

2023 CFC Marketing

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The New OPM Brand



Logomark

U.S. Office of
Personnel Management

Logotype



Behind the Brand

- O — The open lines in the “O” signify the opportunities and career pathways that federal jobseekers and employees can find at and through OPM. Open opportunity is a cornerstone of civil service and vital to making federal workplaces diverse, equitable, inclusive, and accessible.
- P — Embedded in the center of the “P” is a smaller “P”. This letter-within-a-letter symbolizes the people we serve, who fuel our purpose and are at the heart of all we do.
- M — The sturdy, robust “M” represents our firm mission to serve federal employees, champion federal talent, and be a model workplace.



Align the CFC with the OPM brand.

CFC provides
“opportunity”
for Feds and
charities

“CFC, An OPM
Initiative” in
the footer

People at the
heart of all we
do

Adopt an
OPM-
approved
font

508
compliant
materials

Clear,
collaborative,
diverse,
action-
oriented
photos

Minimal
illustration/
icon use


GIVE HAPPY





GIVE HAPPY so...



GIVE HAPPY
so first responders like Andre can have the equipment they need to save lives.



GIVE HAPPY
so children like Amelia can start their school day with a full belly.



GIVE HAPPY
so military families like the Reeds can stay connected during deployments.



Marketing Plan

1. Increase participation and giving
2. Implement central, compelling messages
3. Create effective, user-friendly tools
4. Align with OPM brand


GIVE HAPPY



Redesign GiveCFC.org.

1. User-friendly
2. Donor-focused
3. Three audiences
4. Less labor intensive
5. Still customizable by zone (where needed)

The screenshot shows the GiveCFC.org website. At the top, there are navigation tabs for 'FOR DONORS', 'FOR CAMPAIGN WORKERS', and 'FOR CHARITIES'. A search bar is located in the top right corner. Below the navigation is a red header with the CFC logo (An OPM Initiative) and a 'DONATE' button. A blue navigation bar contains links: 'HOW TO GIVE', 'WHO CAN GIVE', 'RETIREE RESOURCES', 'CAUSE OF THE WEEK', 'VIRTUAL CHARITY FAIR', and 'FIND A CFC CHARITY'. The main content area features a 'WELCOME TO THE CFC' section with introductory text and a 'GIVE HAPPY' image of a group of people. Below this is a video player showing a child with colorful handprints, with a 'GIVE HAPPY' overlay. To the right of the video is a 'WHY GIVE THROUGH THE CFC?' section with a list of reasons and a link to promotional videos. At the bottom, a 'LEARN MORE' section contains six icons with corresponding text: 'How to Give', 'Who Can Give', 'Retiree Resources', 'Cause of the Week', 'Virtual Charity Fair', and 'Find a CFC Charity'.

FOR DONORS | FOR CAMPAIGN WORKERS | FOR CHARITIES | About | Help | Search

CFC
An OPM Initiative

DONATE

HOW TO GIVE | WHO CAN GIVE | RETIREE RESOURCES | CAUSE OF THE WEEK | VIRTUAL CHARITY FAIR | FIND A CFC CHARITY

WELCOME TO THE CFC

The Combined Federal Campaign is the official workplace giving campaign for Federal employees and retirees.

Every year, we come together to raise money and volunteer for our favorite charities, spreading happiness around the world one gift at a time. Since its inception, this Federal tradition has raised nearly **\$8.7 billion** for charities and people in need.

New to the CFC? Give it a try -- **just \$5 per paycheck** to your favorite charity makes a big difference.

GIVE HAPPY

WHY GIVE THROUGH THE CFC?

We know there are a lot of giving options out there. Here are four great reasons to give through the CFC:

- **Give through payroll deduction** for a greater impact over time.
- **Give to multiple charities** and pledge volunteer hours in one place.
- **Give for greater impact** – the world is a better place when we give together.
- **GIVE HAPPY!** Studies show that when you give happiness, you get happy too.

Watch the **CFC promotional videos** to learn more about the campaign.

