

## **Motivational Tools Caring Card**

**Want to remind someone to give without asking them again? Does someone want to show they gave? Want to see just how much fun a little healthy competition can be?**

NCI wants to focus on the people this year: The people who benefit from the charities, the Keyworkers who drive the success, and the donors in the ICs without whom NIH could not make this happen. Federal workers form a community of giving. We are what makes CFC successful.

We all know the best method to get contributions is to ask face to face, and if you do it once, do it twice. But if two times doesn't work or it's not really your style, NCI developed a Caring Card this year to help you.

- If you have approached someone who is interested in giving, and they told you to come back later...and then told you again to come back later, you might be interested in dropping the Caring Card off at their desk. When they have given, they sign the card and give it back to you. You can post it on the wall in the designated area at buildings 1, 31, 45, and 10 on campus. For off campus buildings, we'll have to be more creative and use windows and poster boards. Soon we'll be looking at walls of giving and that will inspire others to give.
- Maybe your co-worker gave, but she or he doesn't want a pen or something that cost something. Oftentimes people give because of generosity, and they don't want money to be spent on trinkets or giveaways. This is an easy way to show recognition to the donor's IC.
- And finally, at the end of the campaign and throughout the season, we'll be watching the Caring Cards grow in the campus buildings. We'll definitely be taking notes!

### **Instructions**

#### **How do I get the Caring Card?**

Go to <http://cfc.nih.gov> under Keyworker Resources and print out the Caring Cards. You can print them on white paper. Print as many as you would like.

#### **What do I do with them?**

Give them to your co-workers face to face or leave it on their keyboard. When they return it to you, bring them to your Deputy Coordinator or paste them up on the wall. Banners will be printed in the designated areas in the four campus buildings: 1, 31, 45, and 10.

#### **What if I don't work in one of those four campus buildings?**

Ask someone on the CFC Team to work with you in identifying an area in your building. It may be windows or a poster board we set up. You can email us at [nihcfc2008@mail.nih.gov](mailto:nihcfc2008@mail.nih.gov).