

## CFCNCA CONTEST

The CFCNCA contest rewards specific creative efforts that happen during the campaign season such as events, written materials and overall communications. It also provides peer recognition for those efforts during our Campaign Celebration Event in February. Specifically, the CFCNCA recognizes the individuals, departments and agencies that demonstrate “*The Compassion of Individual. The Power of Community*” and in doing so supports the following goals to increase:

- Overall participation rate
- Total funds raised
- Number of payroll contributions
- Number of donors using e-Giving tools

In addition to being measured against these goals, entries will be judged by a panel of experts at the CFCNCA headquarters on the criteria of:

- Overall impression
- Presentation quality
- Creativity and uniqueness
- Communicating CFC messages
- Perceived level of effort

### Submission Guidelines

**Deadline: January 15, 2010 at 5 pm**

Use the attached form to submit your entry.

*Mail or deliver entries to:*

Combined Federal Campaign of the National Capital Area  
750 17th St., NW, Suite 200  
Washington, DC 20006  
*Telephone: (202) 465-7200*

**(Note: Department of Defense — Submit entries through the Voluntary Campaign Management Office.)**

- Categories include large, medium and small Federal Departments/Agencies
- Each department, agency or reporting unit should enter only once per category

- Entries must include examples pertaining to the specific category of communication (such as website, posters, writing essays, publications and/or photography)
- Enter an item in only one category. Consult with your Loaned Executive or Associate Campaign Director if you are unsure which category to enter
- Use a separate form for each category and attach a description of your entry — two pages maximum length plus photos and examples
- Final decisions on awards will be made by the CFCNCA panel of judges with approval from the Local Federal Coordinating Committee

If you have additional questions, contact your Loaned Executive or Associate Campaign Director for assistance.

## Award Categories

### Pillars of Success Awards

**Executive and Leadership Involvement Award** — To the department, agency or reporting unit that best involved the head of the agency and/or senior leadership of their organization in the implementation of campaign activities, events and communications. You should submit photos, articles, letters or speeches showing your leaders' involvement in the campaign.

**Most Innovative Campaign Technique Award** — To the department, agency or reporting unit that develops the best creative campaign technique. Innovative activities can be in the areas of campaign administration/management, marketing, donor research or other innovations.

### CFC Hero Awards

Each department or agency will have the option of nominating a CFC Hero of the Year for a special award to be given at the campaign celebration event in February. The individual nominated will be evaluated based upon two key factors: 1) exceptional commitment to CFCNCA activities as a Federal worker, and 2) dedicated service to community-wide volunteerism on a personal level.

Submit a one-page summary of the nominee's volunteer service. Campaign Managers, Coordinators, Keyworkers, Loaned Executives and others may be recognized. Four overall CFC Hero Awards will be selected, one each from the nominees in the following categories: Civilian, Military (one uniformed and one non-uniformed entry) and Postal Service. Winners will be entered in the national OPM CFC contest.

### Communications Awards

**Best Special Event** — To the department or agency with the most outstanding campaign rally, kickoff, volunteer involvement, day of caring or other event. Include pictures, videotape, scripts or other media to capture the details of your event. Describe the event, creative team, attendance, special speakers/guests and other background information in your submission.

**Best Website/Electronic Communications** — To the department, agency or unit that makes the most creative use of the website and video tools to communicate the CFCNCA story. Submit copies of screenshots of your website with the entry form. You can also enter in this category: samples of

computer network messages, e-mail blasts, calendar/meeting reminders, electronic newsletters or other ways you may electronically deliver the CFC message.

**Best Poster/Display** — To the department, agency or reporting unit judged to have the most creative poster to publicize CFC and attract contributors to the campaign. Actual poster must be submitted. For larger displays, pictures or a website reference will be accepted.

**Best Campaign Writing or Publication** — To the individual who creates the best essay or feature story on an employee or a charity. In addition, you may enter any internally-created magazine, newspaper or other printed periodical that does its best to draw donors into the campaign and communicate the appeal of CFC.

**Best Photography** — To an individual or organization for outstanding use of original images to publicize the CFC. The images can show how employees get involved in voluntary activities, how people in need are assisted by CFC-supported charities or artistic and creative ways images are used in the course of the campaign.

**Best Overall Communications Program** — To the organization that uses multiple techniques to inform, motivate and move employees to participate in the 2009 campaign.



Combined Federal Campaign of the National Capital Area www.cfcnca.org



## CFCNCA Contest Entry Form

**Fill in the gray boxes below directly from your computer and print out to include in your application:**

<b>Contact Name:</b>	<b>Department/Agency:</b>
<b>Phone Number:</b>	<b>e-Mail Address:</b>
<b>Competition Category:</b>	
<input type="checkbox"/> Large Agency/Department/Campaign goal of more than \$500,000 <input type="checkbox"/> Medium Agency/Campaign goal of \$100,000 - \$499,000 <input type="checkbox"/> Small Agency/Campaign goal of \$99,000 or less	

### AWARD SELECTION

**Check only one award and category per submission. Attach a description of your entry plus photos and examples. Description should be no more than 2 pages in length.**

<p><b>PILLARS OF SUCCESS</b></p> <input type="checkbox"/> Executive and Leadership Involvement <input type="checkbox"/> Most Innovative Campaign Technique
<p><b>CFC HERO</b></p> <input type="checkbox"/> Civilian <input type="checkbox"/> Military Uniformed <input type="checkbox"/> Military Civilian <input type="checkbox"/> Postal Service
<p><b>COMMUNICATIONS AWARDS (Select only one per entry)</b></p> <input type="checkbox"/> Best Special Event <input type="checkbox"/> Best Website or Electronic Communication <input type="checkbox"/> Best Poster/Display <input type="checkbox"/> Best Campaign Writing or Publication <input type="checkbox"/> Best Photography and Use of Images <input type="checkbox"/> Best Overall Communications Program

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