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U.S. Navy

# 2017 Event Planning Guide

Combined Federal Campaign

[[LocalCampaignURL.org](#)]



## Welcome

Thank you for being part of the campaign team. Since its inception, the Combined Federal Campaign (CFC) has raised over \$8.2 billion for nonprofit organizations and the people and causes they serve around the world. As a member of the event planning committee, you will play an integral role in increasing campaign participation at your Federal department or agency. Communicating the CFC message through fun, creative awareness and educational events is key to a successful campaign. This guide will help you creatively engage your Federal workplace and foster a positive environment for a campaign that will benefit those in need throughout our community, nation, and world.

## Objective of Campaign Events

Campaign events promote Federal employee engagement as well as educate about the campaign and the participating charities, which ultimately helps increase campaign participation and revenue. They can be fun and a great way to boost employee morale and camaraderie in your department or agency. Campaign events supplement the primary goal of the CFC—to offer every potential contributor a 100 percent informed opportunity to give. They do not replace the necessity of the personal ask, which is best accomplished through one-on-one contact by a campaign worker.

## Types of Events

From kickoff to closing out the campaign, events are critical to encourage participation and increase awareness. Events can be part of something already scheduled, like inviting a charity speaker to weekly staff meetings, or they can be a stand-alone activity, like a chili cook-off.

**Awareness Events:** These events help to educate your community on the options and benefits of supporting charities through the CFC. These events are a great way to spread the word about the campaign and build motivation to support charities through the CFC. Awareness events can be held at the beginning of the campaign (e.g., a kickoff event), or throughout the campaign (e.g., a charity fair).

**Special Events:** These events are often conducted in conjunction with an event that is already taking place at your agency (e.g., leadership calls and staff meetings, farewell parties, bazaars, training/safety days, etc.). Hosting a friendly CFC competition can boost energy around the campaign and add a fun element to an existing event.

This year, consider planning special events in support of the CFC promotional days: Kickoff Day on Oct. 2, *Show Some Love* Day on Nov. 2, #GivingTuesday on Nov. 28, and International Volunteer Day on Dec. 5.

**Recognition Events:** Recognition events allow department or agency leaders to publicly recognize and thank campaign workers for their dedication and thank all employees for their generosity through the CFC. These are usually held toward the end of the campaign, as a finale event, or even a few weeks after the completion of the campaign.



**Please note:** Cash fundraising events are no longer permitted under new CFC regulations. However, events are a great time to remind colleagues to make their pledge when they return to their desk. They can give online or by check with a pledge form.

# Increasing Event Participation

## Be an active committee member

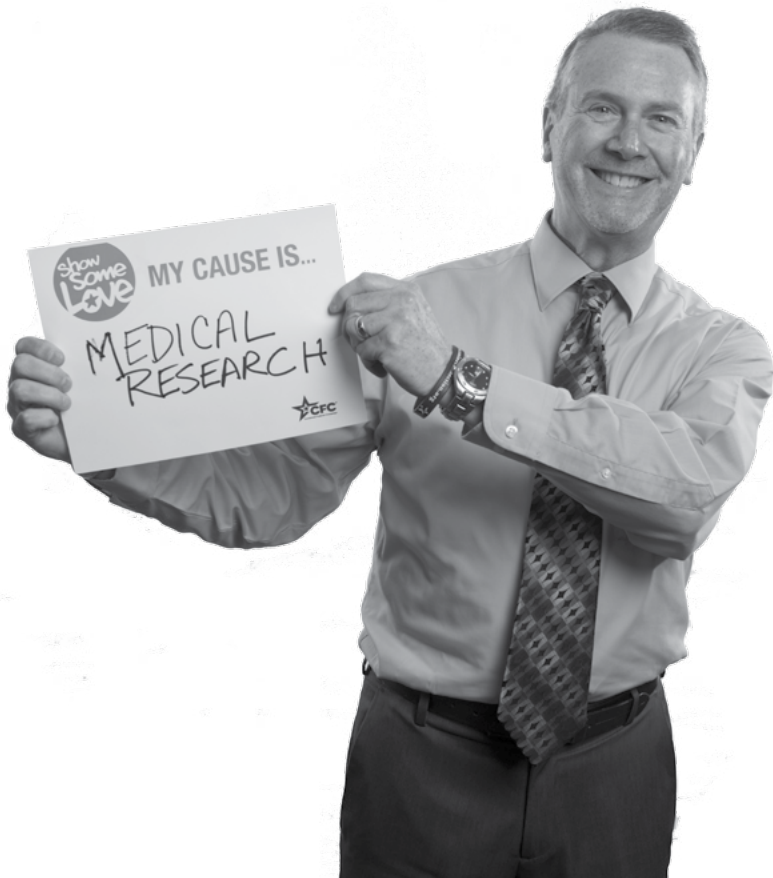
- Help recruit other committee members: involve Federal employees from all areas and include a variety of ranks or pay grades.
- Each member of the committee should be assigned a specific task. Commit to completing your task to the best of your ability and by the required deadline.
- Be creative and bring ideas to the table while being open-minded to others' suggestions.

