### Campaign Leadership Kickoff Speech

Ladies & Gentlemen:

Welcome to the [Department/Agency] Kickoff for the 2020 Combined Federal Campaign! It is a great privilege and honor of mine to open this year’s CFC – a federal giving tradition of nearly 60 years. It brings me great joy to look out at the crowd and envision how, together, we will have the greatest impact possible, making a difference in countless lives around the world through our campaign.

During the 2019 CFC, federal employees across the nation and stationed around the world chose to *Show Some Love* by contributing more than $86.4 million to their favorite causes and charities. Right here in [CFC Zone name, and/or Federal agency/installation name], we raised [$X million or $amount] with an average gift of [$amount]. You did that! Give yourselves a round of applause.

I am pleased to announce the continuation of the *Show Some Love* theme for the 2020 CFC – with an added call to *Be the Face of Change*. The concept resonates so deeply in our community, speaking to the opportunity for each of us to create change by supporting our favorite causes and promoting the greater good, wherever we are. Our very nature as individuals is to do just that – we have even dedicated our careers to public service in support of our country and fellow Americans. I have no doubt that, collectively, we can achieve an even greater impact.

This year, especially, has demonstrated the importance of banding together. We have had to rely on our networks for support through hardships and all of life’s challenges. And for some individuals, their network includes the thousands of CFC charities who rely on us for support.

Now I would like us all to take a moment to reflect on our own reasons for giving through the CFC. Is it to honor of someone you know? Are you continuing a tradition inspired by someone you admire? Do you feel passionate about giving your time in support of a special cause? We all have a personal reason, and when we make the choice to give through the CFC, we each hold the power in our own hands. The CFC makes it easy to honor a loved one, carry on a tradition, volunteer our skills – and so much more.

When giving through the CFC, you decide your method of giving — whether payroll deduction, credit card, e-check, or with your time through volunteering opportunities. You decide if it will be a one-time gift or recurring contribution. There is also a new CFC Giving mobile app this year, making it even easier to give back from the device in your own pocket!

If you’re still not sure whether the CFC is for you, I encourage you to visit the website [GiveCFC.org](https://givecfc.org) or ask your Keyworker for more information. I hope you will join this wonderful community of caring.

The CFC has always inspired me in the way it reaches its arms around the world, to the furthest of places and right here at home. [*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.*]

This year, we are called to make an even bigger difference. Be a CFC ambassador and inspire others around you to find a cause that touches their heart. Reach out to current and retired colleagues and remind them of their opportunity to give. Encourage them to join you with a pledge during this giving season. When you go home tonight, talk to your friends and family about this opportunity, and encourage them to be a part of your giving decisions. Through these interactions, you can make a difference beyond your personal commitments and help pay it forward for someone else.

As I mentioned before, our average gift in 2019 was [$ amount]. Let’s aim to match or exceed that amount in 2020! If you donated last year, your account should be ready for you to renew and update your previous pledge. Consider increasing your donation by 5% or 10%. That increase could cost you a cup of coffee or lunch out per week, but the payoff will be far greater, and it will last longer than the cup or the meal. As you pledge, think about how we can *Be the Face of Change* through the many small choices we make in our daily lives.

I would like to personally extend my heartfelt gratitude for each of you. Because of you, the world is becoming a better place every day. And that is something special. It is a beautiful day to be part of this community with you. You make a difference in and out of the office, where you serve, protect, defend, and support others through your professional responsibilities and through every donation you make. If people like you continue to give, to serve, and go beyond the call of duty to *Show Some Love*, then I will always believe there is hope for a better future for our planet and humanity. THANK YOU!