**FROM:**Department/Agency Heads

**TO:**All Staff

**CONTENT:**Announcing the 2020 Campaign

**DATE TO SEND:**Late August/early September

**SUBJECT:** 2020 Combined Federal Campaign Kickoff

Dear colleagues:

Through your roles here at the [DEPT/AGENCY], each of you serves our greater community, our nation, and our world. And every year, your generous donations and pledges through the Combined Federal Campaign (CFC) further your impact by helping those in need. Each gift is immeasurable and valuable beyond the dollar amount. Thousands of vetted, trusted charities that take part in the CFC rely on your support. Answer their call this year: Choose to *Show Some Love* and *Be the Face of Change*.

In 2019, federal employees in the [Zone Name] pledged more than [$Number] million to charities through the CFC. And right here in [DEPT/AGENCY], employees pledged [AMOUNT] for an average gift of [$Number]. As we face global challenges, the need for our support is even greater. So, we are aiming higher – can you help us reach our goal of [AMOUNT]?

I firmly believe in our collective power as employees of [DEPT/AGENCY] and know we will make a difference together. You can count on the CFC to offer an easy, efficient, and effective way to give back.

If you have pledged before, the secure online giving platform makes it easy to renew your gift each year; and this year, you can even pledge through the CFC Giving mobile app. Consider increasing your gift by 5% or 10%, adding an additional one-time donation, or supplementing your pledge with volunteer hours.

If you are new to the CFC, talk to your Keyworker or visit [GiveCFC.org](https://givecfc.org) to learn more about how you can join the movement. With multiple ways to give and so many charities to support, please consider a contribution through the CFC and *Show Some Love* to the causes that mean the most to you. Your gift remains anonymous unless you choose otherwise, and the contributions you make will support charities through unrestricted funds, helping them respond wherever the need is the greatest.

Giving through the CFC is a long-standing federal tradition, and I am proud to be part of this community. There’s no better time to *Show Some Love*. Together, we can *Be the Face of Change*. Pledge today at [GiveCFC.org](https://givecfc.org), and let’s make this our best CFC season yet!

Thank you,

[Department/Agency Head]