

YOU CAN BE THE
**FACE
OF CHANGE**



EVENTS GUIDE

Combined Federal Campaign (CFC)
Hosted by the U.S. Office of Personnel Management

Your easy to follow guide on hosting campaign events—even virtually!

Events Checklist



It's our favorite time of year: CFC season! Campaign events can brighten up your workplace. Whether it's in the office or through a computer, you can bring colleagues together and boost CFC donations. This guide will help you have some fun through creative campaign events.

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 options for hosting 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.

Location/Platform to host event: _____

Will you be livestreaming your event?: _____ Is registration required?: _____

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. *(See page 4 for details.)*

How many charities will participate? _____

Will charities be speaking at this event? _____

Translation? 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 one of our email templates to craft the perfect invite for leadership to send to your colleagues. There are leadership speech templates available too. 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! ***See the Leadership section of the Campaign Worker Toolkit.***

Will leadership be in attendance? _____

Events Checklist *(continued)*



Encourage Donations.

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

CFC Giving Mobile App: You can now encourage event donations through the CFC Giving Mobile App. The app accepts recurring payroll deductions or one-time and recurring donations through credit/debit cards and ACH.



Tip: Make sure to register your event through the event webform.

Paper Pledge Forms: Have printed paper pledge forms available at all live events. At virtual events, send attendees the link to the PDF version on the website.

Donor Cards: Give a Donor Card to everyone who attends your event—printed for a live event or via email for a virtual event— this way they have easy giving instructions.

Signs and Posters: Consider posting signs with suggested CFC donation amounts that tie into the event.



Tip: Consider using language such as "Did you enjoy hearing about how these charities make a difference in our local community? Give \$10 through the CFC to show your appreciation."

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? _____

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. ***Use the Events section of the Campaign Worker Toolkit.***

How will you publicize your event? _____ When will the invite be sent out? _____

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.



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

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 with everyone who helped make the event a success. You can even send the charities that attended a message of gratitude and encourage others to do the same.

How will you thank participants? _____

Best Time to Plan an Event



Anytime! 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 week, 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 on a time on your leadership and co-workers' calendars.



Tip: 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:

(SEPT/OCT)
START STRONG WEEK (KICKOFF)

The CFC doors are open and it's time to kick off the campaign strong! *Utilize event suggestions from this Event Guide, the rest of the Events and Start Strong Section of the Campaign Worker Toolkit.*

(SEPT–JAN, ENTIRE CAMPAIGN)
CAUSE OF THE WEEK

Tie events or contests in with the scheduled cause of the week. *See the Cause of the Week section of the Campaign Worker Toolkit for a complete list.* Any of the general event ideas can be tweaked to coordinate with the cause of the week.

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

- Housing & Shelter (10/03): Gingerbread House Contest, Virtual House Tours
- Arts & Humanities (10/24): Art Contest, Dance Class
- Animal Welfare (10/31): Pet Costume Contest, 5K Challenge (*walk your dog!*)
- Military & Veteran Support (11/07): Letter to Troops, Push-Up Challenge
- Food & Nutrition (11/21): Cooking Show, Work Out for a Cause

(NOV)
#GIVINGTUESDAY

The Tuesday after Thanksgiving is a day dedicated to philanthropic giving. Let's raise awareness and make Nov. 29 the most successful online giving day of the 2022 campaign season. *Plan events and send communications using the Giving Tuesday section of the Campaign Worker Toolkit.*

(JAN)
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 section of the Campaign Worker Toolkit for activity ideas.*

(JAN–MAR)
POST-CAMPAIGN

Yes, you can still have a CFC 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 section of the Campaign Worker Toolkit to supplement this effort.*

Incorporating Charities



Always make sure to keep charities at the heart of your event!

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 the services they provide?
 - ✓ Collect these videos in advance so that you can practice integrating them into your event.
- Will they give your attendees a tour of their facility to show how they are helping the community?
 - ✓ 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 panel with Q&A sessions with featured charities.

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 that the organization is working on that correlates to the current cause of the week.
- 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.

Why campaign events are important!

