

GIVE HAPPY Events Guide

Campaign events are a fun way to engage your colleagues and encourage them to donate through the CFC!



Events

Checklist



It's our favorite time of year: CFC season! This guide will help you have some fun through creative campaign events. **Follow this checklist to host a successful event.**

☐ Plan Ahead

Give yourself plenty of time. Decide on the type of event you are looking to host: will your event be virtual or in-person? Primarily informative or interactive?

Event Type: _____

Event Date: _____

Event Time: _____

☐ Choose Your Location or Platform

Selecting your event's location or platform is a crucial step in hosting your campaign event. There are multiple places to host events (e.g., cafeterias, on-site meeting and conference rooms, video conferencing platforms, social media sites, and much more). Make sure to choose a location or platform that works best for your agency/installation.

Will you be livestreaming your event? _____

Is registration required? _____

☐ Get Approval

Follow your Department/Agency guidelines before hosting an event. Check with your general counsel or ethics office.

☐ Incorporate Charities

Donors get motivated when they hear directly from CFC charities about the incredible impact their donations have on the lives of people in need. Charities are also excited to share their inspiring stories with the Federal community. *(See page 6 for details.)*

How many charities will participate? _____

Will charities be speaking at this event? _____

Invite charities to
your events; they are
the heart of the CFC!



☐ Get Leadership Endorsement

Aim to get your leadership's endorsement and attendance at the event. Use our [Leadership Resources](#) to craft the perfect invite for leadership to send to your colleagues or record an endorsement or statement from leadership to share with co-workers. 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!

Will leadership be in attendance? _____

Events

Checklist *(continued...)*



☐ Encourage Electronic Donations

There are still ways to raise funds for CFC charities through your event without a cash fundraiser.

- **CFC Giving Mobile App:** Encourage recurring or one-time payroll deductions, credit/debit cards or ACH donations. Contact your CFC office to register your event through the event webform.
- **Paper Pledge Forms:** Provide paper pledge forms all live events. Available for download in the [Campaign Materials](#) section on the website.
- **Text-to-Donate:** Promote one-time donations via debit/credit card or PayPal by texting “GIVE” to CFCNOW (232669).
- **QR Code:** Use the [QR Code](#) to direct users to the CFC Mobile Giving App.
- **Donor Cards:** Give a [Donor Card](#) to everyone who attends your event. Printed for a live event or via email for a virtual event.

How will you be accepting donations at your event? _____

Will you be using the CFC Giving Mobile App? _____

Have you registered the event through the event webform? _____

Text
“GIVE” to
CFCNOW
(232669)

Welcome to Combined Federal Campaign

Enter your email to receive a Tax Receipt

small@organization.org

Enter your ZIP code

One-Time Gift

\$10.00

Select a charity to donate

CFC Code, EIN, Charity Name or Keywords

SEARCH

5390 Results Found

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☐ Publicize Your Event

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

Email: Send (or request leadership send) an [event invitation emails](#) and reminder to all personnel in your agency.

Promote: Use the [event invitation](#) to increase publicity for your event.

Events

Checklist (...continued)



☐ Capture the Moment

Don't forget the camera (or phone)! Sharing pictures and videos of CFC events is a great way to promote your campaign. Consider getting your agency's or installation's photographer or public affairs office involved with your event.

How will you capture your event? _____

How will you use the recording of this event? _____

☐ Thank Everyone Involved

This is VERY important! Ensure you show appreciation by sharing notes, calls, emails, and photos to all attendees and everyone who helped make the event a success. You can even include a link to the CFC giving portal to for attendees to make any final donations if they have not already. Make sure you send the charities that attended a message of gratitude and encourage others to do the same.

How will you thank participants? _____



Screen capture or record a virtual event to share your activity!



**Why
campaign
events are
important!**


Whether virtual or at an on-site gathering, well done events can:

- Increase participation in the campaign
- Give employees opportunities to learn about the CFC
- Motivate campaign workers
- Give colleagues the opportunity to hear directly from the charities they support
- Increase donations for charities
- Make you (the organizer) look like a rock star to your leadership and the potential at being selected for an **award**
- Boost morale in your workplace

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 (see page 9).

