2019 Event Guide
(AKA How to have FUN with the campaign!)

[LocalCampaignURL.org]
It's our favorite time of year: CFC season! Campaign events can brighten up your office, bring colleagues together, and boost CFC donations. Let's have some fun and get ready to *Show Some Love* with these suggestions!

**WHY HAVE A CAMPAIGN EVENT?**

Events are so important. When done well, they increase participation in the campaign, motivate campaign workers, increase donations for charities, make you (the organizer) look like a rock star to your leadership, and even boost morale in your workplace. Convinced? Use this guide to plan and implement an epic campaign event that everyone will be talking about for days. Still not sold? Give it a read-through and see if these suggestions inspire your own knockout ideas!

**HELP! I'M NOT AN EVENT PLANNER!**

Don't worry! That's why we made this guide. Follow our tips and gather an events team of creative, outgoing, hard working co-workers from all areas and a variety of ranks/pay grades. There are people out there who get really pumped about this kind of thing, so you should be able to find someone who does love planning events to help out.
PRO TIPS

• **INVITE 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? Open your agency doors and bring charities to the people! They are the heart of the CFC, after all. Charities usually bring games and small tokens to share, deliver an engaging presentation, and inspire employees to participate in the campaign!

• **FEED THEM AND THEY WILL COME.** Who doesn’t love a good snack at the office or starting the workday with a great breakfast? CFC donations are for charities, so you need to think of another way to get food to the event. Plan a potluck or ask leadership to donate snacks. Maybe even make it a contest – people love to enter their special chili or homemade cookies in a friendly competition. Need some guidance on food at CFC events? [See what OPM has to say.](#)

• **ENCOURAGE DONATIONS.** While it is true your event can’t be a cash fundraiser, you can still encourage event attendees to pledge through the CFC.

  - Distribute our event donor cards to encourage online pledging when attendees return to their desks – they'll have all of the directions needed to guide them.
  - Have paper pledge forms printed and available. Your colleagues will snatch those up and can donate on their own time back at their desk.
  - Consider posting signs with suggested CFC donation amounts that tie into the event. For example, “Was this the best chili you've ever had? Donate $3 through the CFC to show your appreciation.”

• **GET LEADERSHIP ENDORSEMENT.** Aim to get your leadership’s endorsement for the event. Use one of our communication templates to get you started on crafting the perfect invite and ask someone from leadership to send it along. Encourage them to attend and participate in the event themselves. We even have speech templates to pass on to them, too! People are more likely to attend an event when they know the boss will be there, which turns into higher donation potential – it’s a win-win!

• **CHOOSE YOUR TIMING WISELY.** Increase event attendance by scheduling at least two weeks in advance to avoid busy work periods, schedule charities to participate, and lock in time on your colleague’s calendars. Coordinating with another event, such as a scheduled all-call, is an easy way to capture more participants.

• **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! Pictures of CFC events are a great way to promote the creative ways your agency is implementing the campaign.
WHEN’S THE BEST TIME FOR A CFC EVENT?

Anytime! Honestly, you can't go wrong hosting a campaign event anytime during the CFC open season. You've heard the phrase “two heads are better than one,” right? Well, we think two (or three or more!) CFC events are better than one. Here are FOUR timeframes that pair exceptionally well with CFC events and activities:

1. **Start Strong Week (Kickoff).** It's all happening! The CFC doors are open and it's time to make donations. It's important to get leadership on board right from the get-go. Decorate the office, hand out sketch boards, and get everyone sharing their cause.

2. **Spirit Week.** This is a new addition to our CFC calendar! This year, Giving Tuesday and International Volunteer Day take place in the first week of December, which is also the midpoint of the campaign. We thought it was apt to designate CFC Spirit Week as a way to raise awareness and really hit a home run with raking in donations and pledge hours to CFC charities. Rally your co-workers to Show Some Spirit with costumes, games, friendly competition, and giving back, of course!

3. **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. See if leadership will send out a final reminder email, host an event, and make an overall final plea to help those in need.