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

- Give colleagues the opportunity to hear directly from the charities they support
- Increase participation in the campaign
- Give employees opportunities to learn about the CFC
- 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 (see pages 7–9)!

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.**
Premium parking spot, first choice at conference rooms, lunch with a leader, time off, new appliances for the office, or give away certificate to winners.
- **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.**
Randomly select a winner at events for prizes. For most employees, the will to win the competition is enough! Physical prizes just serve as a reminder of the fun experience.
- **Announce winners.**
Using 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 read ahead materials 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!**



Contact your CFC office to have your event listed in the CFC Giving Mobile App.

Encourage giving through the CFC Giving mobile app

- **Download the app on your mobile device.** Available for Apple and Android devices.



Tip: Search for "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.



Tip: If you have an account, but forgot your password, tap "Forgot Password/Username?" to reset.

- **Event search will allow you to search for an event by name, type or location.** Tap "Search." If you registered the event, results will show event details such as date, location, and supporting organizations with their CFC codes.
- **The charity search function will allow you to search for 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.
- **Give.** Tap each charity you would like to support and enter your pledge amounts or volunteer hours.
- **Complete your donation.** Update or add a funding source (payroll deduction, bank account, or credit/debit card).

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 EST.

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.

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.

Proceed with caution ...

- Have your event themed around a cause area or cause of the week. 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.

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.

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 do not require attendance.
- Boost morale and camaraderie.
- Follow your agency's health and safety guidelines.

Virtual Event Ideas



Taking your event virtual? To make your event something special, it's time to think outside the box. This section is full of creative events to help inspire your own knockout ideas!

Variety Show.



Create some good laughs and impressive awes! Ask participants to either livestream or submit a video of their performance. After a couple acts, have a charity speaker or ask each performer to talk about a cause area they support.

Cooking Class.



Have your leadership host a cooking class! Who wouldn't want to make the boss's favorite pasta dish? Make sure to make the menu accessible and available ahead of time!



Themed Cookbook.

Gather recipes from your co-workers and put together in an agency or department cookbook. Host a special event for the official launch of your cookbook by whipping up one of the favorited recipes.



Lunch n Learn.

An excellent way to utilize our charity partners locally and around the globe. Host a weekly live lunch event that is focused on that week's cause. Invite everyone to join in, ask questions, learn about how these charities are changing the world, and how we can help.

Virtual Scavenger Hunt.



Need a way to engage, have fun, and also teach your co-workers about the CFC? Create a series of questions about the campaign and have them search to find those answers on the GiveCFC.org website.

Drive-in Event.



Make your own drive-in event, encouraging everyone to drive their own cars to a large inflatable projector screen or stage. Individuals could also bring their own chairs! Think about a kick-off event, charity speakers, or even a watch party for the whole family, utilizing any creative outdoor space.

Virtual 5K Challenge.



Make it your own adventure by hosting a walk and run event! Ask participants to choose a charity of their choice, donate, and find a great walking or running path near them. Ask them to use the CFC Giving Mobile App to track the success of the event.



Home for the Holidays.

Ask participants to submit their favorite holiday decorations (of their town, home, Christmas lights, etc.) and show it on a slideshow. Invite charities to speak in between photos and other holiday celebrations. Voting can be done virtually through email, intranet site, or survey /poll sites.

Virtual Event Ideas *(continued)*



Oreo Stacking Competition.

Create a little mess and have some fun! Ask attendees to come prepared with a package of Oreos and challenge them to make the tallest stack! This fun little competition is perfect for an ice breaker or even in a break-out room competition.



Lemon Face Challenge.



This is no sour event! Challenge your colleagues to bite into a lemon slice to see if they make the Lemon Face or not. It is a fun event that brings everyone together to face this feat! Make the lemon face – you donate – you don't make the face – you challenge the next competitor to the test.



Cooking Competition.

Ever dream about being on the show Chopped!? Well now is your chance to have a Chopped-style cooking competition. Participants are given a list of ingredients and asked to cook a particular item – then everyone can compare the results virtually. Try to ask leadership to be the judge or host! Invite the whole team to join in on the action.



Art Contest.

