2020 Event Guide

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

GiveCFC.org
Getting Started

It's our favorite time of year: **CFCNCA season**! Campaign events can brighten up your workplace (whether that is an office or your home), bring colleagues together, and boost CFC donations. This guide will help you have some fun and get ready to *Show Some Love* through creative campaign events!

**WHY HAVE A CAMPAIGN EVENT?**

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

- Increase participation in the campaign
- Give employees opportunities to learn about the CFCNCA
- Motivate campaign workers
- Increase donations for charities
- Make you (the organizer) look like a rock star to your leadership
- Boost morale in your workplace

And now, more than ever, 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. Give this guide a read-through and see if these suggestions inspire your own knockout ideas!

**HELP! I’M NOT AN EVENT PLANNER!**

Build your team: you don’t have to do it all yourself!!

- Gather an events team of creative, outgoing, hardworking co-workers
- Include a variety of ranks/pay grades
- Involve your leadership
- Don’t forget to include technology, communications and PR personnel

There are people out there who get really pumped about this kind of thing, so you should be able to find people who love planning events to help out.
PLAN AHEAD.
Give yourself plenty of time. To pull off a successful campaign event, you will need to consider several things (as outlined in this checklist). Planning at least two weeks in advance will help when inviting charities, getting on your leadership’s calendar, reserving a location, and promoting your event so attendance will be high.

INCORPORATE CHARITIES.
Donors get motivated when they hear directly from charities about the incredible impact CFC donations have on the lives of people in need. Translation? Bring charities to the people! They are the heart of the CFC, after all.

GET LEADERSHIP ENDORSEMENT.
Aim to get your leadership’s endorsement and attendance for and at the event. Use one of our communication templates to craft the perfect invite, and ask someone from leadership to send it along. We even have speech templates to pass on to them! 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! See the CFCNCA Leadership Toolkit for more ideas!

ENCOURAGE DONATIONS.
While it is true your event can’t be a cash fundraiser, there are still ways to raise funds for CFC charities through your event.

- Distribute our Donor Card: How to Give to everyone who attends your event—printed for a live event or via email for a virtual event—so they have easy giving instructions.
- At live events, have paper pledge forms printed and available. Your colleagues will snatch those up and can donate on their own time back at their desk. At virtual events, send attendees the link to the PDF version on the website.
- Consider posting signs with suggested CFC donation amounts that tie into the event. For example, “Was this the best chili you’ve ever had? Give $3 through the CFCNCA to show your appreciation.”

- You can make similar announcements at virtual events: “Did you enjoy hearing about how these charities make a difference in our local community? Donate $20 to make a positive difference in 2020.”

- You can now also encourage event donations through the CFC Giving Mobile App. The app accepts one-time and recurring donations through credit/debit card and ACH. Contact the CFCNCA office to register your event so donors can find it on the app!
- Keep in mind that payroll deduction is one of the most impactful ways to give, so if donors want to pledge via payroll deduction, they will need to use the online giving portal or a paper pledge form.

Share videos from the Virtual Charity Fair at your next gathering, or let a charity kick off your next meeting with a live facilities tour!

Record your leadership’s endorsement or statement to share with coworkers via email or your intranet.

You can make similar announcements at virtual events: “Did you enjoy hearing about how these charities make a difference in our local community? Donate $20 to make a positive difference in 2020.”
Action Plan Checklist

☐ CHOOSE YOUR LOCATION OR PLATFORM.
Selecting your event location or platform is a crucial step in hosting your campaign event. There are multiple options for hosting events including (but not limited to) onsite locations like cafeterias and conference rooms, video conferencing platforms, social media sites, and much more! Choose a location or platform that works best for your agency. Feel free to get creative!

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

☐ CAPTURE THE MOMENT.
Don't forget your camera (or phone)! Sharing pictures and videos of CFC events is a great way to promote the creative ways your agency is implementing the campaign. Consider getting your public affairs office involved and invite your agency photographer.

You can screen capture or record the event (or portions of the event) to share your activity! Thinking of submitting your idea or event for a local zone award? These visuals are a great way to illustrate your creativity!

☐ 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 through the form on the website and encourage others to do the same.

