care deeply about.
- The CFC is **convenient**. Through payroll deduction you can stretch your donation further by deducting a small amount from each pay period.
- The Charities you support through the CFC **focus on people who really need your help**, including the hungry, the homeless, the sick and children and families in need.
- CFC-funded charities are working 24 hours a day helping your friends, family and neighbors.

Your decision to give is yours alone to make. You won't receive a promotion or a better job evaluation just because you gave to the CFC. But whatever you decide, I hope you'll give real consideration to supporting this worthy cause.

Sincerely,

(Agency Head)

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Endorsement from Agency Head

(Always check with your agency head before sending anything in his/her name.)

Date

Dear Employee:

As employees of the _____ we take pride in our jobs and in the government and country that we serve. In the next few weeks, we will have the opportunity to reach beyond our job assignments and show our commitment to the communities in which we live and work. From _____ to _____ we will be participating in the Heartland Combined Federal Campaign.

Last year Federal employees in this area donated over \$4.4 million to help people in need. Federal employees can help non-profit organizations throughout the Heartland, national and international communities when they donate to the CFC. As a Federal employee you have the ability to choose which organization will benefit from your contribution. Your donation will go to causes that matter to you.

Through the CFC you will be given the opportunity to pledge, through payroll deduction, to a charity working on issues such as health, the environment, higher education, hunger, neighborhoods, social services and much more. You will soon receive campaign information and a pledge card. I urge you to read the informational literature and then make a payroll pledge. Payroll deduction will begin on your first paycheck in 2013. Please join me in supporting a charity that works on the issues that matter most to you. Together we can continue to make a difference.

Sincerely,

XXX



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Eagle Donor Solicitation from Agency Head

Dear _____,

You work at an agency that cares about you and the community. One of the many ways (**Agency Name**) works to support our employees, their families, and the community is through our support of the Heartland Combined Federal Campaign.

Our employees have always been generous givers. Last year, we gave \$_____ and this year we have set a goal of \$_____. I am asking you to help lead the way to reaching this goal by considering to be an Eagle Club donor. Federal employees that donate \$1,000 or more through the CFC will join a club of over 220 Federal employees and receive a personalized Eagle Statue to recognize this special gift.

Before you make your decision, I want to give you some information about CFC. The CFC has a very efficient and effective approach to fulfilling health and human service needs that are most important to you. Federal volunteers spend time carefully evaluating the more than 300 local agencies and 1500 national/international agencies in the Catalog of Caring to ensure that the charities are held accountable towards your donations.

Charities like the Red Cross, Boy & Girl Scouts, The Salvation Army, The Humane Society, City Union Mission, and Children's Mercy Hospital receive funding from the CFC, just to name a few. It's because of the support they receive from you and me that they are able to help in so many ways. Your donation could be invested to ensure:

- Children enter school healthy and ready to learn;
- Teenagers stay on track and graduate from high school;
- Families in crisis are given the essentials, as well as the tools they need to return to self-sufficiency;
- Victims of domestic violence are protected from further abuse;
- The elderly live healthy, happy and independent lives;
- People with disabilities and those living with cancer and AIDS are supported.

These services help local people, which could be our friends, our family or our co-workers. By supporting the CFC, we have the power to promote positive change in our community. We can be sure we are doing our part to create a stronger community for all.

I would like to invite you to join the Eagle Club with just a small gift of \$39 per pay period this year, and make a difference in the future of our community, nation and world. On behalf of the millions served by the CFC, I thank you for improving their lives and giving them a second chance through your generosity. May all the kindness that you show to others be returned to you.

Sincerely,

(**Agency Head**)

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New Hire Informational Letter

Congratulations on beginning your new career in the federal government!

As you are probably aware, the federal government is the largest employer in the Kansas City area. But what you may not be aware of is that federal employees are also the most charitable in the community. Over the years, your co-workers in the Kansas City area have improved the lives of thousands of people in need with their donations to local, national and international charities through the Combined Federal Campaign (CFC). Their generosity has made people healthier, safer and more independent.

The CFC is held each fall in every federal agency throughout the country. We hope that you will join in this tradition of giving back to your community through the CFC when the campaign begins at your agency.

Should you wish to receive more information about the CFC prior to the campaign season, please contact the Heartland CFC office at 816-823-1295 or e-mail me at bailey.armstrong@gsa.gov. Up-to-date information about the CFC can also be found on our website at www.heartlandcfc.org.

I wish you much success in your new career and thank you for your anticipated support of the Combined Federal Campaign.

Sincerely,

Bailey Armstrong
Director
Heartland CFC

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Prize/Donation Solicitation Letter

Dear _____:

I am writing to you today requesting a donation of prize incentives for our upcoming 2012 Combined Federal Campaign (CFC). We will be running our campaign from _____ to _____. Your donation will be used as a prize in drawings or other activities that we will hold during the campaign.

Please use this opportunity to support your community and increase our employee campaign participation by contributing merchandise or prizes to our cause. This is an excellent opportunity to provide free publicity for your company while also spreading the word of your generosity to the Federal employees working in our community.

_____, you can be sure that your donation will help 2012 be another successful year of giving at our agency. I will contact you within the next week to confirm your donation, or you may contact me at _____ if you have any questions.

Thank you for your consideration.

Sincerely,

Your Name

Your Title

Your Company

P.S. The Combined Federal Campaign does not provide any goods or services in exchange for contributions. Therefore, your contribution is tax deductible.

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Prize/Donation Thank You Letter

Dear _____:

On behalf of _____, I would like to thank you and _____ (*the company*) for your gift of _____ to our Campaign. Your donation will be used as a prize in drawings or other activities that we will hold during our campaign.

The dollars donated through our campaign work to make our community healthier, more independent, and safer. Thank you for being a part of the circle of caring in our community.

Once again, thank you!

Sincerely,

Your Name

Your Title

Your Agency

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