LEARN MORE

How to Give

Who Can Give

Retiree Resources

Cause of the Week

Virtual Charity Fair

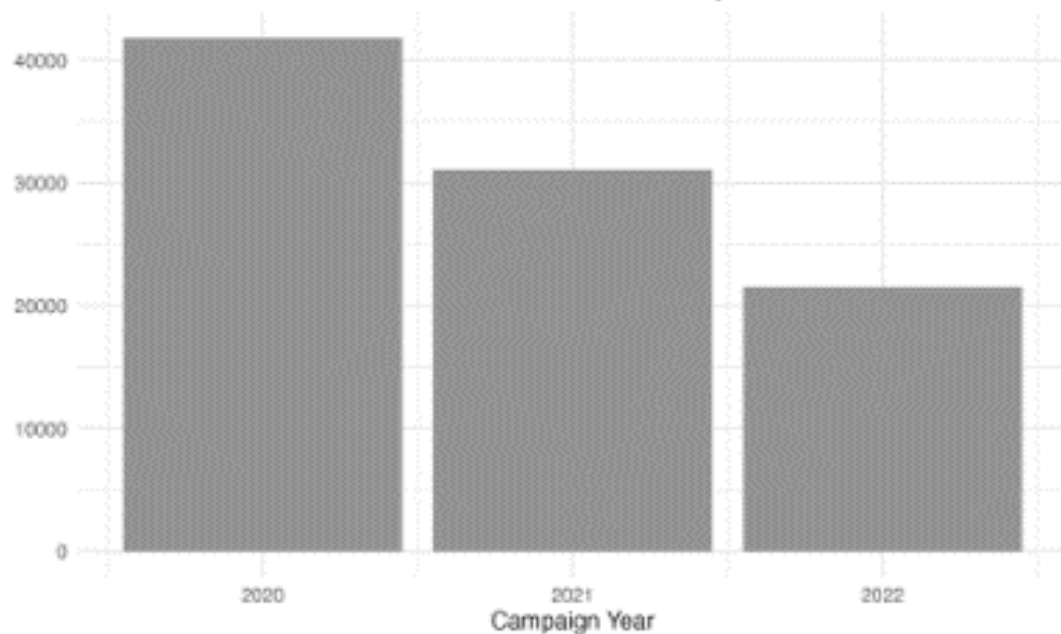
Find a CFC Charity

Market to non-donors.

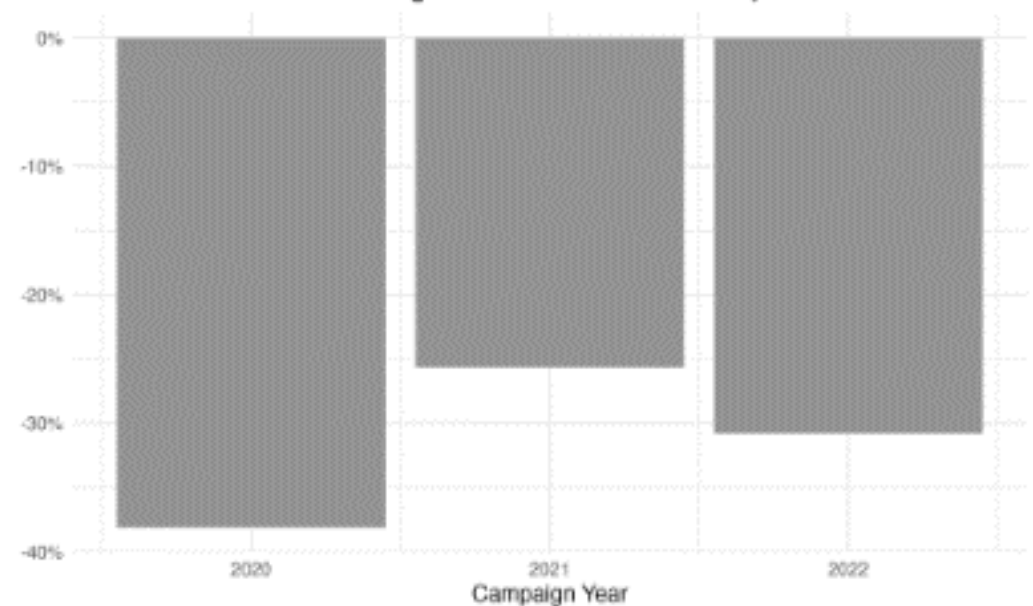
New to
the CFC?