Have your colleagues show off their artistic talents with an art contest. The winner will be featured on the next corporate newsletter or screen printed on a t-shirt. Try opening up this event to family members as well!



Pie in the Face.

Think about an agency-wide, base-wide, multiple office involvement challenge where you have a creative way for keyworkers to make the ask, "save me from this pie." This competition could be encouraging donations to a CFC charity or submitting volunteer hours.



Virtual Submissions.

Plan for your contests (Halloween costumes, cutest pet, cake decorating, and more) by asking participants to submit entries using voting/polls, video meetings, or email to vote for the winners.

Food Truck Rally.



Have some amazing food trucks in your area? Consider an outdoor charity fair with food! Ask employees to join you for lunch to enjoy some local food and learn about charities in the area.

CFC Bingo or Charity Trivia.



Bingo or trivia are great ways of engaging participants. Having a charity speaker in between rounds helps with messaging on why it is important to give. For bingo, consider each box to include a different CFC Activity (i.e., attend a kick-off, volunteer at a CFC charity, attend at a virtual agency event). Check out GiveCFC.org to collect some interesting CFC facts!

Virtual Event Ideas *(continued)*



Pay It Forward Challenge.

Use this promotional challenge during the holidays to ask donors to choose a CFC charity of their choice to pay it forward with a donation in an amount they would normally spend on groceries or a holiday gift.

You Can Be the Face of Change Photo/Video Contest.

Employees submit their own “changemaker in action” photos or videos, showing how they are being the face of change throughout the campaign. Then have employees vote on the best video or photo submitted. The winner will be announced at the finale event for your agency’s campaign.



My Cause Is.

Interview 5 people about why they give, include personal stories and don't forget to include leadership AND regular employees, to show that anyone can give! This can be displayed on intranet sites to inspire others to share their story and build conversations that foster a sense of giving to change the world together.

Dance Dance.

Hire a professional (or self-taught) dancer to teach your office some new moves! Make sure everyone knows ahead of time that they will need their camera on and be ready to move.



Welcome Kit.

Engage your audience ahead of time with a Welcome Kit! This can be virtual through a webpage link or sent through the mail to help attendees prepare for the event. (e.g., snacks or snack list, bracelet, music playlist, food or drink recipe cards, or pen and paper to take notes).

Take 5 to Give 5: Giving Tuesday Challenge.



Celebrate Giving Tuesday on Nov. 29, 2022 – let’s make this global giving day the largest giving day of the campaign. Consider a competition between offices/units to see who can raise the most donations on that single day. Encourage them to increase their donations or donate volunteer hours if they have already donated.

More Event Ideas

Pancake Breakfast
Ice Breakers
Letter Writing for Troops
Virtual Charity Fair
Corn-hole Tournament
Consignment Auction
Charity Speaker
GPS, Fitbit Challenge
Chili Cook-off
Cake Decorating
Paint Night
Home for the Holidays
Cooking Class
Volunteer Day
Giving Days
Comedy Show
Holiday Party
World Market
Drive in Movie
Variety Show
Selfie Contest
Yard Sale
Leadership Challenge
Charity Panel
Eating Contest
Amazing Race

Silent Auction
Spelling Bee
Photo Challenge
Grocery Store Bingo
Live Stream Event
Challenges (like ice bucket)
Charity Panel
Daily Indulgence Drop
Costume Contest
Gala
Cookbook
Jeopardy
Pie-in-the-face
Cutest Pet Contest

Workout Class
Virtual Charity Tour
Bike Race
Pledge Walk
Tug-of-war
Appreciation Events
Obstacle Course
Talent Show
Yoga

Mobile App Fundraising Challenge
Scavenger Hunt
Movie Screening
Picture Collage
Pushups for Pennies
Cycle Challenge
Dance Class
Watch Party
Welcome Kit
Relay Race
Monopoly
Cupcake Wars
Gift-Wrapping
Charity Tours
Drive Through Charity Fair
Fashion Show
Cookie Decorating
Themed Week
Magic Show
Battle of the Bands
Jump Rope Challenge

Wacky Wager
Wacky Wager

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