2026 CFC Communication Plan

U.S. Office of Personnel Management

OCTOBER 2026

Together, We Give More

Combined Federal Campaign (CFC) Communication Plan

Campaign window: December 1, 2026, to February 19, 2027. Audience: federal workforce. Senders: CFC campaign manager and coordinators

1. Bottom Line

This plan delivers 14 emails, social media guidelines, 3 flyer suggestions, and 4 poster suggestions under the theme "Together, we give more." Every message is voluntary, warm, and points to GiveCFC.org.

2. Channels and Cadence

Send emails on Tuesday mornings. Post flyers and posters in common areas and on shared intranet pages. Add alternative text to every digital image and keep color contrast accessible (Section 508) for electronic content.

Week	Send date	Theme	Subject line
Pre-Kickoff	Monday, November 9	Save the Date	Save the date: the Combined Federal Campaign returns December 1, 2026
1	Tuesday, December 1	Kickoff	Together, we give more: our CFC season starts today
2	Tuesday, December 8	Food and Nutrition	One full table can change a holiday
3	Tuesday, December 15	Education and Children; how to give	The helpers are sitting next to you
4	Tuesday, December 22	Shelter and Housing	Warmth is the best gift this season
5	Tuesday, December 29	New Year	Make the world better in five minutes

Week	Send date	Theme	Subject line
6	Tuesday, January 5	Medical Research	Cash rides to independence
7	Tuesday, January 12	Animals and Search and Rescue	Tipper found them three miles off the trail
8	Tuesday, January 19	Find your why	Deva dreamed of becoming a doctor
9	Tuesday, January 26	Community Improvement	The good things in your neighborhood need friends
10	Tuesday, February 2	Two weeks left	Two weeks left. Let's finish strong.
11	Tuesday, February 9	Be that someone	Someone is waiting on your gift
12	Tuesday, February 16	Last call	Final week to give
13	Wednesday, February 24	Thank you	Thank you. Together, we gave more.

3. Weekly Email Copy

Each week features one cause, one named person, and one easy action. Replace bracketed text. Verify every dollar figure and story before use. Keep the tone inviting. Sign every email: [Coordinator name], CFC Campaign Manager, [Agency Name].

Pre-Kickoff

Send: Monday, November 9

Subject: Save the date: the Combined Federal Campaign returns December 1, 2026

The Combined Federal Campaign (CFC) is back, and it begins December 1, 2026.

The OPM Director has approved the 2026 campaign. This year's theme is "Together, we give more."

The holidays are close, and many of us are planning year-end gifts. If you plan to give, consider giving through the CFC.

Here is why it works:

- **One place.** Search charities by cause, name, or location at GiveCFC.org.
- **Your choice.** Give a little each paycheck or a one-time gift.
- **Simple.** Giving takes about five minutes.

Mark your calendar. The campaign opens December 1, 2026 and closes February 19, 2027.

Each week, we will share a story, a cause, and an easy way to give.

Giving is always voluntary. You may support any cause you choose. We simply want you to know the CFC is an easy way to do it.

Questions? Contact [Coordinator name] at [phone/email].

Thank you for the heart you bring to public service.

[Coordinator name]
CFC Campaign Manager, [Agency Name]

Week 1: Kickoff

Send: Tuesday, December 1 (also Giving Tuesday)

Subject: Together, we give more: our Combined Federal Campaign starts today

Together, we give more. That is the theme of the 2026 Combined Federal Campaign (CFC), and it begins today.

Today is also Giving Tuesday, a day when many CFC charities raise a large share of their yearly funds.

The Director has approved this year's campaign. We are proud to bring it to [Agency Name].

Many of us chose public service to help others. The CFC carries that calling beyond the workday. Your gift joins gifts from colleagues across the federal community. Together, they grow into something much bigger than any one of us could give alone.

Picture a child taking confident first steps with a caring therapist nearby. An older neighbor receiving the care they deserve. A rescue dog finding a loving home. Behind each moment is a charity. Behind each charity are people like you who chose to give.

Giving is simple. Give a little each paycheck or give a one-time gift. You choose the charity. You choose the amount. Giving is always your choice.

Take five minutes today to explore causes at GiveCFC.org.

Over the coming weeks, I will share stories, quick how-to tips, and our progress. The campaign runs through February 19, 2027.

Thank you for the heart you bring to public service. Together, we give more.

Week 2: Food and Nutrition

Send: Tuesday, December 8

Subject: One full table can change a holiday 🍽️

Grocery bills have been increasing for many families across the country, making it more difficult to put food on the table. For most of us, this is inconvenient, but for many families, this is an insurmountable obstacle.

