

# GIVE HAPPY

## Events Guide

Campaign events can brighten up your workplace. Whether it's in the office or virtually, you can bring colleagues together and boost CFC donations.



## Events

# Checklist

It's our favorite time of year: CFC season! This guide will help you have some fun through creative campaign events. **Follow this checklist to host a successful event.**

### ✓ Plan Ahead

Give yourself plenty of time. Decide on the type of event you are looking to host. Will your event be virtual or in-person? Primarily informative or interactive?

Event Type: \_\_\_\_\_

Event Date: \_\_\_\_\_

Event Time: \_\_\_\_\_

### ✓ Choose Your Location or Platform

Selecting your event's location or platform is a crucial step in hosting your campaign event. There are multiple options for hosting events (e.g., cafeterias, on-site meeting and conference rooms, video conferencing platforms, social media sites, and much more). Make sure to choose a location or platform that works best for your agency/installation.

Will you be livestreaming your event? \_\_\_\_\_

Is registration required? \_\_\_\_\_

### ✓ Incorporate Charities

Donors get motivated when they hear directly from CFC charities about the incredible impact their donations have on the lives of people in need. Charities are also excited to share their inspiring stories with the Federal community. *(See page 6 for details.)*

How many charities will participate? \_\_\_\_\_

Will charities be speaking at this event? \_\_\_\_\_

Invite charities to your events;  
they are the heart of the CFC!



### ✓ Get Leadership Endorsement

Aim to get your leadership's endorsement and attendance at the event. Use one of our **email templates** to craft the perfect invite for leadership to send to your colleagues. There are leadership speech templates available too. Record an endorsement or statement from leadership to share with co-workers. People are more likely to attend an event when they know the boss will be there, which turns into a higher donation potential—it's a win-win!

Will leadership be in attendance? \_\_\_\_\_

## Events

# Checklist *(continued...)*

### ✓ Encourage Donations.

There are still ways to raise funds for CFC charities through your event without a cash fundraiser.

**CFC Giving Mobile App:** Encourage recurring or one-time payroll deductions, credit/debit cards or ACH donations. Contact your CFC office to register your event through the event webform.

**Paper Pledge Forms:** Have printed paper pledge forms available at all live events. At virtual events, send attendees the link to the PDF version on the website.

**Text-to-Donate:** Promote one-time donations via debit/credit card or PayPal by texting “DONATE” to 978-487-5678.



**QR Code:** Use the QR code to direct users to the CFC Mobile Giving App.

**Donor Cards:** Give a Donor Card to everyone who attends your event—printed for a live event or via email for a virtual event—this way they have easy giving instructions.

How will you be accepting donations at your event? \_\_\_\_\_

Will you be using the CFC Giving Mobile App? \_\_\_\_\_

Have you registered the event through the event webform? \_\_\_\_\_

### ✓ Publicize Your Event.

Promote the event through announcements, flyers, emails, newsletters, splash screens, social media, website, calendar reminders, intranet, bulletin boards, and word of mouth. Contact your local public affairs office or radio station for event coverage.

**Email:** Send (or request leadership send) the **event invitation email** to all personnel in your agency.

**Post:** Post the pre drafted **event social media copy** and **event images** to your agency’s social media channels.

**Promote:** Use this **event invitation** to increase publicity for your event.

## Events

# Checklist *(...continued)*

### Capture the Moment

Don't forget the camera (or phone)! Sharing pictures and videos of CFC events is a great way to promote your campaign. Consider getting your agency's or installation's photographer or public affairs office involved with your event.

How will you capture your event? \_\_\_\_\_

How will you use the recording of this event? \_\_\_\_\_



Screen capture  
or record a  
virtual event to  
share your  
activity!

### Thank Everyone Involved

**This is VERY important!** Ensure you show appreciation by sharing notes, calls, emails, and photos with everyone who helped make the event a success. You can even send the charities that attended a message of gratitude and encourage others to do the same.

How will you thank participants? \_\_\_\_\_

## Why campaign events are important!

Events are more important than ever! Whether a virtual event or an on-site gathering, well done events can:

- Give colleagues the opportunity to hear directly from the charities they support
- Increase participation in the campaign
- Give employees opportunities to learn about the CFC
- Motivate campaign workers
- Increase donations for charities
- Make you (the organizer) look like a rock star to your leadership
- Boost morale in your workplace

Reaching remote or telework employees is essential in hosting an event, so we have highlighted ways that you can bring some of your favorite events to a virtual platform *(see page 9)*.



