



*AAUW PROGRAM IN A BOX*

# THE COMBINED FEDERAL CAMPAIGN—SUPPORT AAUW

# AT A GLANCE

## THE COMBINED FEDERAL CAMPAIGN—SUPPORT AAUW

### PROGRAM OVERVIEW

AAUW is a designated charity in the Combined Federal Campaign (CFC), the world's largest and most successful annual workplace charitable-giving campaign. Use this Program in a Box to raise funds for AAUW through the CFC.

### INTENDED AUDIENCE

State and federal employees

### PROGRAM FORMAT

Individual discussions or presentations to groups

### TIME CONSIDERATIONS

While open enrollment is from September 1 through December 15 each year, some agencies request speakers and CFC fair attendees as early as August.

### RESOURCES NEEDED

**Equipment:** Possibly a computer, projector, screen, and extension cord if you are giving a speech or if your booth space provides electricity

**Handouts:** Depending upon your audience, AAUW membership brochures, fellowships and grants brochures, AAUW Legal Advocacy Fund brochures, public policy brochures, STEM (science, technology, engineering, and math) and leadership programs literature

**Budget considerations:** Promotional prizes, AAUW brochures, AAUW banners

### BENEFITS TO YOUR STATE, BRANCH, OR COMMUNITY

- Raise funds for and awareness of AAUW
- Receive soft credit for the amount you raise (Note: Soft credit is credit applied to branch fundraising goals; for example, if the branch raises \$25,000 in CFC funds, its total fundraising reflects that \$25,000 even though the branch doesn't actually receive the donation.)
- Expand networking opportunities
- Recruit new members

# PROGRAM DETAILS

## THE COMBINED FEDERAL CAMPAIGN—SUPPORT AAUW

AAUW is a designated CFC charity. During the campaign season from September 1 to December 15 each year, federal and state employees can pledge through their workplace to donate money to support philanthropic endeavors such as those of AAUW.

The CFC lists AAUW under Women, Children, and Family Service Charities. The assigned agency number for AAUW is 11319. AAUW is also listed under Independent Charities of America in the subheading Women's and Family Issues.

Many workplaces want to make the CFC more exciting and informative. To do this, workplaces host events such as charity fairs, kickoffs, speeches, and golf tournaments, and they often invite charitable organizations such as AAUW to attend. In some cases, charitable organizations can pass out literature; in others, they are invited to speak to a group. AAUW may be asked to donate promotional prizes or informational brochures. Contact [businessdev@aauw.org](mailto:businessdev@aauw.org) about donating prizes.

### GETTING THE WORD OUT

AAUW members, branches, and states can disseminate information about AAUW in the CFC campaign in the following ways:

1. Tell AAUW members, family, friends, and federal and state government business contacts that they can donate to AAUW through their workplace-giving program.
2. If your branch has a website, add the [AAUW CFC #11319](#) and a "Support AAUW through the Combined Federal Campaign" message to assist those who want to help break through barriers for women and girls.
3. Learn about campaigns in your area through e-mail lists and the [AAUW events calendar](#). Determine which members will represent AAUW in workplace drives, depending upon the location of the event. Remember that the campaign season is between September and November—a very short window—so make the most of these opportunities. Your hosts for workplace events provide tables for you, and attendance is free.
4. If you can't find an event in your area, create your own opportunity by asking local government agencies if they have a CFC fair. If they do, indicate that AAUW is interested in attending.
5. Post [CFC flyers](#) throughout the community to raise awareness of AAUW's participation.

## PREPARING FOR A CAMPAIGN EVENT

When attending campaign events, the goal is to inform potential donors about AAUW and encourage them to support AAUW programs. Consider taking the following items with you to events. You can order the brochures, banners, and reports from ShopAAUW.

- AAUW [banner or sign](#) that displays the organization's name
- [Brochures](#), including membership, fellowships and grants, LAF, and public policy
- [Research reports](#)
- Other items that might appeal to the employees of a specific agency, including information about AAUW's science, technology, engineering, and mathematics work and AAUW leadership programs
- Consider bringing a laptop and showing the [AAUW Experience](#) if electricity is provided to the booth. It provides an excellent overview of AAUW and our programs and can entertain visitors to your booth if a line happens to form. Be sure you review the AAUW Experience before the presentation.

Use labels to place AAUW's CFC code (11319) on all brochures or handouts. Advertise and promote the AAUW name as well as the code number because when donors fill out their donation forms, the organization's name or the type of service are the most visible.

## SELLING AAUW

Tell potential donors about AAUW's rich history and mission. Consider which programs would appeal most to the agency that is hosting the event. You may find it useful to break down AAUW's work into the following five areas:

- AAUW protects the legal rights of women through legal advocacy work.
- AAUW educates women on the undergraduate, graduate, postgraduate levels, and beyond through fellowships and grants, campus outreach programs, and public policy efforts targeted at women's issues.
- AAUW advocates for laws and practices that treat women fairly.
- AAUW conducts research that sheds light on educational issues.
- AAUW trains women leaders through the National Conference for College Women Student Leaders and AAUW Programs in a Box.

Potential donors are also potential members, so selling them on AAUW is doubly important.

## RECRUITING MEMBERS

Membership matters! Help grow the AAUW community by encouraging prospective members to join AAUW. Visit the [membership campaign website](#) to learn more.

# TOOLS

## THE COMBINED FEDERAL CAMPAIGN—SUPPORT AAUW

### CFC TOOLS

[CFC flyers](#)

[CFC web sticker](#)

### PROGRAMS-IN-A-BOX TOOL KIT

Includes forms, checklists, and templates that you can modify and adapt for your program or event

### MEMBERSHIP RECRUITMENT TOOLS

[Individual members](#)

[AAUW college/university partner members](#)

### CONTACTS

- If you have questions about the AAUW CFC program or this Program in a Box, contact [businessdev@aauw.org](mailto:businessdev@aauw.org) or 202/785-7742.
- To order brochures, banners, and reports, visit [ShopAAUW](#) or call 800/225-9998.