

EDO Principal Correspondence Control

FROM: DUE: / /

EDO CONTROL: G20000352
DOC DT: 07/14/00
FINAL REPLY:

D. O. Cooke
Department of Defense

TO:

Chairman Meserve

FOR SIGNATURE OF :

** GRN **

CRC NO: 00-0480

DESC:

Combined Federal Campaign (CFC) of the National
Capital Area 2000 Campaign Leadership Conference
(Due: 7/21/00)

ROUTING:

Travers
Paperiello
Miraglia
Norry
Craig
Burns/Cyr

DATE: 07/20/00

ASSIGNED TO:

CONTACT:

HR

Bird

SPECIAL INSTRUCTIONS OR REMARKS:

For Appropriate Action.

Template: SECY-017

E-RIDS: SECY-01

OFFICE OF THE SECRETARY
CORRESPONDENCE CONTROL TICKET

Date Printed: Jul 20, 2000 11:10

PAPER NUMBER: LTR-00-0480 **LOGGING DATE:** 07/20/2000
ACTION OFFICE: EDO

AUTHOR: D COOKE
AFFILIATION:
ADDRESSEE: RICHARD MESERVE
SUBJECT: CFC OF THE NATIONAL CAPITAL AREA 2000 CAMPAIGN LEADERSHIP
CONFERENCE.....

ACTION: Appropriate
DISTRIBUTION: RF

LETTER DATE: 07/14/2000
ACKNOWLEDGED: No
SPECIAL HANDLING: REGISTRATION FORM DUE BEFORE JULY 21...
NOTES:
FILE LOCATION: ADAMS

DATE DUE: **DATE SIGNED:**

EDO --G20000352



ADMINISTRATION AND
MANAGEMENT

OFFICE OF THE SECRETARY OF DEFENSE
1950 DEFENSE PENTAGON
WASHINGTON, DC 20301-1950

July 14, 2000

Dear CFC Campaign Managers:

On behalf of the Board of Directors of the Combined Federal Campaign of the National Capital Area, it is my great pleasure to invite you to the 2000 Campaign Leadership Conference, to be held on Friday, July 28, at the Marriott Metro Center Hotel, 775 12th Street, N.W. The conference will begin at 8:15 a.m. and conclude at 3:00 p.m.

Whether this is your first campaign, or you have been planning campaigns for many years, you will be certain to take away tools that will help you have the best campaign year ever!

We have a great day planned. Joining me in a warm welcome will be the 2000 CFC Chair, Rodney E. Slater, Secretary of Transportation and Norm Taylor, CFC Director. There will be exciting presentations on such topics as *Motivating Your Keyworkers*, *Managing Special Events*, *Leadership Support*, and *Putting the Fun in Your Campaign*, and *Communicating the CFC Message*. Concluding with a special entertainment feature, we know that you will be inspired to move full speed ahead for the 2000 campaign.

A conference information and registration booklet is attached. I encourage you to complete and return the registration form before July 21 to help ensure your placement in the sessions you most wish to attend.

We very much look forward to seeing you at the conference. Should you have questions, please call the CFC office at (202) 628-2263.

Sincerely,

A handwritten signature in black ink, appearing to read "D. O. Cooke".

