



Combined Federal Campaign of the National Capital Area

ACCOUNT SPECIAL EVENT LOGISTICS AND PLANNING

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Three major kinds of CFC events



- **Kickoffs**
- **Special Awareness Events**
- **Closing/Awards Ceremonies**

First major event: KICKOFF

The elements of a successful kick-off:

- **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 CFC Film**
- **Make the pitch for donations**

Special Awareness Events



- ▣ **Charity Visit**
- ▣ **Auctions**
- ▣ **Chili Bake-Off**
- ▣ **Putt Putt Golf or Wii Tournament**
- ▣ **Bake Sale**
- ▣ **Fashion Show**
- ▣ **Car Wash**
- ▣ **Talent Show**
- ▣ **Guest Entertainers**
- ▣ **Zumba or Salsa Event**
- ▣ **Fun Run/Walk**

Closing/Awards Ceremony

- **Involve Account Leadership**
- **Involve and recognize the CFC Workers**
- **Have awards ready for distribution**
- **Have a charity say thank you**
- **Invite CFCNCA Leadership**

SPECIAL EVENT SUCCESS



**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

- **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**
- **In addition, request donations from local merchants or employees**

ETHICAL CONDUCT

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

INVITATION PREPARATION

- **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)**

TIMING OF SPECIAL EVENTS

- **Spread your events out over the campaign period**
- **Do not have raffles until 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**

THE

COMPASSION
OF INDIVIDUALS
POWER
OF COMMUNITY





Thank you