One CFC-participating charity provides “blessing bags” filled with food to school-aged children in their local community. The number of students needing weekend food has

increased from 100 to nearly 850, showing the great need for food and assistance during these challenging times. During each distribution, at least five kids ask to be added to the program because of this need.

Help ensure children in your community don't go hungry. Choose a Food and Nutrition charity at GiveCFC.org. Together, we give more.

Week 3: Education and Children; how to give

Send: Tuesday, December 15

Subject: The helpers are sitting next to you

Our colleagues foster animals, tutor children, help veterans find jobs, and stock food pantries.

"I give through the CFC because my family has personally experienced the difference a CFC approved charity can make. After our child received an unexpected medical diagnosis, we faced uncertainty and fear about the future. Through a CFC organization, we found hope, access to resources, a supportive community, research, and guidance that helped us navigate through an unfamiliar journey. I continue to give because I know firsthand how much support can mean to someone facing similar challenges, and I hope they can find the same encouragement and direction we have." – Alicia K.

What's your why?

[XX]% of [Agency Name] has joined so far. Help us reach [YY]%.

Join them at GiveCFC.org. Together, we give more.

Week 4: Shelter and Housing

Send: Tuesday, December 22

Subject: Warmth is the best gift this season

Life can be unpredictable and challenging, especially for single parents like Clara. Despite working full-time and receiving child support, Clara fell behind on her rent due to the unexpected hospitalization of her oldest daughter, who was struggling with mental health. When she received an eviction notice from her landlord, she turned to a CFC-participating organization for help. They were able to provide Clara with a lifeline to cover her rent during this difficult time and connected her with other resources, including food to meet her family's basic needs.

Warmth is simple. A bed. A roof. A hot meal.

Give a little each paycheck or a one-time gift.

Browse housing charities at GiveCFC.org. Together, we give more.

Week 5: New Year

Send: Tuesday, December 29

Subject: Make the world better in five minutes

Is "make the world better" a New Year's resolution? Check it off today.

Give $5 a paycheck. It takes five minutes. A little each pay period adds up to a year of hope.

Start at GiveCFC.org. Together, we give more.

Week 6: Medical Research

Send: Tuesday, January 5

Subject: Cash rides to independence

Cash, a six-year-old with cerebral palsy, was unable to stand, crawl, walk, or even sit for extended periods of time without assistance. That is, until his mom found a CFC-participating organization in their local community that offered therapeutic riding programs for kids like Cash.

When he first started riding, Cash needed an instructor to sit with him on the horse to keep him safely balanced, but over time, he started riding on his own. With each ride, he gains core strength and stamina. He also loves the bond he has with the horse he rides, Justin.

Help wheelchair-bound kids like Cash be empowered to feel taller, both literally and emotionally, give at GiveCFC.org. Together, we give more.

Week 7: Animals and Search and Rescue

Send: Tuesday, January 12

Subject: Tipper found them three miles off the trail

Two women in their mid-twenties planned a nice hike one Sunday afternoon. The ladies were inexperienced hikers who became disoriented and got lost in the mountains. While the trailheads were obviously marked, after about a mile, the trail markers became non-existent. The two were terrified at having to spend the night in the wilderness.

At 5 am on Monday morning, the local Sheriff's office called in search and rescue volunteers from a CFC-participating organization. Within hours, Tipper, a certified air scent dog, and her handler found the two hikers about three miles off the trail.

Tipper's handler credited the 2,000 hours and many dollars spent by the organization to train and certify Tipper as invaluable when put to good use saving lives.

Do you want to help find individuals in emergency situations? Consider giving to a canine search and rescue organization through GiveCFC.org. Together, we give more.

Week 8: Find your why

Send: Tuesday, January 19

Subject: Deva dreamed of becoming a doctor

Deva was a toddler when her father went to prison. Her mother worked multiple jobs. It still was not enough.

In Cambodia, public school is not free. Deva, a top student, was about to leave school when a CFC-participating charity stepped in. It paid her school fees and gave her family food support.

Today, Deva studies medicine at university.

One gift. One future. You can write the next chapter for a child like Deva with $5 a paycheck.

Give by payroll deduction, or a one-time gift, at GiveCFC.org. Together, we give more.

Week 9: Community Improvement

Send: Tuesday, January 26

Subject: The good things in your neighborhood need friends

Parks, playgrounds, farmers markets, and community theater all start with someone who cares.

In a downtrodden neighborhood, a group of citizens, businesses, and CFC-participating organizations gathered to break ground on a project that would transform the empty parking lot of a shuttered elementary school into a center for workforce innovation. This community improvement investment took a village to bring to fruition. The center will be a manufacturing training center, a local business, and a community space.

The center is more than just a new building. It represents the commitment of thousands of everyday donors, just like you, who gave $5 to be a part of this community and see it thrive.

Know a federal retiree? Forward this note. Retirees are one of the fastest-growing groups of CFC donors.