4. **Post-Campaign.** Yes, you can still have a CFC event after the campaign is finished! An event to celebrate the success of the campaign, allow charities to say “thank you”, recognize the generosity of donors, and acknowledge the hard work of your campaign workers can go a long way to encourage future engagement.
CREATIVE EVENT IDEAS

Sure, everyone has been to a CFC cake cutting and charity fair. To really make your event something special, it’s time to think outside the box. This guide is full of ideas to get your creativity flowing.

Quick draw
Host a Pictionary-style game with your office using a flip chart, markers, a timer, and a grab bag of different charitable causes to draw.

Volunteer, my dear
Set up a volunteer event at a local CFC charity or have the charity come to your office with an activity like packing lunches for the homeless or writing thank you cards to send to U.S. troops overseas.

The award goes to …
Put your colleagues in teams or pit them against each other survivor-style through events like a chili cook-off, dance competition, cornhole, photo contest, or cupcake wars. Take it to the next level and challenge another office or agency!

To the highest bidder
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 CFC.

Behind the scenes
Take a trip to a local CFC charity for a behind the scenes view into the work they do and the impact of CFC contributions.

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.

Cause week connection
Tie an event or contest in with the scheduled cause of the week. Any of the general event ideas can be tweaked to coordinate with the cause of the week. Need examples? We’ve got you:
- Education (9/20): Spelling Bee Competition, Used Book Swap
- Animal Welfare (10/28): Pet Costume Contest, Most Unusual Pet Contest
- Housing and Shelter (12/16): Gingerbread House Contest
- Arts & Culture (12/23): Show Some Love Poster Design Competition
PLAYING BY THE RULES

CFC events should always:

- Promote federal employee engagement.
- Educate about the campaign and the participating charities.
- Boost morale and camaraderie.
- Contribute to reaching every employee with an informed opportunity to give.
- Take place during regular duty hours.
- Include/invite everyone, but not require attendance.

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>Great idea! Go for it!</th>
<th>Proceed with caution...</th>
<th>Stop!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host a potluck or serve donated food and beverages at your event.</td>
<td>Host a CFC breakfast/luncheon with charity guest speakers where attendees pay for the cost of their own meal.</td>
<td>You cannot use campaign funds or appropriated funds for food or entertainment at CFC events.</td>
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<tr>
<td>Have a CFC Pledge Form pick-up/drop-off booth at the event. Educate about online giving through handouts, demos, or laptop pledging kiosks.</td>
<td>Collect completed pledge forms in exchange for an item (e.g., gift basket, bowl of chili, hot dog.) Note: 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>
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<td>Invite randomly selected charities to participate in your event.</td>
<td>Have your event themed around a cause area or cause of the week. Just be sure to have some spaces available for other charities to keep it fair.</td>
<td>Handpick specific charities to attend your event.</td>
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<tr>
<td>Offer modest prizes at the event (as a drawing or contest) 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>Inappropriate prizes include a football signed by Tom Brady or gift certificates over $20.</td>
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<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. 100 percent participation goals are not allowed.</td>
<td>Supervisors cannot ask individuals who report to them to give or set individual dollar goals.</td>
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STILL NEED MORE IDEAS?

Costume Contest
Scavenger Hunt
Amazing Race American Ninja Warrior
Top Chef Charity TED Talks
Jeopardy Cause Costume Party
Spelling Bee CFC Booth Charity Speakers
Ultimate Frisbee Pet Costume Contest Office Mini Golf
Kickoff
Carnival
Free Throw Shootout Photography Contest
Pull-Up Challenge Bowl a Thon
Fall Festival Dance-Off Potluck
Sports Tournament Push-Up Contest Midnight Walk
Charity Tour Flag Football
Charity Popcorn Sports Tournament
Telestrations Bubble Soccer
Pie-in-the-Face
Drawing Contest Cause Spin-Wheel
Cupcake Wars Cause Pictionary
The Great Bake-Off