



COMBINED FEDERAL CAMPAIGN-OVERSEAS

Campaign Representative e-Newsletter

Edition II

October 26, 2011

FSYP

Make a Difference in Your Local Community

You may have noticed the “FSYP” box on the 2011 CFC-O Pledge Card. FSYP stands for “Family Support & Youth Programs” and is a way for contributors to make a donation to Quality of Life programs at their local overseas installation.

No overhead or administrative fees are deducted from these donations and the money is used at the commander’s discretion to make a difference in the lives of the people living and working in the community.

Examples of how FSYP funds have been used:

- Deployment Care Packages
- Activities for Family Members of Deployed Service Members
- Community Meals/Socials
- Intramural Sports Equipment
- Host Nation Language Classes
- Computers for Public Use
- Community Center Improvements
- Movie Nights

Website Connection: Want to watch some fun and creative CFC-O videos? Visit cfcoverseas.org to view the winners of the 2011 CFC-O/DoDDS High School PSA Contest.

Birthday-in-a-box

Be one of the first 10 CAPO’s to reach 40% participation and receive a birthday-in-a-box to hold your own CFC-Overseas 50th birthday party!

TOP 10 CAPO’s PERCENT PARTICIPATION		TOP 10 CAPO’s AVERAGE GIFT	
Madrid, Spain	55.3%	NAMRU 3 Cairo	\$840.00
17th Air Force	45.7%	AFRICOM J2	\$536.17
SOCEUR	30.7%	HQ USAFE Staff	\$426.27
USAG Baumholder	22.9%	SOCEUR	\$410.45
NAMRU 3 Cairo	21.9%	HQEUCOM	\$405.19
NAS Sigonella	17.8%	Navy Element Shape	\$400.00
Geilenkirchen	15.8%	USAG Brussels	\$387.35
USAG Hohenfels	15.5%	HQ AFRICOM	\$379.41
Lajes Air Base Azores	14.7%	USAG Garmisch	\$363.80
Spangdahlem AB	12.6%	Thule AB	\$334.59

Are you making use of all of your publicity options?



Make use of highly visible areas like Community Centers, Libraries, sports centers and your local exchange to publicize your campaign or to hold fundraisers.

Ask for permission to place posters in visible areas, have a CFC table or play a voice over on the speaker system.

Secret to Success

One reporting unit from Ramstein reached **75%** participation on **October 21st**. We asked the Unit Coordinator to share the secret to his success. He has a simple pattern he follows when making the ask:

Introduce yourself, *“Hi guys, as you all know I’m our CFC rep for this year’s campaign.”*

Give a little background about the CFC and talk about the different ways to give.

“This year the CFC is giving a commemorative 50th anniversary coin to anyone that donates \$120 or more. That’s only \$10 a month. Since we get paid twice a month you will hardly notice it missing, but the charities will really notice the increase.”

Discuss a couple of charities that you like to support (remember to be careful to use them as examples only—not coercing the donor to give to them). Then explain the FSYP, that 100% of their contribution goes right back to our community

Close by saying *“If you are interested, I’ll leave you a pledge card and will check in on you later. If you have any questions please give me a shout.”*

“The Key is to make it simple, speak to your unit in person and always follow up.”



Your first supply of coins are in the mail to you. Don’t forget to let everyone know that they are eligible to receive a commemorative coin for donations of \$120 or more!

Unique event ideas!



Fundraising events are a great way to increase awareness and supplement a successful campaign. Take a look at some of the unique events that Reps are organizing in their community:

- Call of Duty Tournament
- Haunted House
- Dodgeball Tournament
- Thanksgiving side dish cook off
- Christmas decoration auction

Go to my facebook page to view news, photo’s and happenings in your area: www.facebook.com/#!/pages/CFC-Overseas-Campaign-Coordinator-Europe-Africa



What Your Gift Can Do

LifeStaw is a water purification tool that makes even the dirtiest water

safe for drinking. It can filter up to 700 liters of water, kills 99% of bacteria and viruses that lead to deadly diseases such as typhoid, dysentery and cholera and needs no spare parts or batteries. For more than one billion people who lack access to safe drinking water, this \$4 tool means the difference between life and death.

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