Explore charities at GiveCFC.org. Together, we give more.

Week 10: Two Weeks Left

Send: Tuesday, February 2

Subject: Two weeks left. Let's finish strong.

The campaign closes on February 19, 2027. We are at $[XX].

Remember Clara? Remember Alicia? Each succeeded because someone like you took the time to donate.

Five minutes. Five dollars a paycheck. Or a one-time gift. GiveCFC.org. Together, we give more.

Week 11: Be that person

Send: Tuesday, February 9

Subject: Someone is waiting on your gift

Deva studies medicine. Cash rides to independence. Tipper found two hikers.

Each story began with a gift from someone like you.

Give by Friday, February 19, 2027, at GiveCFC.org. Together, we give more.

Week 12: Last Call

Send: Tuesday, February 16

Subject: Final week to give

You have three business days left to give. It takes five minutes and lasts a lifetime. GiveCFC.org.

Together, we give more.

Week 13: Thank You

Send: Wednesday, February 24

Subject: Thank you. Together, we gave more.

Thank you, [Agency Name] employees! Together we pledged [aggregate result].

Somewhere, a child will stay in school. A family will eat. A dog will find a hiker.

You did that. Together, we gave more.

4. Social Media Postings

Every agency posts the same weekly theme, wording, and look. Agencies may adapt names, photos, dates, and contacts without further approval.

Required on every post

- **Weekly theme.** Post the cause and message for that week, on the week it appears in the plan.
- **Campaign line.** Include "Together, we give more." exactly as written.
- **Approved templates.** Use only the provided poster and graphic templates.
- **Campaign logo.** Use the Combined Federal Campaign (CFC) logo as provided. Do not alter, recolor, or crop it.
- **Official link.** Link to GiveCFC.org. Do not link to a specific charity.
- **Voluntary statement.** Add "Giving is voluntary" where space allows.
- **Accessibility.** Add alternative text to every image and captions to every video. Keep text readable against the background.

Agencies may modify within reason

- Add the agency name, logo, and a local campaign contact.
- Swap in agency-approved photos and local stories.
- Resize and trim text to fit each platform.

Agencies may not

- Change the theme or the weekly cause.
- Name or endorse a specific charity as an agency recommendation.
- Post individual names, individual pledge amounts, or participation lists.
- Show a leaderboard that ranks individuals, offices, locations.

5. Flyer Verbiage

Size: 8.5 by 11 inches. Use the red, white, and blue panel layout from the sample poster. Add your agency logo and contact information.

Flyer A: Kickoff (December 1)

Headline: Together, we give more.

Body: The Combined Federal Campaign (CFC) is here. Support the charities you love with a little each paycheck or a one-time gift. You choose the cause. You choose the amount. Every gift counts.

Call to action: Give at GiveCFC.org. Campaign runs December 1 to February 19, 2027.

Footer: Questions? Contact [Coordinator name], [phone/email].

Flyer B: How to Give (early January)

Headline: Together, we give more. Here's how.

Step 1: Go to GiveCFC.org.

Step 2: Choose a charity by cause, name, or location.

Step 3: Give by payroll deduction or a one-time gift.

Footer: Need help? Contact [Coordinator name], [phone/email]. Your giving is always voluntary and private.

Flyer C: Final Call (early February)

Headline: Last call. Together, we give more.

Body: The CFC closes on [date]. [XX]% of us have joined. Help us reach [YY]%. A small gift today makes a hopeful tomorrow for someone else.

Call to action: Give today at GiveCFC.org.

Footer: Need help? Contact [Coordinator name], [phone/email]. Your giving is always voluntary and private.

6. Poster Verbiage

Layout follows the sample: a bold headline across the center, supporting text in the left panel, and a call to action in the right panel. Keep each panel under 30 words.

Poster 1: Kickoff

Headline: Together, we give more.

Left panel: Ready to shape the future you imagine? Give a little each paycheck or a one-time gift to the charities you love.

Right panel: Create a more hopeful tomorrow. Give today at GiveCFC.org.

Poster 2: A Little Each Paycheck

Headline: Together, we give more. A little goes a long way.

Left panel: A few dollars each pay period becomes a year of care for someone who needs it.

Right panel: Start your pledge at GiveCFC.org.

Poster 3: Our Community

Headline: Together, [Agency Name] gives more.

Left panel: [XX]% of our colleagues have joined. Help us reach [YY]%.

Right panel: Join us by February 19, 2027, at GiveCFC.org.

Poster 4: Final Call

Headline: Last call. Together, we give more.

Left panel: The campaign closes [date]. Your gift still has time to matter.

Right panel: Give today at GiveCFC.org.

Footer on all posters: Combined Federal Campaign logo. Giving is voluntary.

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