CFC Events Training

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

Who has attended a CFC Event before?

A  Yes, I have!

B  Unfortunately, I have not.
Why have a CFC event?

1. Increase participation in the campaign.
2. Give employees opportunities to learn about the CFC.
3. Motivate campaign workers.
4. Increase donations for charities.
5. Make you (the organizer) look like a rock star to your leadership.
Why are CFC events important?

A. Events increase participation and engagement.
B. They make you look like a rock star!
C. They educate donors about the CFC.
D. All of the above.
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.
Plan ahead.

- Get on leadership’s calendar
- Reserve a location
- Promote your event
Timing.

1. Start Strong Week
2. Cause of the Week Connection
3. #GivingTuesday
4. Finish Strong Week
5. Post Campaign
Incorporate charities.

IN PERSON

VIRTUAL CHARITY FAIR
Get your leadership’s endorsement.

- Email invites
- Speeches
- Attendance
- Pledge matching
- Challenges
Encourage donations.

- Signs/slides with suggested donation amounts
- Distribute How to Give card
- Have paper pledge forms on hand
- Use the new CFC Giving Mobile App
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 or create an account
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. 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.

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.

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).
Choose your location or platform.

In Person
- Cafeteria/break room
- Conference room
- Outdoor pavilion

Virtual
- Video/audio conferencing
- Live streaming
- Social media
Publicize your event details.

- Flyers
- Emails
- Newsletters
- Splash screens
- Social media
- Website/intranet
- Bulletin boards
Capture the moment.
What are some CFC events you have been a part of?

Including those you helped plan, attended in previous years or seen done in other organizations!

Let’s hear some of those events!
Still need more ideas?
Go virtual event ideas!

**Drive-in:** Bring your event to the big screen and host a drive-in event. Consider doing your kickoff ceremony live through a big screen and stream it on social media for those who can't attend.

**Let the games begin:** Consider bringing your challenge to an online platform. Stream videos of participants completing the challenge!

**Workout class for a cause:** Stream your workout class and encourage attendees to make a small, one-time donation via the CFC Giving Mobile App.
Go virtual event ideas!

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

**Race for relief:** Set a distance and have participants run their own route. Participants track their results on a fitness tracker and then submit a picture of their time/distance to determine the winner.

**The award goes to:** 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.
Play by the rules.

- Promote employee engagement
- Educate about the CFC and participating charities
- Boost morale and camaraderie
- Contribute to reaching out to every federal employee
- Take place during duty hours
- Include/invite all, but be voluntary
- Be approved by your ethics officer
- Abide by health and safety guidelines
Available resources.
How to request charity participation in your event.

(Placeholder Text: Local zone OCs to add graphic or text demonstrating their process for agencies to request charity participation in events.)
#AudienceEngagement

How do you plan to engage with events?

A. I will attend an event
B. I am planning a virtual event
C. I am planning an in-person event
D. All of the above!
Questions?
Stay in Touch!

Email

URL

Phone #