CFC GIVING MOBILE APP

Download the app on your mobile device. The CFC Giving app is available for Apple and Android devices. Tip: Search for “CFC Giving” in the app store.

Enter your sign-in information. If you've already created a username and password via cfcgiving.opm.gov and you've forgotten your password, tap Forgot Password?

Create an account. You will be asked to verify your account and security questions.

Create a profile by entering your first name, last name, and ZIP code. To ensure your office/unit receives credit for your pledge, click DONATE on cfcnca.GiveCFC.org, log in to the account you created, and update your profile to select your Department/Agency/Office.

Event search will allow you to search or an event by name, type or location. Tap Search and results will show event details such as date, location, and supporting organizations with their CFC codes.

Charity search will allow you to search a charity by name, CFC code, EIN, or keyword. Tap Search to find a list of all charities meeting the search criteria, along with a description of each charity and their CFC code.

Source of Funding.
Bank account information previously entered via cfcgiving.opm.gov will appear. You may add a new credit card or bank account as a funding source for your donation.

Donate. Enter your dollar amount. Review and confirm your pledge!

Need Help?
If you need assistance navigating the app, please call TASC Customer Care at 1-800-797-0098. Hours of operation are 8 a.m.-5 p.m.
Anytime! Honestly, you can’t go wrong hosting a campaign event anytime during the CFCNCA open season. You’ve heard the phrase “two heads are better than one,” right? Well, we think two (or three or more!) CFCNCA events are better than one. To increase event attendance, schedule at least two weeks in advance, avoid busy work periods, invite charities to participate, and lock in time on your leadership’s and colleagues’ calendars. Coordinating with another event, such as a scheduled all-call, is an easy way to capture more participants.

**FIVE timeframes that pair exceptionally well with CFCNCA events and activities:**

1. **START STRONG WEEK (KICKOFF).** It’s all happening! The CFCNCA doors are open and it’s time to make donations. It’s important to get leadership on board right from the get-go. Utilize event suggestions from this Event Guide and the Start Strong Toolkit to get the CFCNCA started with a bang in your agency.

2. **CAUSE OF THE WEEK CONNECTION.** Tie an event or contest in with the scheduled cause of the week. See the Cause of the Week Toolkit for the complete list. Any of the general event ideas can be tweaked to coordinate with the cause of the week. Need examples? We’ve got you covered:
   - **Eradicating Hunger (9/28):** Chili Cook Off, Pie Eating Contest, Cupcake Decorating
   - **Arts & Culture (10/26):** Poster Design Contest, Talent Show
   - **Military Support (11/09):** Letters to Troops, Physical Fitness Challenge (e.g. pull-up contest)
   - **Housing & Shelter (12/7):** Gingerbread House Contest, Virtual House Tours
   - **Animal Welfare (1/4):** Pet Costume Contest, Most Unusual Pet Contest

3. **#GIVINGTUESDAY.** This year, Giving Tuesday takes place Dec. 1. Use the CFCNCA #GivingTuesday Toolkit to raise awareness and make this the most successful online giving day of the campaign season.

4. **FINISH STRONG WEEK.** Arguably one of our most important campaign weeks—the final one! This is everyone’s last chance to participate and make a donation. Request that leadership send out a final reminder email, host an event, and make an overall final plea to help those in need. See the Finish Strong Toolkit for activity and countdown ideas.

5. **POST-CAMPAIGN.** Yes, you can still have a CFCNCA 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 Toolkit to supplement this effort.

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 charity panel with Q&A sessions with featured charities.
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. This section is full of ideas to get your creativity flowing and highlights tips on how to host your event virtually!

**AUCTION**

Have offices donate cause themed items (goody baskets) or services (washing a car). Set up a live or silent auction for participants to place their bids. The winning bidder has an I.O.U. to make a donation through the CFCNCA.

Host a virtual live auction on a video conferencing platform. Or, post pictures, descriptions, and a starting bid for each item on your intranet or agency’s social media channels. Employees can submit their bid by commenting on the post, or you can have a central email for participants to submit their bids. The highest bidder wins the item and makes a CFCNCA donation through the online giving portal or on the CFC Giving Mobile App.

