

### KEY FACTS

Installations can register for a CFC account number under the Family Support and Youth Activities (FSYA) program within the CFC program. The opportunity for funding is limited to installation (local level programs) and all donations raised under any specific CFC account number goes directly to the local activity participating. Installation activities apply annually, raises money locally, and keeps funds in-house to support military, civilians, and families who live and work at the base.

- ✦ 35 programs have enrolled for 2016.

### KEY MESSAGES

- ✦ This is a grassroots initiative and the impact to the organization depends greatly on base level participation and marketing during a CFC drive.
- ✦ Raising money locally supports installation level programming

### IMPLEMENTATION/ACTION

To be successful, installation activities with a registered CFC account should

- ✦ Develop a campaign plan
- ✦ Train staff
- ✦ Advertise CFC account numbers at each activity and across the installation
- ✦ Give customers a reason to give by showing how their contributions will support the local AF community
- ✦ Provide patrons with easy access to local number for ready reference when they are ready to contribute.
- ✦ Resources- Available on Marketing Download:

<https://www.usafservices.com/managers/marketing/downloadcentral.aspx>

- Poster (11x17) available in PDF, JPG and PowerPoint/editable template
- Postcard (5x7) available in PDF, JPG, and Microsoft Word/editable template
- Facebook Ad (472x392) JPG
- Web Banner (730x230) JPG

MARKETING COLLATERAL MATERIALS

POSTER (11 X 17)

Two (2) areas for personalization

show Some Love for Air Force Youth Programs

It's now easier than ever to give to Air Force Youth Programs through your Combined Federal Campaign (CFC) donation.

Here's How It Works

1. Choose to give online or a paper form
2. Donate to your installation using your CFC# for Youth Programs
3. Youth Programs receive and use funds throughout the year

CFC#

1. Type CFC#

Type your CFC# Here

2. Type Installation

Your CFC donation directly impacts <type installation> Youth Programs

Choose to give to Air Force Youth and Show Some Love today

## 2016 CFC FAMILY SUPPORT AND YOUTH ACTIVITIES

### POSTCARD (5X7)

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CFC#

### FACEBOOK AD (472 X 392)

**Sample FB Ad Message:** It's now easier than ever to give to Air Force Youth Programs through your Combined Federal Campaign (CFC) donation. Simply donate using **<your installation's registered CFC# for Youth Programs>** and they will receive and use funds throughout the year!

### WEB BANNER (1500 X 625)

show Some Love for Air Force Youth Programs

Contact your Youth Center to find out how your CFC donation can directly impact Youth Programs.