



## Recruiting Keyworkers

*Best fit. Limit to 15.*

- **Recruit volunteers in a positive way**
  - Ask successful Keyworkers from last year if they would like to serve again.
  - Seek recommendations of someone in the office who would make a good Keyworker for the 2008 campaign. Look for someone who has a connection with one of the CFC charities or who seems to be a good match for this kind of project.
  - Make sure the candidate's supervisor is aware and supportive of the responsibility.
  - Ask for a volunteer or a recommendation for one for any offices where you don't have an experienced Keyworker.
  - If you still have positions to fill, ask your Executive Officer to help you. Perhaps he or she could send a note to the managers of the offices involved requesting a motivated employee to take the lead for the CFC and be a Keyworker.
  - In any case, make the employee feel good about the position he or she is being asked to fill. For example, *"We are looking for people who are supportive of the CFC and the nonprofit community, someone who is able to follow through on details and who is well-liked. I thought of you to represent your office."*
- **Avoid negative recruiting. Do not ask**
  - The newest person in the office - this is *not* the way to meet everyone.
  - The unwilling - the obviously timid person or one known to be opposed to CFC.
  - The supervisors - regulations forbid them from soliciting for obvious reasons.
  - The lowest GS-level person—he or she will be intimidated to approach higher GS-level employees.
- **Plan your solicitation strategy**
  - Your goal should be 100 percent *solicitation*. Give everyone the opportunity to say "yes" or "no" to contributing.
  - Never set a goal of 100 percent *participation*. That may lead to coercive practices, which are strictly forbidden in the CFC. Our objective is to make sure 100 percent of employees have the opportunity to make an informed choice whether or not to give.
  - Whenever possible, solicitations are better when conducted peer-to-peer.

- Group solicitation is an effective and efficient way for a Keyworker to contact employees in their office. In a group solicitation the Keyworker is responsible for:
  - Tracking the assigned employees' attendance at a group meeting
  - Following up to collect pledge cards
  - For those who are absent from the meetings, the Keyworker needs to conduct one-on-one solicitation.