Give it a try – **just \$5 per paycheck** (*\$60 or \$120 for the year*)
to your favorite charity makes a big difference.

Total Number of New Participants



YOY-Change in Number of New Participants



Reach the right audience on social media.

Build it and they will come.

Compelling Content

Entertain

Go where the people are.

Tag dept/agency

Share dept/agency content

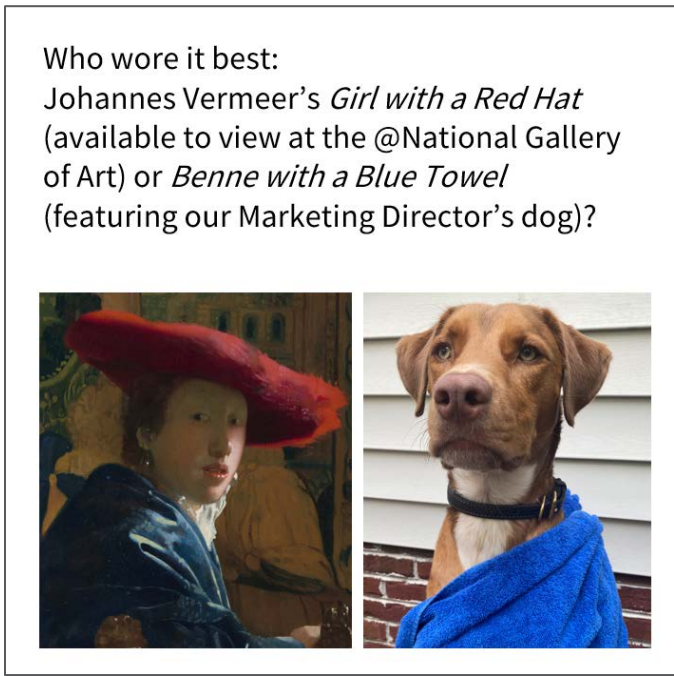
Ask dept/agency to share our content

Build it...and they will come (or share).

1. Compelling content
(cause week)

2. Include some humor (fun Fridays)

3. Tag departments and agencies



Campaign Materials Preview


GIVE HAPPY





Posters



Every year, Federal employees like us rally to support charities we choose through the CFC. It's amazing to see how giving a little out of each paycheck or a few hours a month adds up to so much happiness when we give together. *And, studies show when you give happy, you get happy too!*

GIVE HAPPY today at GiveCFC.org



 An OPM Initiative



Every year, Federal employees like us at the [Dept/Agency Name] rally to support charities we choose through the CFC. It's amazing to see how donating a little from each paycheck or pledging a few volunteer hours adds up to so much happiness when we give together.

And, studies show when you give happy, you get happy too!

GIVE HAPPY today at GiveCFC.org.



 An OPM Initiative

SAMPLE



Every year, Federal employees like us at the Department of Homeland Security rally to support charities we choose through the CFC. It's amazing to see how donating a little from each paycheck or pledging a few volunteer hours adds up to so much happiness when we give together.

And, studies show when you give happy, you get happy too!

GIVE HAPPY today at GiveCFC.org.



 An OPM Initiative



Happy Card

1. New for 2023!
2. Easy to print
3. Cost effective
4. Direct order/ship
5. Multi-use



GIVE HAPPY today at GiveCFC.org.



Choose your cause.

The CFC has vetted charities for any cause you are passionate about.



Make your pledge.

GIVE HAPPY by donating a little from each paycheck or pledging a few volunteer hours a month.



Get happy.

Studies show when you GIVE HAPPY, you get happy too!



Thank You Card





GIVE HAPPY

Via email: CFCMarketing@tribaltechllc.com



facebook.com/CombinedFederalCampaign/



linkedin.com/company/combinedfederalcampaign



All promotional materials and digital resources will be available at GiveCFC.org.

GIVE HAPPY today at GiveCFC.org