D. O. Cooke
Director

Official Registration Packet

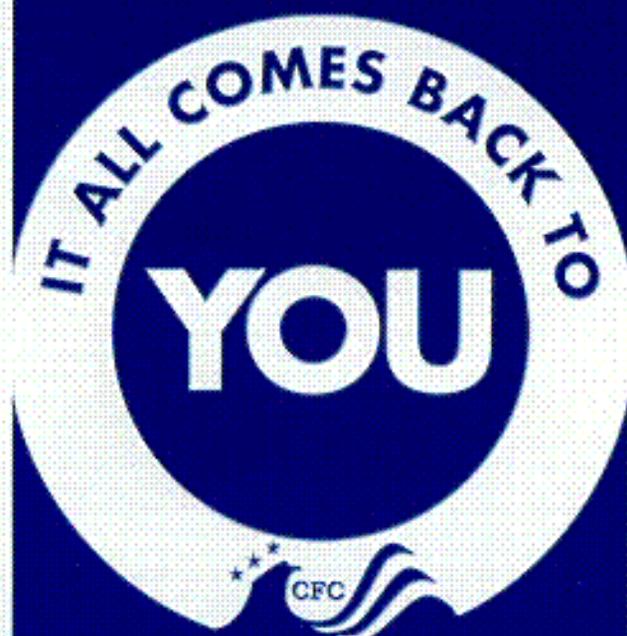
2000

Campaign
Leadership
Conference

Friday, July 28, 2000

8:15 am - 3:00 pm

Marriott at Metro Center
775 12th St, NW
Washington, DC 20005



Combined Federal Campaign
of the National Capital Area

Friday, July 28

The Day's Schedule

8:15 – 8:45	Registration
9:00 – 11:50	Small Group Sessions
12:00 – 1:00	Lunch Keynote Speaker: The Honorable Rodney E. Slater Secretary of Transportation 2000 CFC Campaign Chair
1:00 – 1:30	CFC Charity Fair
1:30 – 3:00	General Session

It is time to begin
planning for your 2000

Combined Federal Campaign

Whether this is your first campaign or you have been planning campaigns for over twenty years, you will be certain to take away tools that will help you make your campaign **the best ever.**

Small Group Session Topics

Each of the small group sessions will be facilitated by campaign volunteers who helped to make last year's campaign the largest in history.

Introduction to the Combined Federal Campaign

Is this your first time running your organization's Combined Federal Campaign? If so, sign up to learn all the campaign basics including how to build your committees, plan your campaign, manage your volunteers, report your results, and celebrate your success.

This is a two part workshop that will be conducted in the first and second small group sessions.

Leadership Support

Visible support from top management is critical to the success of the campaign. This session is designed for Campaign Vice-Chairs and will cover topics such as managing your campaign, the role of the Vice-Chair, and how to effectively involve your Campaign Chair.

Tracking Employee Pledges

Learn how to manage large numbers of pledge cards and donations, how to report your progress and helpful hints to avoid common mistakes.

Motivating Your Keyworkers

Dedicated Keyworkers are the foundation of the campaign. In this session learn strategies for motivating your Keyworkers and keeping them inspired throughout the campaign.

Putting the Fun in Your Campaign

The more fun you have with your campaign, the more people will want to be involved. Learn exciting ways to add spice to your campaign.

Communicating the CFC Message

Learn and share new and creative techniques to help communicate the CFC message through a variety of media including your organization's newsletters, special events, electronic communication and much more.

Managing Special Events

Learn from the experts how to build successful special events. Helpful hints will be offered to help you plan your Kick-Off, Mid-Campaign Events, Victory Celebration and recognition events.

Using Project Management

Managing your campaign will require managing many volunteers and organization of many details. Learn some tools to help you keep it all together.

2000

Campaign
Leadership
Conference

2000 Campaign Leadership Conference

Combined Federal Campaign
of the National Capital Area

Small Group Sessions *(Please select one topic for each session.)*

First Session

- Introduction to CFC (Part 1 of 2)
- Tracking Employee Pledges
- Motivating Keyworkers
- Managing Special Events
- Project Management

Second Session

- Introduction to CFC (Part 2 of 2)
- Communicating the CFC Message
- Tracking Employee Pledges
- Putting Fun in Your Campaign
- Motivating Keyworkers

Third Session

- Communicating the CFC Message
- Tracking Employee Pledges
- Putting the Fun in Your Campaign
- Managing Special Events
- Project Management
- Leadership Support

Registration Form

Mr. Ms.

Name _____

Title _____

Organization _____
(Please no acronyms)

Address _____

City _____

State _____ Zip _____

Phone _____

Fax _____

E-mail _____

**Registration Deadline is
Friday, July 21, 2000**

**Register early to secure your space in the
Small Group Sessions you have selected!**



Combined Federal Campaign of the National Capital Area
607 14th Street, NW, Suite 510, Washington, DC 20005
Phone (202) 628-2263 • Fax (202) 628-2557