## Establish leadership support

- Ask leadership to send the invitation email to your events.
- Invite leadership to speak at committee meetings, as well as events.
- Involve leadership in events, kickoff activities, and finales and be sure to publicize their participation via your website, intranet, newsletter, social media, and other venues.

## Motivate your co-workers to get involved

- Make it fun. Have a variety of activities. Introduce new events each year.
- Establish good-spirited competition (among departments, agencies, services, and/or commands).
- Use and publicize incentives. They can motivate potential donors who are "on the fence."



"The impact of funding through the CFC actually gives me peace of mind that my donation will make a difference for those I love, and for everyone that has the same diseases. I love the CFC for many reasons, but primarily because donating has been made so easy for everyone."

— **Manning Pellanda**

U.S. Department of Health and Human Services

# Event Ideas

These ideas are provided as examples to get your creative juices flowing. You are not limited to these ideas.



Remember, fundraising events are no longer permitted under new CFC regulations. No cash, checks, or monetary payments of any kind should change hands at special events. However, pledge stations (computers connected to the online giving platform can be made available to employees who desire to complete their pledge or walk through the new giving portal at the event. Have trained campaign workers on hand to answer questions.

Additionally, you should always take into consideration specific regulations and ethics guidelines pertaining to your department or agency when planning events. This includes obtaining the proper approvals before your event.

<b>CFC kickoff</b>	The CFC Kickoff can involve many activities, but typically includes showing the CFC video, inviting a guest speaker, explaining how the campaign works and how to pledge, and an endorsement by the Federal agency head or installation commander. Other activities, such as those listed below, may be incorporated into the kickoff event.
<b>Charity fair</b>	Charity fairs work well as stand-alone events or in combination with other events, such as a kickoff, staff meetings, or campaign contests. Reserve/rent a large common or public space at or near your Federal agency or installation and invite CFC charities to set up informational booths that Federal employees can visit. Have door prizes and games. Try a carnival theme with hot dogs, soda, and popcorn. (Note: CFC funds cannot be used to purchase food or drink. Any food items must be donated.) Encourage charities to have games at their booths, such as ring tosses, bean bag throws, spinning prize wheels, etc.
<b>Charity speaker</b>	Invite one or more speakers from CFC charities to share positive stories about the impact of their work made possible via CFC contributions. Speakers can be incorporated into a CFC kickoff or charity fair event or into regularly scheduled meetings in your agency or installation.
<b>Charity tour</b>	Reserve/rent a bus, or carpool to nearby CFC charities to take a tour and learn firsthand about the good they accomplish with CFC contributions.
<b>Volunteer event</b>	Some of the local CFC charities in your area may have opportunities for volunteers. Or they may be able to set up an activity in your office to engage employees (e.g., making sandwiches and packing bag lunches to be distributed to the homeless or putting together gift bags for deployed service members).
<b>Motivational speaker</b>	Invite a local celebrity or a dynamic speaker from your Federal agency to share stories about the good that can be accomplished through charitable giving.