**BEHIND THE SCENES**

Take a trip to a local CFC charity for a behind the scenes peak into the work they do and the impact of CFCNCA contributions. You might even be able to volunteer on a project while you are there.

Schedule a virtual tour of a CFC charity’s facility to be streamed on your agency’s intranet, social media, or video conferencing platform.

**AROUND THE “WORLD”**

Make your charity fair more interesting by having attendees get their passport stamped at each charity booth. Those with a full passport are eligible to enter a drawing for special giveaways donated by the participating charities.

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 through the virtual charity fair. Once they have “visited” each cause area, you can present them with a Well Traveled certificate.
TALENT SHOW
Showcase the talents of the employees at your agency through a friendly competition. Have senior leadership serve as judges and showcase charity speakers every few acts.

Have contestants submit a video of their talent, and then share the videos on a video conferencing platform, intranet, or your agency's social media. Don't forget to highlight charity speakers every few acts! Have attendees submit votes via a poll, “likes” or voting platform.

WORKOUT CLASS FOR A CAUSE
Have a yoga, boot camp, or Zoomba instructor in your office? Host a workout class, and encourage attendees to make a small, one-time donation through the CFC Giving Mobile App to featured charities.

Stream your workout class on your intranet, social media or video conferencing platform, and encourage attendees to make a small, one-time donation via the CFC Giving Mobile App. Think about timing your class around good “break times” like lunchtime or right at the end of the workday, or do a “sunrise session” first thing in the morning.

THE AWARD GOES TO...
Put your colleagues in teams or pit them against each other survivor style through events like a chili cook-off, photo contest, Halloween costume contest, or cupcake wars. Take it to the next level and challenge another office or agency!

Host an online competition like cutest pet contest, cupcake decorating, or costume contest. Have employees submit pictures and post on your agency's intranet, social media, or other platforms and then vote via “likes” or email votes.

BE THE FACE OF CHANGE
Have your coworkers take their own Be the Face of Change pictures and create a collage of all the pictures in your office. Consider submitting your photos to be used nationally. See the Start Strong Toolkit for more information.

Create a virtual collage of all your employees' pictures and post on your intranet or email out for everyone to see!
Creative Event Ideas & Going Virtual! (continued)

**LET THE GAMES BEGIN!**
Coordinate a sporting event or fitness challenge like “Push-ups for Pennies.” Have participants challenge each other by recording number of push-ups to determine pledge amounts. Maybe even encourage your leadership to participate and challenge each other to make a donation.

Consider bringing your challenge to an online platform. Stream videos of participants completing the challenge.

**RACE FOR RELIEF**
Host a walk/run/race around your agency or establish a course or path nearby. Ask that participants consider donating a small participation fee via the CFC Giving Mobile App.

Set a distance for your race and have participants run their own route. Participants track their distance/time on a fitness tracker and then submit a picture of their time and distance to the coordinator to determine the winner.

**GIVING DAYS/CFC GIVING MOBILE APP FUNDRAISING CHALLENGE**
Hold a few special giving days throughout the campaign where you see how much you can raise in a single day (or hour, or afternoon) through the CFC Giving Mobile App. Recognize the office/unit that raises the most, and try to beat the previous giving day's total on the next giving day.

Super easy to run virtually! Send out an announcement about the date (and time, if applicable), and promote leading up to it. Consider streaming a brief virtual kickoff for the event with someone in leadership announcing the start of the Giving Day or challenge.

**CFC BINGO**
Distribute Bingo Cards that include different CFCNCA activities (attend your zone kickoff, participate in your agency kickoff, volunteer at a CFC charity, attend an agency event, make a donation via the CFC Giving Mobile App, etc.). The first few people to get BINGO and show evidence of their activity (picture at the event) win.

Change the activities to virtual ones and have a central email where people can submit their completed BINGO cards.
Creative Event Ideas & Going Virtual! (continued)

SCAVENGER HUNT
Create a Scavenger Hunt around your office where you educate employees about the CFCNCA and how to give. Participants can collect CFCNCA swag along the way, and the first person to complete the scavenger hunt wins!

Create questions about the CFC (see FAQs on OPM’s website for ideas), and host a virtual scavenger hunt where employees search the internet or your agency intranet for answers to the questions posed. The first employee(s) to submit the correct answer sheet wins!

