



# YOUR CHECKLIST FOR CAMPAIGN SUCCESS!

*Invest in our future ... locally and globally!*

*2016 campaign dates: 5 October thru 18 November*

- Establish \$ goal and determine 1 October personnel count**
  - Submit numbers to Miami Valley CFC by 1 September** and include, where applicable, goal and personnel count by unit, organization, squadron, Service, US Postal County, etc.
  
- Meet with your campaign leadership team to map out *your* organization's road for success**
  - Share responsibilities; establish realistic timelines
  - Consider campaign push dates within campaign timeline
  - Develop plans to raise awareness; include beneficiary and/or charity representative!!**
    - ➔ Keep your agency's senior leadership and Loaned Executive informed/involved!
  - Work CFC into Commanders/Directors calls and staff meetings: you'll need 5-7 minutes (tops!)
    - ➔ Include beneficiary/charity representative!! (Loaned Executives make all arrangements)
  - Keep your Loaned Executive informed/involved; invite him to your planning meetings
  - Encourage your senior leadership to pay for and attend the annual Victory Celebration with your Keyworkers and you: Thursday, 15 December, 0830-1030, Berry Room (WSU's Nutter Center)
  
- Recruit and retain Keyworkers**
  - Have each sign up to attend one training workshop; submit training workshop sign-up sheet to Miami Valley CFC **by 1 September**
  - Communicate with your Keyworkers...often!**
    - ➔ Make sure they have your name(s) and contact information
    - ➔ Invite your Keyworkers to join you at Miami Valley CFC's nationally-acclaimed Charity Fair & Campaign Kickoff, 5 October, 1100 - 1300, WSU's Nutter Center (free lunch!)
  - Host a Keyworker "brag board"
    - ➔ Best weekly participation; best weekly dollars pledged; best chili; best carved pumpkin...
  - Keep your Loaned Executive informed/involved!
  
- Distribute and replenish campaign materials**
  - Pick up materials** from CFC: Friday, 23 September, 0830-1530
    - ➔ Distribute to your Keyworkers before 5 October
    - ➔ Use the distribution as an opportunity to meet your Keyworkers and thank them for their assistance
  - Need more materials? Let CFC know!!
    - ➔ Pledge materials available for download from [miamiavalleycfc.org](http://miamiavalleycfc.org)
  - Keep your Loaned Executive informed/involved!
  
- Check your agency's campaign progress...frequently!**
  - Be certain you're registered to access your agency's campaign report
  - Report campaign progress to your agency's senior leadership and Keyworkers...frequently!**
    - ➔ Establish timeline for Keyworkers to deliver paper pledges and special event results to you
    - ➔ Use time to also provide Donor Appreciation items and additional campaign materials
  - Let senior leaders know about Keyworkers who have gone above and beyond the call of duty; be up front with senior leaders about organizations that are lagging
  - Keep your Loaned Executive informed/involved!
  
- Know the facts...and who to contact for clarification!**
  - Miami Valley CFC dates: 5 October-18 November
  - Giving options and what to do with paper pledges (payroll deduction, cash/check, special event)
  - Special event guidelines
  - Community events (turn page)**
  - Keep your Loaned Executive informed/involved!





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## Community Special Events *(as of 12 August 2016)*

### **Cruise-In For Charity**

Thursday, 29 September  
1100-1400  
Acquisition Center parking lot  
Area B, WPAFB

### **Charity Fair & Campaign Kickoff**

Wednesday, 5 October  
1100-1300  
Wright State University's Nutter Center

### **AFRL Golf Outing & Luncheon**

Friday, 7 October  
Rules 0800 Shot-gun start 0830  
Prairie Trace Golf Course  
Luncheon: Wright-Patt Club  
Cost to participate

### **Dayton VA Campaign Kickoff**

Wednesday, 12 October  
1100-1400  
Patient Tower Lobby, Dayton VA Medical Center

### **AFLCMC/EN-EZ's 12th Annual Pumpkin Chuck**

Friday, 21 October  
1100-1530  
NMUSAF Flight Line

### **Victory Celebration**

Thursday, 15 December  
0830-1030  
Berry Room at WSU's Nutter Center  
Cost to attend

## Check...with us!!!

### **Miami Valley Combined Federal Campaign**

Office hours Monday-Friday, 0830-1600  
(by appointment, too)  
Main line 937/257.0292  
Website [miamivalleycfc.org](http://miamivalleycfc.org)

### **Loaned Executives**

(CFC duty assignment: 29 August-23 November)  
SMSgt Reggie James  
[reginald.james@us.af.mil](mailto:reginald.james@us.af.mil) Direct 937/904.3514  
Capt Zach Hansen  
[ross.hansen.1@us.af.mil](mailto:ross.hansen.1@us.af.mil) Direct 937/904.3512

### **CFC staff**

Ms. Susy Himelhoch  
[susan.himelhoch.ctr@us.af.mil](mailto:susan.himelhoch.ctr@us.af.mil)  
Direct 937/257.1052

### **Physical location**

1940 Allbrook Drive, Area A, Building 1, Door 22  
Wright-Patterson Air Force Base, OH 45433

