



Learn from a Veteran Charitable Fund Drive Coordinator

Just starting out as a Charitable Fund Drive Site Coordinator? Here are some tips from an experienced Coordinator on how to communicate about the Fund Drive in ways that are easy to manage AND successful:

- The most important thing for any CFD Agency, Division, or Site Coordinator is clear and consistent communication.
- It's not recommended to blast your staff with daily emails (I generally kept to 1-2 per week).
- Keep your message direct and descriptive.
- Instead of an email subject line of "CFD Update," try "The Charitable Fund Drive needs your support!" Instead of "Support the Charitable Fund Drive, click here to donate," try "The Charitable Fund Drive is coming to a close - click here to choose where your dollars go in your community!"
- Post your agency kickoff and regular updates on your agency's intranet or GovSpace bulletin board website.
- Once we kicked off the drive, I included a brief update (just the dollar amount raised so far, and how it compared with previous years) with each "pep talk" email.
- Clearly communicate the option to give online. Our Division had nearly 100% of all of our gifts made using the online system, and received plenty of verbal feedback that it was much easier than using the paper form. Many of our staff gave for the first time last year.
- Check out the many available [articles](#) and [templates](#) that can get you started, and share them with your fellow Coordinators. The CMO provides some great [logos](#), [email language](#), and [event ideas](#) that can help you get started.
- In addition to the great resources on the [CFD website](#), feel free to share ideas and successes with each other. Create some fun around it!