

Account Special Event Logistics and Planning

OPM Innovator Award Recipient 2003-2009



**Combined
Federal
Campaign
of the
National
Capital Area**

Three Types of Campaign Events

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- Kickoffs
- Special Awareness Events
- Closing/Awards Ceremonies

Elements of a Successful Kickoff

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- Select a **site** to accommodate agency staff
- Involve **leadership**/agency head, etc.
- Obtain keynote **motivational speaker**
- Invite a **charity speaker**
- Invite a **union representative**
- Arrange a **charity fair**
- Show the CFCNCA **Campaign Video** or Targeted PSA
 - *New this year: PSA for younger donors*
- Make the **pitch for donations**



Special Awareness Events

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- Charity visit
- Auction
- Chili bake off
- Putt-Putt Golf or Wii Tournament
- Bake sale
- Fashion Show
- Car Wash
- Talent show
- Guest entertainer
- Zumba or salsa event
- Fun run/walk

Closing/Awards Ceremony

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- Involve **Account leadership**
- Involve and **recognize** the campaign volunteers
- Distribute **awards**
- Have a **charity say “thank you”**
- Invite a **Federal employee** who has received services to speak

Special Event Success

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**PLANNING IS
EVERYTHING!!**



Details

- Arrange for a **photographer**
- Contact an **interpreter** (if needed)
- Provide **campaign promotional material**
- **Locate a site** for all events and activities
- Make sure **key leadership** can attend events
- Arrange **security escorts** for outside invitees

Budgeted Expenses

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- Some agencies budget funds for events
- Obtain General Counsel fund approval
- Provide refreshments, decorations, door prizes, and entertainment
- Print promotional event material including invitations and flyers
- Request donations from local merchants or employees

Ethical Conduct

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- Follow the Standards of Ethical Conduct (5 C.F.R. Part 2635)
- Use Government property properly
- Follow appropriate use of official time

Invitation Preparation

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- Design and print your own invitations
- Create a “Save the Date” flyer
- Use CFCNCA promotional material to support event (i.e., posters, download pictures and logos, obtain CFC stories on employees helped by charities – all at www.cfcnca.org)

Timing of Special Events

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- **Spread your events out** over the campaign period
- Have **raffles during the last third** of the campaign
- **Do not plan events during holiday periods** or when employees are most likely to be on compressed work schedule

