

Campaign Email #5

CFC Managers/Keyworkers:

If you would like this and other campaign emails in electronic (email) format, just email CFC Director Bruce Jacobs, bjacobs@intermountaincfc.org, or CFC Area Representative Jonathan Krutz, swidcfc@intermountaincfc.org.

Suggested subject line for e-mail: “Why the CFC is Better for Charities”



Dear Colleagues:

Maria’s story is heartbreaking, yet inspirational. She was born to a destitute mother who was a sex worker in a red light district near the city of Mumbai, India. Her mother later died of AIDS.

The odds didn’t favor Maria having a successful life. However, with the help of a CFC-supported nonprofit, Maria has now completed her high school education and started her first year at a local university. Her dream is to become an accountant, and thanks to contributors like you, she is already well on her way to becoming an independent young woman.

We’ve spent some time outlining the benefits of CFC giving for you, the contributor. But is it better for the charities, too? Yes, charities *love* the Combined Federal Campaign. Here’s why:

- It saves them money. Marketing to the public is expensive, but trying to get the attention of federal employees specifically would be virtually impossible without the CFC. We do their marketing for them, which saves them time and money

and allows them to focus on their mission more than fundraising.

- Payroll giving = more generosity for charities. Most people can afford to give more to a charity by spreading their gift throughout the year. The average payroll gift is significantly higher than the average direct contribution.
- CFC contributions are unrestricted. Much of the money charities raise today comes from grants, which usually have strings attached. As one local after-school youth organization put it, “It’s great to receive a grant to start a new education program, but sometimes what we really need is toilet paper! Unrestricted funds give us the freedom to provide what we really need.”
- It makes budgeting easier. Many charities tend to get an influx of donations around the holidays, making it difficult in the lean summer months. The CFC pays charities on a regular basis throughout the year. Charities know how much to expect, and when it’s coming.
- Cash is king. Charities can do more with monetary contributions than with in-kind donations. As one local food bank said, “If you donate a can of food that costs a dollar, that’s great and it makes a difference. But if you give us the dollar instead, we can turn that contribution into \$8 worth of food, because of our buying power.” The same holds true for many other nonprofits, who know how to maximize monetary contributions.

“No one is useless in this world who lightens the burden of it for anyone else.” –Charles Dickens

[CLICK HERE](#) to give to a cause that matters to *you*.

Thank you!

YOUR NAME, TITLE