# Best time to Plan an Event

Anytime! Consider scheduling your event at key break times during the business day such as lunch or mid-afternoon. Work around heavy telework days or make sure your event is virtual. Connect your event to a specific cause week, or coordinate with another recurring event, such as a scheduled all-call or meeting. To increase event attendance, schedule at least two weeks in advance, avoid busy work periods, invite charities to participate, and lock in on a time on your leadership and co-workers' calendars.

Make sure to send a "Save the Date" and create a calendar invite for your event!



## Timeframes that pair exceptionally well with CFC events and activities:

(September)  
**WELCOME/  
START  
STRONG**

The CFC doors are open and it's time to kick off the campaign strong! **Utilize event suggestions from this Event Guide, and the Start Strong Section of the Campaign Worker Toolkit.**

(Sept - Jan)  
**CAUSE OF  
THE WEEK**

Tie events or contests in with the scheduled cause of the week. **See the Cause of the Week section of the Campaign Worker Toolkit for a complete list.** Any of the general event ideas can be tweaked to coordinate with the cause of the week.

### Here are some examples of how you can tie events in with the cause of the week:

- Food & Nutrition (9/25): Cooking Show, Work Out for a Cause
- Arts & Humanities (10/23): Art Contest, Dance Class
- Animal Welfare (10/30): Pet Costume Contest, 5K Challenge (walk your dog!)
- Military & Veteran Support (11/06): Letter to Troops, Push-Up Challenge
- Housing & Shelter (11/20): Gingerbread House Contest, Virtual House Tours

(November)  
**GIVING  
TUESDAY**

The Tuesday after Thanksgiving is a day dedicated to philanthropic giving. Let's raise awareness and make Nov. 29 the most successful online giving day of the 2022 campaign season. **Plan events and send communications using the Giving Tuesday section of the Campaign Worker Toolkit.**

(January)  
**FINISH  
STRONG**

Arguably one of our most important campaign weeks—the final one! This is everyone's last chance to participate and make a donation. Host an event to make an overall final ask to help those in need. **See the Finish Strong section of the Campaign Worker Toolkit for activity ideas.**

(Jan - Mar)  
**POST  
CAMPAIGN**

Yes, you can still have a CFC event after the campaign is finished! An event to celebrate the success of the campaign, recognize the generosity of donors, and acknowledge the hard work of your campaign workers can go a long way to encourage future engagement. **Use the Thank You section of the Campaign Worker Toolkit to supplement this effort.**

# Incorporating Charities

## Request charity attendance at your event:

1. **Submit your charity request.** Submit a Charity Event Request web form providing the details of your event at <https://givecfc.org/charity-event-request>.
2. **Timing is important.** Charities need a minimum of 14 days advance notice; 30 days is better if you can.
  - ✓ Remember, many organizations are volunteer based and may need time to coordinate their availability for your event.
3. **Plan early for success!** Work with your team to make decisions, coordinate all necessary activities and approvals through your agency.
  - ✓ Coordinate with your agency and charities to ensure charities arrive with proper requirements if needed for location clearance or entrance.

## Decide how charities will be participating in your event:

- Will they be sharing information about the CFC and their mission?
- Will they be answering questions live with attendees?
- Will they be sharing videos of the services they provide?
  - ✓ Collect these videos in advance so that you can practice integrating them into your event.
- Will they give your attendees a tour of their facility to show how they are helping the community?
  - ✓ Feature videos from the Virtual Charity Fair every week during an all-call, staff meeting, etc. to highlight the cause of the week, or host a virtual panel with Q&A sessions with featured charities.

## Provide details, allocated speaking times, and talking points to participating charities prior to the event. Ask charities to:

- Provide the mission of the organization.
- Explain how the CFC helps execute this mission.
- Talk about current projects that the organization is working on that correlates to the current cause of the week. Discuss virtual volunteer opportunities in their presentation, if the participating charity offers them.
  - ✓ Highlight virtual volunteerism as a way for people to support their charity of choice.

Remember, always make sure to keep charities at the heart of your event! They are the core of the CFC.



# Tips for Events

Events are more important than ever! Whether a virtual event or an on-site gathering, well-done events can be the difference in making your campaign a success. You can increase the awareness of your events by encouraging friendly competition and awards for attending.

## **Keep any virtual event short, upbeat, and to the point!**

Do this by showing clips, hosting guest speakers, launching polls, and creating break out rooms for discussion. Don't forget to keep your eye on the chat box! Some of the best interactions and questions come from the chat box.

## **Award a popular prize to encourage participation.**

Premium parking spot, first choice at conference rooms, lunch with a leader, time off, new appliances for the office, or give away certificate to winners.

## **Come up with a creative trophy.**

Give to the winner of competitions throughout the campaign. The trophy can change hands after each competition.

## **Use a wheel of names generator.**

Randomly select a winner at events for prizes. For most employees, the will to win the competition is enough! Physical prizes just serve as a reminder of the fun experience.