GAMES, GAMES, GAMES
Invite employees to participate in a game(s) of trivia, corn-hole, Bingo, Monopoly, etc. Invite charities to speak about their cause and mission every few rounds.

Bring games to your video conferencing platform, and make sure to feature charities every few rounds by either inviting live charity speakers or using videos from the Virtual Charity Fair.

Tips for Competitions

- Award a popular prize to encourage participation: premium parking spot, lunch with a leader, a few hours time off. Give away CFC swag and/or a certificate to winners as well.
- Come up with a creative trophy to be given to winners of competitions throughout the campaign. The trophy can change hands after each competition.
- Announce winners on an email blast, intranet, or social media.
- Make sure to keep charities at the heart of your event!
### Playing by the Rules

#### 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 not require attendance.
- Boost morale and camaraderie.
- Follow your agency health and safety guidelines.

Wondering whether your event idea is allowed? This chart should provide some guidance. Remember, your ethics official must approve your event and associated prizes or gifts in advance.

<table>
<thead>
<tr>
<th><strong>Great idea! Go for it!</strong></th>
<th><strong>Proceed with caution...</strong></th>
<th><strong>Stop! Do not...</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Host a potluck or serve donated food and beverages at your event.</td>
<td>• Host a CFCNCA breakfast/luncheon with charity guest speakers where attendees pay for the cost of their own meal.</td>
<td>• Use campaign funds or appropriated funds for food or entertainment at CFCNCA events.</td>
</tr>
<tr>
<td>• Have a CFC Pledge Form pick-up/drop-off booth at the event. Educate about online giving through handouts, demonstrations, or laptop pledging kiosks.</td>
<td>• Collect completed pledge forms or submit pledges via the CFC Giving Mobile App, in exchange for an item (e.g., gift basket, 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.</td>
<td>• Collect cash for charities in exchange for baked good or other items.</td>
</tr>
<tr>
<td>• Invite randomly selected charities to participate in your Virtual Charity Fair.</td>
<td>• Have your event themed around a cause area or cause of the week. Just be sure to have some opportunities for other charities to keep it fair.</td>
<td>• Handpick specific charities to attend your event.</td>
</tr>
<tr>
<td>• Offer modest prizes at the event to spur participation.</td>
<td>• Experiences within your agency such as lunch with the director, a special parking spot for a specified time, or extra time off can be good prizes if allowed by your agency ethics official.</td>
<td>• Offer high dollar value prizes such as a football signed by Tom Brady or gift certificates over $20.</td>
</tr>
<tr>
<td>• Have your agency head attend the event and offer remarks.</td>
<td>• Have your agency head talk about the goal. Overall dollar goals are encouraged; however, 100% participation goals are not allowed.</td>
<td>• Ask individuals who report to you to make a pledge.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Set dollar goals for individuals.</td>
</tr>
</tbody>
</table>
Still need more ideas?

- Bingo
- Scavenger Hunt
- Obstacle Course
- Charity Speaker
- Pushups for Pennies
- Mini Golf
- #ThrowbackThursday Event
- Movie Screening
- Dance-off
- Agency Calendar
- Cupcake Wars
- Relay Race
- Virtual Charity Tour
- Live Stream Event
- Pancake Breakfast
- Fit Bit Challenge
- Carnival
- Cutest Pet Contest
- Workout Class
- Telethon
- Virtual Charity Fair
- Jeopardy
- Amazing Race
- Daily indulgence drop
- Charity Speaker
- Pull-up contest
- Tug-of-war
- Kick Ball Tournament
- Silent Auction
- Gift-Wrapping
- Monopoly
- Gala
- Cake Decorating
- Letter Writing for Troops
- World Market
- Walk/Run
- Talent Show
- Pie-in-the-face
- Corn-hole Tournament
- Battle of the Bands
- Eating Contest
- Volunteer Day
- Jump Rope Challenge
- Yard Sale
- Bowling
- Fashion Show
- Consignment Auction
- Photo Contest
- Wacky Wager
- Pledge Walk/Run
- Bike Race
- Chili cook-off
- Paint Night
- Charity Panel
- Trivia