<b>Guess the baby or cutest pet photo contest</b>	This is a fun activity that can be incorporated into other events or can be a virtual event for agencies with a large number of remote employees. With permission, post baby pictures or pet photos from your Federal co-workers or leaders in a public area, and encourage employees to submit guesses about which photos belong to which employees. Ask photo submitters if they would be willing to increase their payroll contributions by a small amount for every correct guess or every vote in the cutest pet contest. You may also wish to come up with a prize for the person who submits the most correct guesses.
<b>Halloween costume contest</b>	This activity can be held at a specific date, time, and location—or on a social media page such as Facebook. Around Halloween, invite co-workers to come to work dressed up in costumes, and encourage employees to vote for the winning costume. (If done via social media, employees can simply submit their photos online.) Bonus points for those who connect their costume to a particular CFC cause or charity.
<b>Service auction</b>	Get members of your campaign team, leadership, and others to pledge a service that will be rendered when employees agree to make a CFC payroll contribution of a specified amount or greater. Services might include washing a car, giving a haircut, or baking a pie, cake, or cookies, etc. Some employees might be willing to do something outlandish, such as shave (or grow) a beard, roll in the snow, shave a head, dress in the colors of a rival sports team, etc. The more creative you can get people to be, the more interest you will draw to this event.
<b>Charity popcorn</b>	This is a Gong Show-style event that works well as part of a CFC kickoff or charity fair. Rent or borrow a gong and place it on stage or to the front of the room. Invite charities to come up and give a 30-second “pitch” to the audience to explain who they are and what they do. Encourage charities to use props, dress in costumes, and otherwise make the speech memorable. Get someone to time each charity and sound the gong when their time is up. It goes fast, like popcorn! You may wish to offer a prize to the most entertaining speech.
<b>Pie in the face</b>	Get members of the leadership and campaign team to volunteer to take a “pie” (paper plate with whipped cream) in the face (or other silly challenge) when the agency reaches certain campaign milestones. You could also incorporate this idea as part of a charity fair. Provide tickets for each charity to give Federal employees who visit their booth. The person with the most tickets gets to throw the pie!
<b>Leadership karaoke</b>	Get members of the leadership and campaign team to sing karaoke. Bring a box with funny costumes to include boas, funny hats, gloves, sunglasses, wigs, etc. Employees who show they have made a donation can request the leaders to perform a karaoke song of their choice. (Note: make sure all contestants are aware of all the costumes and props. Do not embarrass or humiliate anyone.)
<b>5K or 10K run or golf tournament</b>	Participants can be encouraged to pledge a certain dollar amount per kilometer or per hole. Put up signs about a different charitable cause at each mile marker or hole. Participants could be encouraged to come dressed in a costume or carry a prop that represents their favorite charitable cause. Set up a photo area to encourage participants to post selfies on social media with a challenge to co-workers to “sponsor” them by completing their own online pledge.
<b>Office miniature golf</b>	Have each office in your agency set up a miniature golf hole in their area. Each hole should represent a charitable cause with facts about the cause. Participants will learn about various causes as they play the course. Award a prize to the office with the best overall, most challenging, and/or most inspirational hole.

# Event Submission Form

Let your campaign know about your event! Complete this form and email it to your local CFC office along with photos so we can post them on our website and/or social media channels.

Campaign Worker Name: \_\_\_\_\_

Agency/Installation Name: \_\_\_\_\_

Department/Unit/Squadron/Org Name or Number: \_\_\_\_\_

Email: \_\_\_\_\_

Event Theme/Name: \_\_\_\_\_

Type of event: \_\_\_\_\_

Location: \_\_\_\_\_

Date of event: \_\_\_\_\_

Guest speaker/leadership in attendance? (please include names and titles): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please provide a brief description of your event: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Photo Release

When taking photos at events, ask the photographed individuals to sign the following release.

## **PUBLICITY RELEASE AND RELEASE OF LIABILITY AGREEMENT**

In consideration for my participation in the below mentioned event, I hereby consent to the use of my photograph/video, voice, and/or likeness by the Combined Federal Campaign (CFC), and each of their affiliates, successors and assigns for any and all advertising and trade purposes in any and all media throughout the world, without restriction as to frequency or duration of usage. This release is entered into for any such materials that the CFC may collect at a CFC event.

The CFC, their affiliates, successors and assigns, shall be the absolute owners of any and all photographs/videos and other materials (and all rights therein, including the copyright) produced pursuant to this release. I further agree, subject to the provisions above, that the CFC may use my photograph/video, voice, and/or likeness in any manner and with whatever copy they choose, and may alter my photograph/video, voice, and/or likeness in any manner, as they deem necessary.

