

# 10 Steps to a Successful CFC Campaign

1. Visible Commander/Agency Leader Support
2. Establish an enthusiastic CFC Committee (and use your Loaned Exec)
3. Communicate CFC Message and Campaign Plan with Leadership Team
4. Develop a Plan with realistic Timetable and Goals
  - What gets measured gets done!
5. Promote/Publicize Your Campaign - Repetition is key to keeping it active
6. Hold a Campaign Kickoff Event
7. Ask all Employees for a Gift
  - Group meeting, then personal visits w/ follow-ups
8. Always remember to Say “Thank You”
9. Debrief Committee - solicit recommendations for improvements
10. Plan Mid-Year Engagement