## **Announce winners.**

Using email, intranet, or social media, or feature winners on a catalog or on an agency website.

## **Practice makes perfect!**

Make sure to do a dry run of your event to ensure everything runs smoothly.

## **Require registration.**

This helps to track attendees. You can also send read ahead materials and follow up to thank attendees for their participation after the event.

★ **As always, make sure to keep charities at the heart of your event!** ★

### **CFC events should always:**

- ✓ Promote federal employee engagement.
- ✓ Educate about the campaign and the participating charities.
- ✓ Take place during regular work or duty hours.
- ✓ Contribute to reaching every employee with an informed opportunity to give.
- ✓ Include/invite everyone but do not require attendance.
- ✓ Boost morale and camaraderie.
- ✓ Follow your agency's health and safety guidelines.



# Playing by the Rules

Wondering whether your event idea is allowed? Remember, your ethics office must approve all events and associated prizes or gifts in advance.



## STOP! Do not proceed ...

- ✗ Use campaign funds or appropriated funds for food or entertainment at CFC events.
- ✗ Collect cash for charities in exchange for baked goods or other items.
- ✗ Handpick specific charities to attend your event.
- ✗ Offer high dollar value prizes such as a signed football or gift certificates over \$20.
- ✗ Ask individuals who report to you to pledge.
- ✗ Set dollar goals for individuals.

## Proceed with caution ...

- Have your event themed around a cause area or cause of the week. Just be sure all charities are selected at random to keep it fair.
- Collect completed pledge forms or submit pledges via the CFC Giving Mobile App in exchange for an item (e.g., gift basket, a bowl of chili, hot dog). Note: The CFC does not adjust tax receipts, so the donor must calculate the fair market value of goods/services received.
- Host a CFC breakfast/luncheon with charity guest speakers where attendees pay for the cost of their meal.
- Experiences within your agency such as lunch with the director, a special parking spot, or extra time off can be good prizes if allowed by your agency ethics official.
- Have your agency/installation leader talk about the goal. Overall dollar goals are encouraged; however, 100% participation goals are not allowed.

## Great idea! Go for it!

- ✓ Have your agency/installation leader attend the event and offer remarks.
- ✓ Have a CFC Pledge Form pick-up/drop-off booth at the event. Educate about online giving through handouts, demonstrations, or laptop pledging kiosks.
- ✓ Invite randomly selected charities to participate in your on-site Virtual Charity Fair.
- ✓ Offer modest prizes at the event to encourage participation.
- ✓ Host a potluck or serve donated food and beverages at your event.



# Event Ideas

Your event can be in person or virtual! Get creative with your event and remember to have fun! Here are just some of many event ideas you can use following the cause of the week and campaign timeline.

*Sept. 1*

## Welcome Week

Engage your audience ahead of time with a Welcome Kit!

*Week of Sept. 18*

## Start Strong

Start strong with a step challenge!

*Week of Sept. 25*

## Food & Nutrition

Gather recipes from your co-workers and put together in an agency or department cookbook.

*Week of Oct. 2*

## Education

Host a reading challenge (you can get kids involved too).

*Week of Oct. 9*

## Disaster & Crisis Response

Host a Lunch n Learn with charity speakers.

*Week of Oct.*

## End Poverty

Ask employees to join you for a food truck rally to enjoy some local food.

*Week of Oct. 23*

## Arts & Humanities

Show off your colleagues' (kids can join too) talents with an art contest.

*Week of Oct. 30*

## Animal Welfare

Plan a pet costume contest and ask participants to submit photos.

*Week of Nov. 6*

## Military & Veterans Services

Get active and host a run/walk 5K challenge and invite families to join.

*Week of Nov. 13*

## Community Improvement

Host a volunteer activity to clean up a local park in your area and learn about the CFC.

*Week of Nov. 20*

## Housing & Shelter

Host a Lego contest to see who can build the tallest structure.

*Week of Nov. 27*

## Giving Tuesday

Encourage competition between offices to see who can raise the most donations this day.

*Week of Dec. 4*

## Human Rights

Bring your colleagues together for a potluck picnic with a cause at a park nearby.

*Week of Dec. 11*

## Environmental Protection

Trash bag races to see who can collect the most trash.

*Week of Dec. 18*

## Global Health & Research

Create a treasure hunt while learning CFC tips and tricks.

*Week of Dec. 25*

## Children & Family Support

Draw your causes with a sidewalk chalk art contest.

*Week of Jan. 1*

## Mental Wellness

Play CFC Trivia test your colleague's knowledge of CFC related questions.

## Finish Strong

Celebrate your accomplishments with a Dace-off!