Best time to Plan an Event

Consider scheduling your event at key break times during the business day such as lunch or mid-afternoon. Work around heavy telework days or make sure your event is virtual. Connect your event to a specific cause area, or coordinate with another recurring event, such as a scheduled all-call or meeting. To increase event attendance, schedule at least two weeks in advance, avoid busy work periods, invite charities to participate, and lock in a time on your leadership and co-workers' calendars.



Make sure to send a “Save the Date” and create a calendar invite for your event!

Timeframes that pair exceptionally well with CFC events and activities:

(September)
**WELCOME/
START
STRONG**

Now that the campaign has launched, we want to ensure you have all the resources you need to maximize the impact of your campaign. Utilize the **Welcome and Start Strong Resources** provided in the **Campaign Worker Toolkit** help kick start your campaign.

(Sept. – Jan.)
**CAUSE AREA
PROMOTION**

Tie events or contests in with the **CFC Cause Areas**.

Here are some examples of how you can tie events in with the cause areas:

- **Food & Nutrition:** Cooking Show, Work Out for a Cause
- **Arts & Humanities:** Art Contest, Sidewalk Chalk
- **Animal Welfare:** Pet Costume Contest, 5K Challenge (walk your dog!)
- **Military & Veteran Support:** Letter to Troops, Push-Up Challenge
- **Housing & Shelter:** Gingerbread House Contest, Virtual House Tours

(Dec. 3)
**GIVING
TUESDAY**

The Tuesday after Thanksgiving is a day dedicated to philanthropic giving. Let's raise awareness and make Dec. 3 the most successful online giving day of the 2024 campaign season. Promote Giving Tuesday and send communications using the **Giving Tuesday Resources** provided in the **Campaign Worker Toolkit**.

(January)
**FINISH
STRONG**

Arguably one of our most important campaign weeks—the final one! This is everyone's last chance to participate and make a donation. Host an event to make an overall final ask to help those in need. See the **Finish Strong Resources** provided in the **Campaign Worker Toolkit** for more information.

(Jan - Mar)
**POST
CAMPAIGN**

Yes, you can still have a CFC event after the campaign is finished! To celebrate the success of the campaign and a way to encourage future engagement, acknowledging the hard work of your campaign workers can go a long way. Use the **Thank You Resources** provided in the **Campaign Worker Toolkit** to supplement this effort.

Incorporating Charities

Request charity attendance at your event:

1. **Submit your charity request.** Submit a [Charity Event Request](#) on the web form providing all the details of your event.
2. **Timing is important.** Charities need a minimum of 14 days advance notice; 30 days is better if possible.
 - ✓ Remember, many organizations are volunteer-based and may need time to coordinate their availability for your event.
3. **Plan early for success!** Work with your team to make decisions, coordinate all necessary activities and approvals through your agency.
 - ✓ Coordinate with your agency and charities to ensure charities arrive with proper requirements if needed for location clearance or entrance.

Decide how charities will be participating in your event:

- Will they be sharing information about the CFC and their mission?
- Will they be answering questions live with attendees?
- Will they be sharing videos of services they provide?
 - ✓ Collect these videos in advance so you can practice integrating them into your event.
- Will they give your attendees a tour of their facility to show how their mission is helping the community?
 - ✓ Feature videos from the Virtual Charity Fair every week during an all-call, staff meeting, etc. to highlight different cause areas, or host a virtual panel with Q&A sessions of featured charities.

Keep charities at the heart of your event! They are the core of the CFC.



Provide details, allocated speaking times, and talking points to participating charities prior to the event. Ask charities to:

- Provide the mission of the organization.
- Explain how the CFC helps execute this mission.
- Talk about current projects the organization is working on that correlate to the [CFC Cause Areas](#). Discuss virtual volunteer opportunities in their presentation if the participating charity offers them.
 - ✓ Highlight virtual volunteerism as a way for people to support their charity of choice.

Charity Participation for Events

1. All charities will be chosen at random for events.
2. A Federation may substitute a charity if the original drops out for any reason.
3. Spanish-speaking charities can be requested.