I hereby release the CFC and agents from any and all claims that I may bring relating to my participation in the aforementioned event or the utilization of anything I am provided with relating to the event.

I hereby represent and warrant that I am at least 18 years of age, possess the legal capacity to sign this release, have full right to contract in my own name with respect to the matters stated above, and have no conflicting advertising or promotional commitments that would cause me to be unable to enter into and fully perform the services and grant the rights specified by this release, which I hereby make binding on my heirs, next of kin, and personal representatives.

\_\_\_\_\_  
Name (printed)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

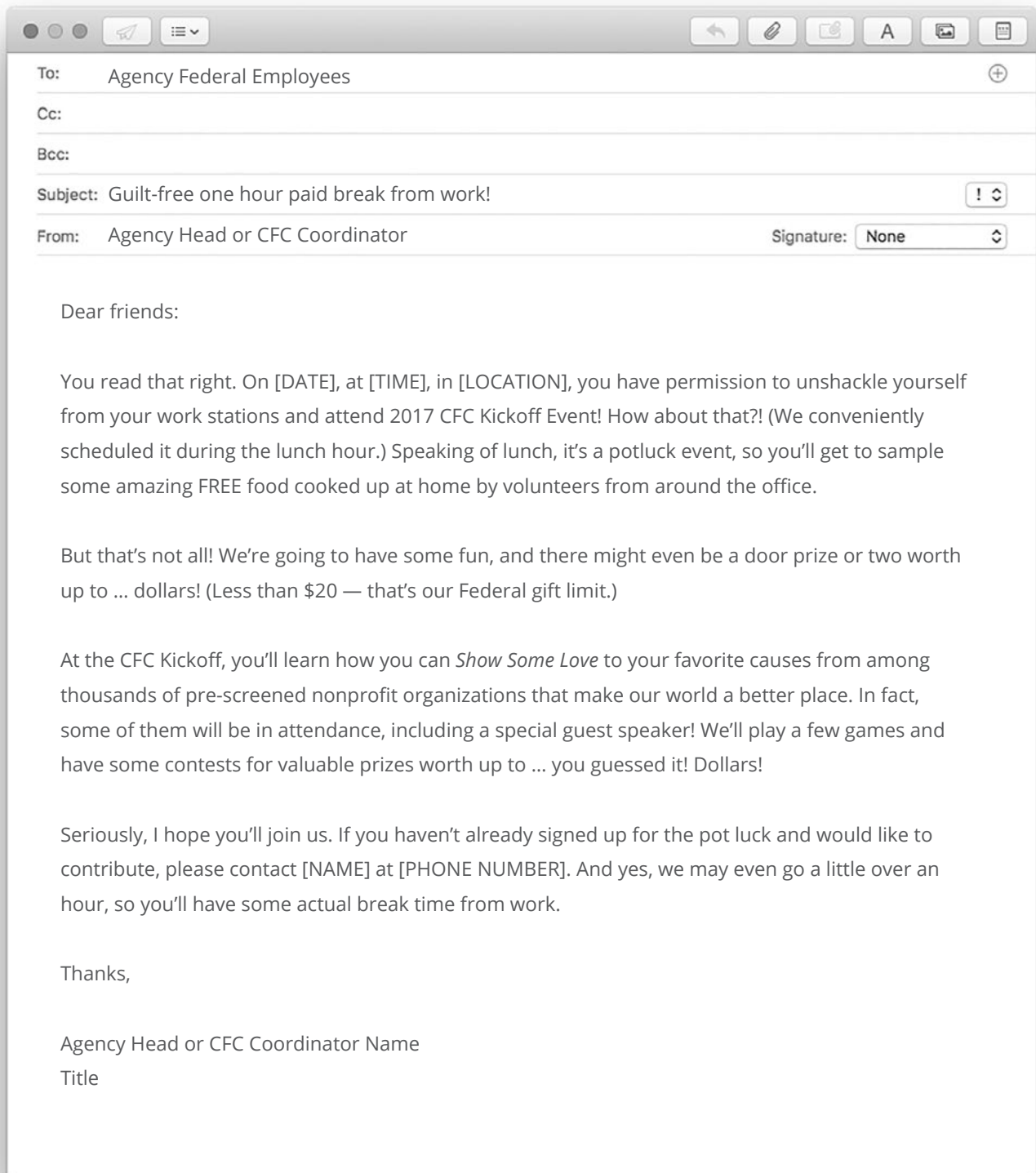
\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Federal Agency (Employer)

