EVENTS TOOLKIT
Use this toolkit as a guide to hosting successful CFC events. Tips and resources are embedded in the three sections: Plan, Invite, and Implement. Click the **GREY BOXES** to download each resource.
PLAN

Read the event guide, gather a team, walk through the training presentation, and review the event guidance resources.
Event Training

2020 Event Guide

Your how-to guide on hosting campaign events—even virtually!

CFC Events Training

Your how-to guide on hosting campaign events—even virtually!

TIP: After you read through the Event Training Guide, walk through the Event Training Presentation with your whole event team for your first meeting.

>> EVENT TRAINING GUIDE

>> EVENTS TRAINING PRESENTATION
**Creative Event Ideas & Going Virtual!**

Sure, everyone has been to a CFC charity fair or chili cook-off. To really make your event something special, it’s time to think outside the box. Use this section full of ideas to create your virtual event and highlight tips on how to make your event virtually.

**Virtual!**

Create a virtual event at your convenience. You can announce the event to your audience or send participants to a virtual environment. This will help them feel connected with others from various locations.

**Getting Creative!**

Almost any fundraising event can be turned in a virtual event:

- **Bake Sale?** Try a virtual cookie decorating contest.
- **Fun Run?** Host a virtual race and allow participants to run their own route.
- **Bake Sale?** Try a virtual cookie decorating contest!

**Intranet, Social Media, or Video Conferencing Platform.**

Create a PDF passport sheet representing all 25 cause areas and have your colleagues view one video or read one success story from each cause area. Once they have “visited” each cause area, they can present them with a Well Traveled certificate.

**Virtual Event Ideas:**

- **Auction**
  - Go virtual! Use the online giving portal or a PDF version on the website.
  - Virtual! Create a PDF document that describes, and a starting bid for each item on your intranet or agency’s social media.
  - Bidder wins the item and makes a CFC donation through the online giving portal or the CFC Giving Mobile App.

- **Email or Your Intranet.**
  - Share videos from the Virtual Charity Fair to connect to their amazing work.

- **Virtual Event Checklists.**
  - Plan Ahead. Give yourself plenty of time. To pull off a successful campaign event, you need to plan ahead.
  - You can now also encourage event donations through the Virtual Charity Fair. The app accepts one time and recurring donations along. We even have speech templates to pass on their success stories.
  - Make sure all members of your agency are comfortable with the platform.

- **IntraNet, Social Media, or Video Conferencing Platform.**
  - Consider posting links with your colleagues to help promote CFC. You can even create your own event. For example, “Wow, the best chili you’ve ever had! Thank you for the chance to show your appreciation.”

- **Virtual Event Ideas:**
  - Donor Card: How to Give
  - “Shout out!” Give yourself plenty of time. To pull off a successful campaign event, you need to plan ahead.

- **Corporate Engagement:**
  - You can also encourage event donations through the CFC Giving Mobile App. The app accepts one time and recurring donations.

- **Email or Your Intranet.**
  - Keep in mind that payroll deduction is one of the most popular methods. Donors can find it on the app!

- **Virtual Event Ideas:**
  - Donor Card: How to Give
  - “Shout out!” Give yourself plenty of time. To pull off a successful campaign event, you need to plan ahead.

- **IntraNet, Social Media, or Video Conferencing Platform.**
  - Consider posting links with your colleagues to help promote CFC. You can even create your own event. For example, “Wow, the best chili you’ve ever had! Thank you for the chance to show your appreciation.”

- **Virtual Event Ideas:**
  - Donor Card: How to Give
  - “Shout out!” Give yourself plenty of time. To pull off a successful campaign event, you need to plan ahead.
INVITE

Customize materials for your event to invite colleagues and promote your event throughout your agency.
INVITE

Materials

>> EVENT INVITATION SPLASH SCREEN

>> EVENT INVITATION BANNER

>> EVENT INVITATION FLYER

EVENT TITLE GOES HERE LIKE THIS

DATE:
Friday, September 22

TIME:
Lunch 12:00pm

LOCATION:
Main Conference Room

DATE:
Friday, September 22

TIME:
Lunch 12:00pm

LOCATION:
Main Conference Room

EVENT TITLE GOES HERE LIKE THIS

DATE:
Friday, September 22

TIME:
Lunch 12:00pm

LOCATION:
Main Conference Room
Save the date – We are hosting the [2020 CFC Event] on [Sept. 21, 2020] at [1200] on [Zoom for Gov]. Be the Face of Change and join us on [Monday, Sept. 21]. We look forward to celebrating with you! #ShowSomeLoveCFC
IMPLEMENT

Use these resources to ensure professional, informative, and inspiring online and in-person events that encourage engagement and campaign participation.
Join Us!
You're invited to join the CFC community and change the world by supporting CFC charities that depend on your generosity.

Who
All federal employees and retirees

What
2020 Combined Federal Campaign

When
Sept. 21, 2020 – Jan. 15, 2021

There's no better time to give.