Tips for Events

Events are more important than ever! Whether a virtual event or an on-site gathering, well-done events can be the difference in making your campaign a success. You can increase the awareness of your events by encouraging friendly competition and awards for attending.

Keep any virtual event short, upbeat, and to the point!

Do this by showing clips, hosting guest speakers, launching polls, and creating break-out rooms for discussion. Don't forget to keep your eye on the chat box! Some of the best interactions and questions come from the chat box.

Award a popular prize to encourage participation.

Coordinate prizes and discuss available options and potential award budget with your ethics office and leadership. Premium parking spot, lunch with a leader, time off, or certificates all make great prizes.

Come up with a creative trophy.

Give to the winner of competitions throughout the campaign. The trophy can change hands after each competition.

Use a wheel of names generator.

Use a third-party platform to generate names randomly selecting a winner at events for prizes. Check with your CFC contact to see if there are any promotional items available.

Announce winners.

Use email, intranet, or social media, or feature winners on a catalog or on an agency website.

Practice makes perfect!

Make sure to do a dry run of your event to ensure everything runs smoothly.

Require registration.

This helps to track attendees. You can also send materials in advance to read and follow up to thank attendees for their participation after the event.

As always, make sure to keep charities at the heart of your event!

CFC events should always:

- ✓ Promote Federal employee engagement.
- ✓ Educate about the campaign and the participating charities.
- ✓ Take place during regular work or duty hours.
- ✓ Include/invite everyone but do not require attendance.
- ✓ Boost morale and camaraderie.
- ✓ Follow your agency's health and safety guidelines.
- ✓ Contribute to reaching every employee with an informed opportunity to give.



Playing by the Rules

Wondering whether your event idea is allowed? Remember, your ethics office must approve all events and associated prizes or gifts in advance.



STOP! Do not proceed ...

- ✗ Use campaign funds or appropriated funds for food or entertainment at CFC events.
- ✗ Collect cash for charities in exchange for baked goods or other items.
- ✗ Handpick specific charities to attend your event.
- ✗ Offer high-dollar value prizes, such as a signed football or gift certificates over \$20.
- ✗ Ask individuals who report to you to pledge.
- ✗ Set dollar goals for individuals.

Proceed with caution ...

- Have your event themed around a cause area. Just be sure all charities are selected at random to keep it fair.
- Collect completed pledge forms or submit pledges via the CFC Giving Mobile App in exchange for an item (e.g., gift basket, a 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.
- Host a CFC breakfast/luncheon with charity guest speakers where attendees pay for the cost of their meal.
- Experiences within your agency such as: lunch with the director, a special parking spot, or extra time off can be good prizes if allowed by your agency ethics official.
- Have your agency/installation leader talk about the goal. Overall dollar goals are encouraged; however, 100% participation goals are not allowed.

Great idea! Go for it!

- ✓ Have your agency/installation leader attend the event and offer remarks.
- ✓ Have a CFC Pledge Form pick-up/drop-off booth at the event. Educate about online giving through handouts, demonstrations, or laptop pledging kiosks.
- ✓ Invite randomly selected charities to participate in your on-site Virtual Charity Fair.
- ✓ Offer modest prizes at the event to encourage participation.
- ✓ Host a potluck or serve donated food and beverages at your event.

Event

Ideas List



Your event can be in person or virtual! Get creative with your event and remember to have fun! Here are some of many event ideas you can implement to promote CFC donations.

Virtual or In-Person Event Ideas

- Welcome Kit
- Team Cookbook
- Art Contest
- Lunch-N-Learn
- Food Truck Rally
- Donation Drive
- Run/walk 5K Challenge
- Dress Down Day
- Park Cleanup
- Lego Contest
- Potluck Picnic
- Pet Costume Contest
- Trash Bag Races
- Treasure Hunt
- Lemonade Stand
- Chili Cook-off
- Draw Your Causes
- Sidewalk Chalk Contest
- CFC Trivia
- Video/Photo Contest
- Virtual Auction
- Sports Jersey Day
- CFC Feud
- Dance-Off
- Lemon Face Challenge
- Cupcake Wars
- Read-A-Thon
- Charity Tours
- Themed Weeks

