



## 2018 Charity Outreach Program: Campaign Events

Thank you for choosing to *Show Some Love* and participate in the 2018 Combined Federal Campaign (CFC). Your work empowers and inspires the generosity of the federal community, and together we can have an even greater impact.

The CFC is one of the largest and most successful annual workplace campaigns, raising millions of dollars each year for organizations like yours. As the only authorized charitable solicitation of employees in the federal workplace, the CFC offers access to a critical source of unrestricted funds for participating nonprofits and an inexpensive way to attract new donors.

Information shared by your organization educates donors and helps them understand the importance of the CFC to participating charities. We look forward to working with you to attend campaign events and hope these rules and tips are helpful as you plan for the upcoming campaign.

### Rules for Event Participation

Throughout the campaign, charities may have an opportunity to meet directly with campaign leaders and federal employees. As you pursue these opportunities through charity fairs and speaking engagements, follow the guidelines set forth by the CFC to help make the most of your time with these potential donors.

- Charity representatives participating in CFC events should:
  - Sign event authorization forms with all zones in which you plan to attend campaign functions.
  - Attend only events to which your organization has been invited. RSVPs are often required.
  - Respond to event invitations promptly and completely. When invited to an event, respond promptly to all subsequent requests for information required for security clearance. Many secure facilities must finalize the guest list several days in advance.
  - Ensure you have proper identification to enter the federal facility by checking in advance. Some state identification cards such as driver's licenses may be deemed unacceptable. Some facilities may require two forms of identification. Credit cards are never acceptable identification.
  - After agreeing to participate in an event, if you are unable to attend, contact the event coordinator immediately. Do not send a different representative from your organization to participate without prior authorization from the event coordinator.
  - Promote overall participation in the campaign, not only your organization, especially at speaking events.
  - Greet, receive, and thank all people with respect, dignity, and enthusiasm.
  - Use only the display area allotted, understanding that it may be necessary to share table space with other organizations.
  - Only take photographs when authorized to do so by the event coordinator. Often photography is restricted in federal facilities.
  - Follow all instructions provided by event organizers.
  - Obtain permission before engaging in raffles, drawings, or any promotion which could be construed as gaming or gambling.

- Dress and act in a professional manner.
- The sale of promotional items or collection of names or funds at CFC events is strictly prohibited. However, promotional items of nominal value may be distributed.

## Tips for Campaign Events

A little planning and creativity can help charity representatives connect with potential donors at campaign events. Follow these tips to leave a lasting impression and inspire generosity in federal employees. Attend a charity training session if hosted by your local zone outreach coordinator for other advice and information.

- Set up an engaging display area so attendees will be drawn to your table. Consider incorporating an activity, game, or prop to demonstrate your mission. You want to be memorable. Remember to get the ok from the event coordinator to ensure that what you are planning is allowed in that federal agency.
- Tell your story. Prepare a 30- and 60-second engaging, elevator speech about your organization and how donations through the CFC help further your programs.
- Welcome attendees and invite them to talk to you. Ask questions about the causes they are interested in and help make a connection to the work of your organization.
- Bring giveaways – who doesn't love free stuff? Practical items like totes and pens are definitely useful and will be appreciated by attendees. Consider having at least one creative giveaway that shows the impact of a donation or success toward your mission.
- Promote event attendance on your social media channels in advance and share photos or videos during the event as well.
- Make use of your organization's 5-digit CFC code by printing it on, or affixing it to, your collateral and giveaway items.