# Campaign Leadership Kickoff Speech

Ladies & Gentlemen:

Welcome to the [Department/Agency] Kickoff for the 2021 Combined Federal Campaign hosted by the Office of Personnel Management! It is a great privilege and honor of mine to launch this year’s CFC as we celebrate this 60-year federal giving tradition. It is immensely inspirational to see so many changemakers here today. Together, through the CFC, our gifts have an even greater impact, positively changing countless lives around the world.

During the 2020 CFC, federal employees and retirees across the nation and stationed around the world chose to be the face of change by contributing more than $83.6 million to their favorite causes and charities. Right here in [CFC Zone name, and/or federal agency/installation name], we raised [$X million or $amount] with an average gift of [$amount]. Last year was full of unprecedented challenges, and generous federal employees like yourselves committed to helping those in need. Give yourselves a hand!

This year, I am pleased to highlight our mission of promoting and supporting philanthropy through our CFC program with our new theme and milestone celebration. We are celebrating the CFC’s 60th anniversary. It was President Kennedy who formalized the CFC with an Executive Order in 1961. Since its inception, employees and retirees within the federal community have raised more than $8.5 billion for charities and people in need. Another round of applause!

This celebration ties into our new theme for this year: You can be the face of change. As we mark this occasion and our commitment to go beyond our call to public service by contributing much-needed gifts through the CFC, we recognize each of you as a changemaker. What is a changemaker? In many ways, it is an extension of who we are. We are changemakers in everything we do, as colleagues, friends, family members, and public servants – we are changing the world around us for the better. The CFC adds another dimension to being a changemaker – and it shows that, with a pledge made in just five minutes, anyone can be a changemaker.

2020 proved to be a challenging year. Many around us – some even among us – are still recovering from its effects. 2021 has brought new challenges – and we can count on the years to come bringing in more. The CFC is a great way to mitigate those challenges and help our charities prepare for the unexpected, as we make a real and meaningful difference to countless lives near and far.

The reasons we give, how we give, and where we give will each be unique – a special piece of the greater CFC mosaic of changemakers. Reflect for a moment on what comes to mind with these prompts. Discover your purpose and cause with me. Why do you give? Is it to honor someone you know? Have you experienced a time of need yourself? Do you feel passionate about giving your time in support of a special cause? What kind of giving legacy do you want to have? If you could change the world in one way, what cause would you focus on – military families, our environment, education for all, curing diseases, supporting equity, or something else?

We all have a personal reason for giving, and when we make the choice to give through the CFC, we hold the power in our own hands. The CFC makes it easy to build our philanthropic legacy by honoring a loved one, carrying on a tradition, volunteering our skills – and so much more.

Whether through payroll deduction (the most popular option), credit card, e-check, or even supplementing with pledging volunteer time, when giving through the CFC, the choice is yours. You get to decide if it will be a one-time gift or recurring contribution. My favorite way to give is by payroll deduction through the online portal, which is the easiest and most comprehensive way to make a difference – but this year, I also plan to celebrate 60 years of the CFC with an additional $60 one-time gift. I encourage you to find your own way to celebrate our 60 years!

There are actually many ways you can give back. Visit the website [GiveCFC.org](https://givecfc.org) or ask your Keyworker for more information.

In addition to a generous pledge, one way to be the face of change is to share your story. It’s an impactful way to touch the lives of those around us and remind our colleagues, friends and family that we each have our individual reasons for giving. This collection of shared stories creates a connection, bringing us closer together through storytelling. I wanted to take a moment to share my own. [*Share a personal story involving a CFC organization or a cause that is important to you personally. It could refer to assistance given or received following a personal time of need or a reflection from a volunteer experience. Or with permission, share the story of a person from your federal agency who received assistance from a CFC charity.*]

If you haven’t shared your story before, I encourage you to find your voice and take this opportunity to share it this year. The more we reach out to one another, the stronger our community becomes, reinforcing all of the ways we can and do make a difference.

Last year, the average gift was [$ amount]. If you donated last year, your account is ready for you to renew and update your previous pledge. Consider increasing it by 10% or adding a one-time gift like I mentioned before. That increase could cost you a cup of coffee or lunch out per week, but the payoff will be far greater – and the impact will last longer than the latte or lunch special.

Before we wrap up, I’d also like to encourage you to share about the CFC with your former colleagues. If you know someone who retired from federal service recently or even years ago, let them know they can continue to support their favorite causes and charities through the CFC. Invite them to join the community and be a changemaker with you!

On that note, thank you for being the face of change for charitable causes like helping communities recover from disaster, supporting military families, ensuring education for all, and making a positive difference in our world. Because of you, the world, from our own backyard to the farthest corners of the world, are becoming safer and better every day. That is the strength and possibility borne from our opportunity to give back through the Combined Federal Campaign. THANK YOU CHANGEMAKERS!