# Sample Event Communications

## Sample Kickoff Invitation Email

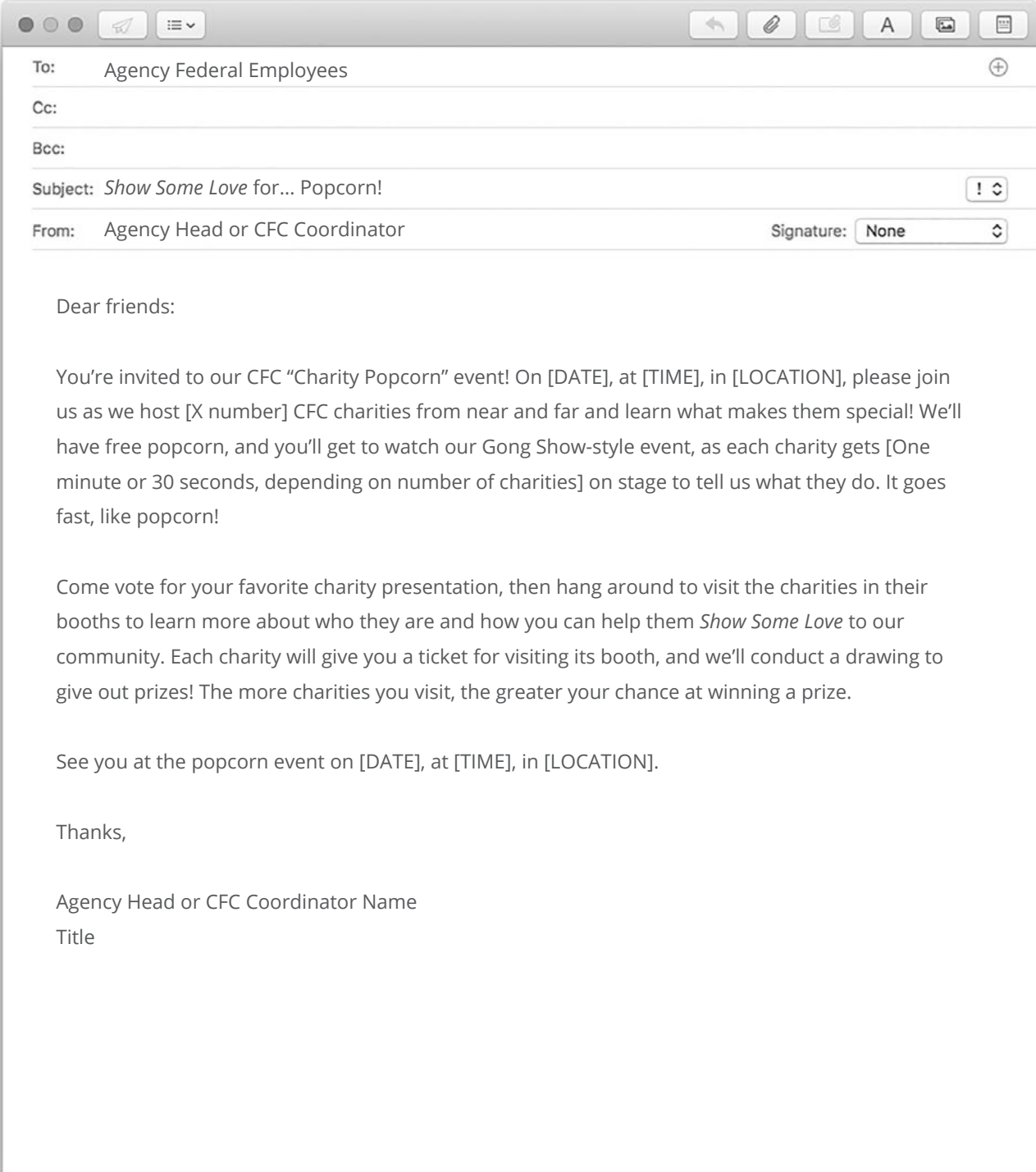
One week prior to Kickoff event





## Sample Charity Fair Invitation Email

Two weeks prior to Charity Fair event



The image shows a screenshot of an email client window. The window title bar includes standard OS controls (minimize, maximize, close) and several utility icons (reply, edit, insert, font, image, print). The email header fields are as follows:

