

GIVE HAPPY

2023 DoD Campaign Worker Toolkit

*For use by Department of Defense
CFC Campaign Workers*



2023 Promotional Timeline

This toolkit follows a weekly plan including everything you need to successfully manage your campaign: email communication templates, social media, and more!

Weekly Content

Welcome Week (*Early September*)

Start Strong (*September 18*)

Food & Nutrition (*Week of September 25*)

Education (*Week of October 2*)

Disaster & Crisis Response (*Week of October 9*)

End Poverty (*Week of October 16*)

Arts & Humanities (*Week of October 23*)

Animal Welfare (*Week of October 30*)

Military & Veterans Services (*Week of November 6*)

Community Improvement (*Week of November 13*)

Housing & Shelter (*Week of November 20*)

Giving Tuesday (*Week of November 27*)

Human Rights (*Week of December 4*)

Environmental Protection (*Week of December 11*)

Global Health & Research (*Week of December 18*)

Children & Family Support (*Week of December 25*)

Mental Wellness (*Week of January 1*)

Finish Strong (*Week of January 9*)

Thank You (*Mid January*)

September 2023

Welcome Weeks



Email

Download the following emails to send to all personnel in your agency.



Post

Download and post to your agency's social media channels.



Promote

Download the following to promote the CFC through local media outlets, newsletters, intranet sites, and digital signs/screens.



September 18

Start Strong

Email

Download the following emails to send to all personnel in your agency.



Why give through the CFC...

<i>Give through</i> PAYROLL DEDUCTION	<i>Give to</i> MULTIPLE CHARITIES	<i>Give together for</i> GREATER IMPACT
 GIVE HAPPY		

Post

Download and post to your agency's social media channels.



Promote

Download the following to promote the CFC through local media outlets, newsletters, intranet sites, and digital signs/screens.



Cause Week: September 25

Food & Nutrition

Nutrition Programs; Agriculture; Health & Lifestyle Education; Food Supply Chain; Food Banks; Faith-Based Support; Clean Water



Email

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Promote

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Cause Week: October 2

Education

STEM; Early Education; Colleges & Universities; Continuing Education; Vocational Training; Educational Infrastructure & Facilities; Educator Training; Special Education; Study Abroad Programs; Social Sciences/Cultural Studies

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Promote

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Cause Week: October 9

Disaster & Crisis Response

Public Safety; Fire Prevention; Search & Rescue; Natural Disasters; First Responders; Women & Girls; Human Trafficking; Refugees; Clean Water; Food & Nutrition; Faith-Based Support; Animal Control; Poison Control

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Post

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Promote

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Cause Week: October 16

End Poverty

Economic Development; Community Improvement; Refugees; Infrastructure Improvement; Women & Girls; Human Trafficking; Refugees; Clean Water; Food & Nutrition

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Cause Week: October 23

Arts & Humanities

Libraries; Social Sciences / Cultural Studies; Preservation (Historical, Landmark, Cultural); Media (Public Broadcasting); Museums (Art, History, Children's); Performing Arts; International Exchange

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Cause Week: October 30

Animal Welfare

Pet Adoption; Wildlife Preservation; Endangered Species; Fisheries; Zoos; Aquariums; Animal Rescue; Animal Shelters; Ocean Cleanup

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Cause Week: November 6

Military & Veterans Services

Highlight these causes: Military & Veteran Services; Active-Duty Member Support; Veterans; Military Families; Rehabilitation; Counseling; Medical Services; Job Training / Workforce Reentry



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Cause Week: November 13

Community Improvement

Disaster Relief; First Responders; Legal Aid; Crime Prevention; Transitional Housing; Faith-Based Support; Rehabilitation Programs; Places of Worship; Mission Services; Support Groups

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Cause Week: November 20

Housing & Shelter

Temporary Shelter; Disaster Relief; Senior Care; Safe House; Refugees;
Home Accessibility & Improvement; Family Shelters; Faith-Based Support;
Sanitation Services

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Promote

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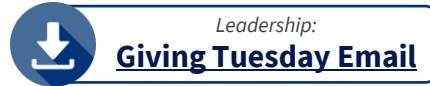
Cause Week: November 27

Giving Tuesday

Giving Tuesday is November 28th, 2023. Celebrate and promote this International Day of Philanthropy all week long!

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Cause Week: December 4

Human Rights

Social Justice; Human Trafficking; LGBTQIA; Women & Girls; Legal Aid; Crime Prevention; Persons with Disabilities



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Cause Week: December 11

Environmental Protection

Wildlife Preservation; Animal Welfare; Natural Resources; Agriculture; Sustainable Energy; Parks & Recreation Areas; Recycling; Conservation (Forest, Ocean, Wetland); Education; Climate Change

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Cause Week: December 18

Global Health & Research

Cancer Awareness & Treatment; Disease Eradication, Prevention & Treatment (Auto Immune, Blood, Degenerative, Diabetes, Heart); Health & Lifestyle Education; Persons with Disabilities; Vaccine Research, Development & Administration; Refugees; Rehabilitation Programs

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Cause Week: December 25

Children & Family Support

Youth Development; Adoption; Foster Care; Single Parent Services; Counseling (Child, Family, Couple); Family Shelters; Child Care; Family Caregivers; Military Spouses / Children; Intervention Services; Human Trafficking



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Cause Week: January 1

Mental Wellness

Counseling Services; Rehabilitation Programs; Health & Lifestyle Education; Victim Services; Community Centers; Hotline Services; Disaster Relief; Intervention Programs; Persons with Disabilities

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Promote

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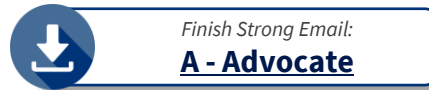


January 8

Finish Strong

Email

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Promote

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End of Campaign

Thank You

Email

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