



COMBINED FEDERAL CAMPAIGN-OVERSEAS

Campaign Representative e-Newsletter

Edition I

October 7, 2011

Ready, Set...Give!

The 2011 Combined Federal Campaign-Overseas Begins

October is exciting: leaves change color; temperatures fall; and the CFC-O begins.

Monday, 3 October, marked the beginning of the 2011 Combined Federal Campaign-Overseas (CFC-O). Each fall, the CFC-O offers uniformed service members and DoD civilians an easy and efficient way to make a charitable contribution. This year marks the 50th anniversary of the CFC. During that time, federal employees have contributed over \$6.8 billion to people and communities in need.

"Federal employees are generous givers," notes Victoria Adams, the Executive Director of the CFC-O. "They are proud to continue the tradition of caring that the CFC represents."

In 2010, the CFC-O raised \$13.8 million

and Adams expects the 2011 to raise a similar amount. "Times are still hard for many people out there," she says, "the need is greater than ever."

As a campaign representative for your installation/area/unit, you play a crucial role in the campaign's success. Over the next nine weeks, you will accomplish the goal of the CFC-O—ensuring that every potential contributor is offered the 100% informed opportunity to give to the charity(ies) of his/her choice.

If you missed the CFC-O Campaign Representative training session, please contact your local CFC-O office to see about a make-up session.

Your efforts will Make a World of Difference in the lives of thousands of people in need around the globe. Thank you for your support!

Website Connection

Visit cfcoverseas.org to read the 2011 CFC-O Representative letter from Leon Panetta, Secretary of Defense.

2010 – 2011 First 5 day comparison: A great start to your campaign!

EUCOM total pledges received as of day 5 in 2010 was \$78,553.00, participation was at 0.6% and per capita was at \$0.90. For 2011, as of day 5, total pledges received were at \$203,641.96, participation was at 1.3% and per capita was at \$2.32.

This year EUCOM strengthened their campaign by finishing their first week with an increase of total pledges received by 61.43%.

AFRICOM total pledges received as of day 5 in 2010 was \$1,931, participation was at 0.1% and per capita was at \$0.50. For 2011, as of day 5, total pledges received were at \$3,325, participation was at 0.4% and per capita was at \$0.87.

This year AFRICOM strengthened their campaign by finishing their first week with an increase of total pledges received by 41.92%.

CAPO Comparison Report: You will be receiving a comparison report weekly by email. Take a look at the attachment in your email to see this weeks CAPO comparison report.

It was an amazing first week, EUCOM and AFRICOM raised a total of \$206,966.96. This is definitely a reason for celebrating and a very encouraging start. I can't wait to see how you can make your campaign's success grow!



21st TSC, Kaiserslautern Germany sign first pledge cards for their 2011 CFC-O campaign.

Tips to a successful campaign:

Ask: The number 1 reason a person gives to charity is because they were asked.

Publicize your campaign: People can't donate if they don't know about the campaign.

Fundraising: Supplement your campaign with fundraising events such as tables or booths at your local exchange/commissary, bazaars or community events.

Mid Campaign event: Plan a mid-campaign event to keep your campaign energetic and momentum going.

Involve Leadership: Support from leadership is essential, keep them updated with the status of your campaign and encourage their involvement. It's a great way to lead by example.



Upcoming Events!

CFC-O staff will be taking part in local events. Please come by and join us.

15th October: "Top Secret Event". Information to be released soon!

21st October: Ramstein October fun fest.

22nd October: Red Ribbon 5K run.

29th October: CFC-O USO Halloween fun fest at Ramstein.

Fundraising is a great way to supplement your campaign and increase donations. If you're interested in organizing your own event please contact our office. We will be happy to help you plan an event.



What Your Gift Can Do

A little over \$1 per day provides two packets of a nutrient rich food product to a severely malnourished child. These packets are easily transportable, do not need refrigeration and contain 500 calories each. A month's worth can bring a child back from the brink of starvation. They are currently being used to combat the severe drought/food-shortage in Somalia.

Samantha Barrett
CFC-Overseas EUCOM & AFRICOM Campaign Coordinator

DSN: 314-489-6555
Comm: 0631-536-6555
Samantha.barrett@cfcoverseas.org
Samantha.barrett@ramstein.af.mil



I will be posting updates on my facebook page so remember to friend me.