- To:** Agency Federal Employees
- Cc:**
- Bcc:**
- Subject:** *Show Some Love* for... Popcorn!
- From:** Agency Head or CFC Coordinator
- Signature:** None

The body of the email contains the following text:

Dear friends:

You're invited to our CFC "Charity Popcorn" event! On [DATE], at [TIME], in [LOCATION], please join us as we host [X number] CFC charities from near and far and learn what makes them special! We'll have free popcorn, and you'll get to watch our Gong Show-style event, as each charity gets [One minute or 30 seconds, depending on number of charities] on stage to tell us what they do. It goes fast, like popcorn!

Come vote for your favorite charity presentation, then hang around to visit the charities in their booths to learn more about who they are and how you can help them *Show Some Love* to our community. Each charity will give you a ticket for visiting its booth, and we'll conduct a drawing to give out prizes! The more charities you visit, the greater your chance at winning a prize.

See you at the popcorn event on [DATE], at [TIME], in [LOCATION].

Thanks,

Agency Head or CFC Coordinator Name  
Title

# Event Planning Checklist

- ❑ **Determine date/time.** Avoid conflicts with other events, routine meetings, or activities that could detract attention from the campaign. Check with your agency head or commander's calendar to avoid overlapping or conflicting events.
- ❑ **Obtain approval.** Receive the proper event approval from senior officials or the legal department at your Federal agency or installation. Ensure you know the deadlines and methods for coordinating and completing the approval process.
- ❑ **Choose a location.** Book the room/space, allowing enough time for set up if necessary. Be sure to consider:
  - Sound systems, video equipment, any special set up
  - Proximity to bathrooms
  - Parking (if necessary)
  - Handicap accessibility
  - Directions (easy to follow)
  - Trash collection and other cleanup
- ❑ **Publicize your event.** Utilize every means at your disposal: announcements, flyers, emails, newsletters, splash screens, social media, website, intranet, bulletin boards, and word of mouth to provide information about who, what, when, where, and how to get more information. Contact your local public affairs office or radio station to cover the event. Consider having independent photographers come to the event to provide coverage; some are willing to shoot photos free for charity purposes. And then be sure to publicize the event after its conclusion to include all outlets listed above. Also submit the Event Submission Form and photos to your local CFC office to be used on their website and social media channels.
- ❑ **Provide promotional items/incentives.** When your budget doesn't allow, find unique ways to offer incentives or raffle items. Prizes and awards can include crafts, baked items, donated items, premium parking spots, other "perks" authorized by your leadership. (Note: the CFC budget cannot be used to purchase prizes or entertainment.) These can sometimes be sponsored by vendor donations, local restaurants, or merchants. (Clear this with your agency's ethics office, first. Some departments do not allow Federal employees to solicit donations from businesses or individuals.) Allow time for solicitation and collection of items.
- ❑ **Confirmations.** Be sure to confirm the location, any guest speakers or charities, public affairs support, special equipment, etc. Nothing is worse than arriving on the day of the event to discover a key component is missing.
- ❑ **Recruit help.** Ensure you have enough helpers on the day of the event: registration, set-up/clean up, judging, logistics, tech support, charity/speaker arrangements, media relations, etc.
- ❑ **Thank everyone involved.** This is very important. Make sure to show your appreciation with notes, calls, emails, and photos. Don't forget your camera! Pictures of CFC event participants are great for bulletin boards, newsletters, or feature stories on your website and social media sites. They can also be submitted to the national marketing Outreach Coordinator by emailing [CFCMarketing@tribaltechllc.com](mailto:CFCMarketing@tribaltechllc.com).

[LocalCampaignURL.org]