Where
Wherever you are!

Show Some Love at GiveCFC.org

Give through Payroll Deduction
Spreading your gift over the year makes it automatic, easier at tax time, and it really adds up for your favorite causes!

Give to Multiple Charities
Make all of your charitable donations and pledge volunteer hours in one place.

Give for Collective Impact
When we give together, it means bigger checks for charities.

Give • Volunteer • Engage
Join us. There's no better time to get involved!
**ACTIVITIES**

**Event Activities**

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**CFC EVENTS**

- Attended a CFC event
- Listened to a charity speaker
- Listened to a CFC representative
- My department/agency leader attended
- Watched a CFC promo video
- Received a pledge form
- Was asked to download the CFC Giving Mobile App
- Downloaded the CFC Giving Mobile App
- Set up my account on the CFC Giving Mobile App
- Learned about a local charity
- Learned about a national charity
- Learned about an international charity
- Felt inspired to join the CFC community
- Learned about engagement opportunities on GiveCFC.org

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**SCAVENGER HUNT**

- Learn about the thousands of charities participating in the CFC by visiting the Virtual Charity Fair!
- Watch a video or read a success story for a charity from each of the following cause areas. Write the charity name for each cause and hunt whether you watched a video or read a story—or both!

<table>
<thead>
<tr>
<th>Cause</th>
<th>Charity Name</th>
<th>Video</th>
<th>Story</th>
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<tbody>
<tr>
<td>Early Education</td>
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<tr>
<td>Higher Education</td>
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<td>End Hunger</td>
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<td>Human Trafficking</td>
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<td>Veterans</td>
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<td>Legal Aid</td>
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<td>Human Rights</td>
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<td>Graduate Poverty</td>
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<td>Clean Water</td>
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<td>Housing &amp; Shelter</td>
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<td>Disaster Relief</td>
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<td>Medical Research</td>
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<tr>
<td>Arts &amp; Culture</td>
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</tbody>
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**GREAT MINDS THINK ALIKE**

- Call out each cause one by one. Each player writes down the first three things that come to their mind in each category. No peeking allowed!
- After every cause has been read, calculate points based on common words between members of each team.

<table>
<thead>
<tr>
<th>Cause</th>
<th>Word 1</th>
<th>Word 2</th>
<th>Word 3</th>
<th>Points</th>
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<tbody>
<tr>
<td>End Hunger</td>
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<td>Education</td>
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<td>Military Support</td>
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<tr>
<td>Children &amp; Family Services</td>
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</tbody>
</table>

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**BINGO**

- Points are awarded based on how many people have similar words.
IMPLEMENT

Donor Card

TIP: Distribute this donor cards to event attendees, especially if your event is registered on the CFC Giving Mobile App.

How to Give

Online
1) Click DONATE on GiveCFC.org
2) Create an account or log in to your existing account.
3) Complete or update your profile:
   a. Enter the ZIP code of your office to access the correct list of units/offices.
   Our office ZIP code is: ____________
   b. Enter your CFC unit code to automatically populate the Department/Agency/Office selections.
   Our CFC unit code is: ____________
4) Search for charities you want to support.
5) Make your pledge by selecting your designated charities and allocating funds or volunteer hours.

Paper Pledge Form
If you prefer using a good old pen and paper?
You can still complete a paper pledge form. Just get one from your Keyworker or download it from your local zone’s website.

CFC Giving Mobile App
Download the app
The CFC Giving Mobile App is available for Apple and Android devices by searching “CFC Giving” in the app store.

Sign in to create an account
If you are attending a campaign event, you can see the list of charities participating in your event. Or you can generate your own list of CFC charities and their descriptions by entering search criteria: charity name, CFC Code, EIN, or keyword.

Give
Tap each charity you would like to support and enter the dollar amount of the donation you would like to give.
Complete your donation
Update or add a funding source (bank account or credit/debit card).

Show Some Love at GiveCFC.org
To ensure your office/unit receives credit for your pledge, click DONATE on GiveCFC.org, log in to the account you created, and update your profile to select your Department/Agency/Office.

Returning donors:
Use the same login as your CFC online pledge portal account.
New donors:
Create an account, verify it, and set up your profile.

Search for charities
If you are attending a campaign event, you can see the list of charities participating in your event. Or you can generate your own list of CFC charities and their descriptions by entering search criteria: charity name, CFC Code, EIN, or keyword.

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Show Some Love at GiveCFC.org
>> DONOR CARD - HOW TO GIVE
IMPLEMENT
Videos

TIP: Show the long or short versions of the campaign videos or choose one or two virtual charity fair videos to vary event content and inspire donors.

>> CFC TESTIMONIAL VIDEO (2:50)

>> CFC PROMOTIONAL VIDEO (:59)

>> CFC PROMOTIONAL VIDEO (:30)

>> VIRTUAL CHARITY FAIR