



## UNITED STATES OFFICE OF PERSONNEL MANAGEMENT

Washington, DC 20415

The Director

August 31, 2011

### MEMORANDUM FOR DEPARTMENT AND AGENCY HEADS

FROM:

JOHN BERRY  
DIRECTOR

A handwritten signature in blue ink that reads "John Berry".

SUBJECT:

2011 Combined Federal Campaign

The 50<sup>th</sup> Anniversary season of the Combined Federal Campaign (CFC) starts September 1! We're gearing up for a big Golden Anniversary, so please encourage support for the CFC at your agency. I don't have to tell you that the need is deep this year—the news reflects it every day.

President John F. Kennedy created the CFC in 1961. It has been 50 years since he asked us to consider not what our country can do for us, but what we can do for our country. This year, I ask you, and every Federal worker, to consider why we give.

We give because it feels right. Because we speak of high ideals, and we are as good as our word. Because we are moved by an event, an image, a catastrophe. Because we, too, have known hardship. We give in memory of those lost, and in hopes that others will be saved. We give because we can.

We give because we go beyond the call of duty to serve and protect the American people—Federal workers, postal employees and military personnel pledged over \$280 million dollars in each of the last two years.

We often focus on the dollar amount raised, because it marks our combined impact on the charities we support. But this year I'm asking each local CFC to also inspire new and greater numbers of donors, with a new award for the campaigns that show the greatest increase in participation. Let's make this 50<sup>th</sup> year an outstanding year—one that marks a new era that will endure for the next fifty years.

I've enclosed materials to help you encourage potential donors and promote on-line giving in your campaign area. If you or your staff have any questions or need assistance, please don't hesitate to call or e-mail Keith Willingham, Director, Combined Federal Campaign, at (202) 606-2564 or at [cfc@opm.gov](mailto:cfc@opm.gov).

cc: Chief Human Capital Officers