


2017 CFC Event Training





Campaign events supplement the campaign.

They never replace the necessity for the in-person ask by a Keyworker.



Why Have Events?



Educate about the campaign and participating charities



Promote engagement



Boost employee morale and camaraderie



Have fun!



Celebrate success

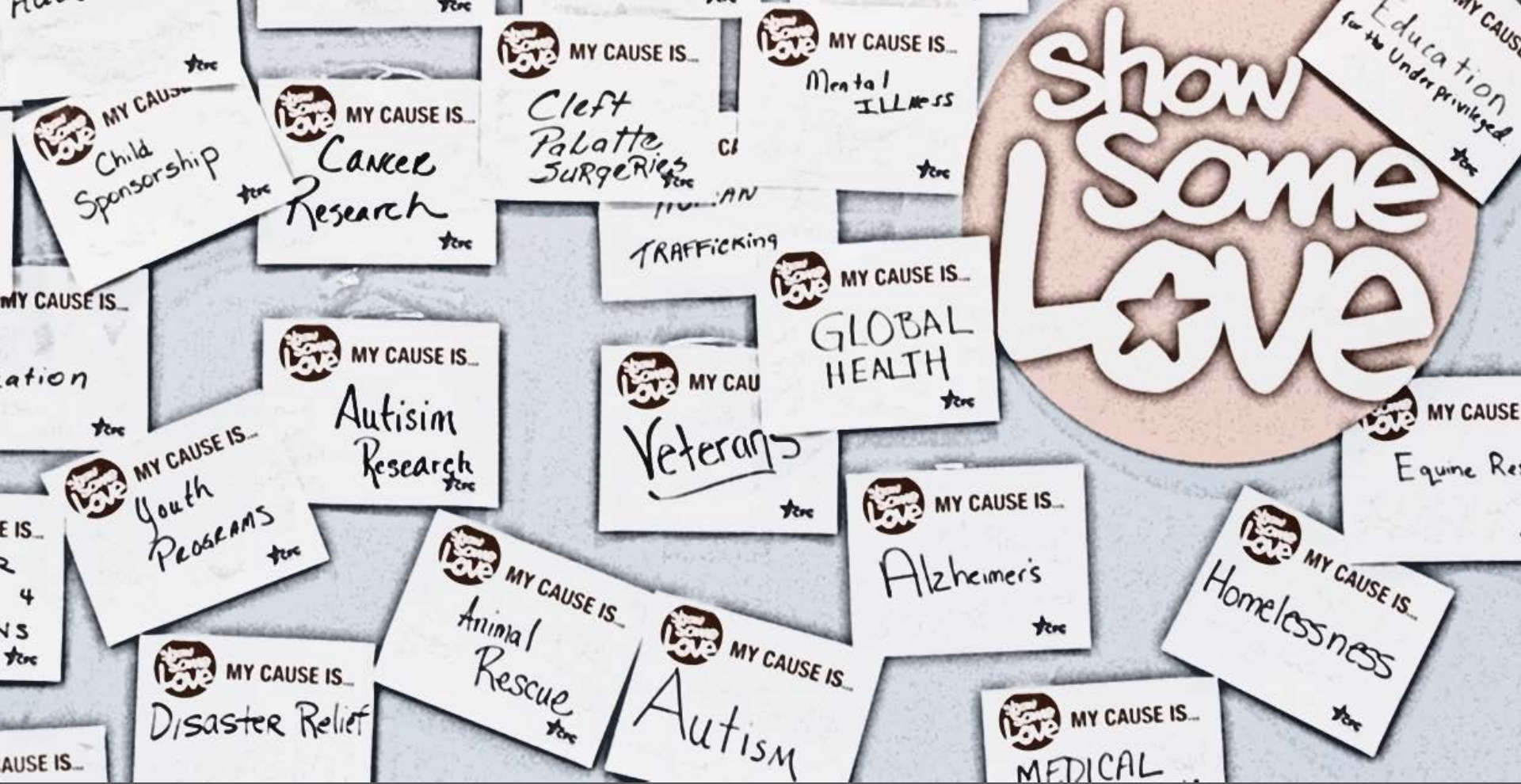


Types of Events

- Awareness/ Education (kickoff, charity fair, charity tour)
- Special Events (contests, promo day support, motivational speakers, volunteer day)
- Recognition (finale, awards ceremony, milestone party)

Support CFC Promotional Days





TIP: Build a Cause Wall

Ensure Event Success

- Establish an event committee
- Involve leadership
- Make it fun
- Add an element of competition
- Promote the event in advance
- Publicize the event after its completion

Involve Charities

For agency wide events, you must provide an opportunity for ALL CFC charities to attend your event. If space is limited, access should be granted on a first-come, first-served basis.

Check MANAGE for details on requesting charity attendance.

When contacting charities for an event, include:

- Location
- Date and time
- Facility access instructions
- Speaking requirements
- Table/booth requirements
- Reminders about prohibited activities such as selling items or asking for direct contributions
- Reminder that the charity is there to represent ALL charities

Dos and Don'ts

DO

Promote voluntary giving



Encourage donors to
select a cause



Follow all regulations,
guidance, and ethics
policies in your agency



DO NOT



Do not use coercion - it
is not tolerated



Do not show favoritism
to a particular charity



Do not host fundraising
events or provide
food/beverage/entertainment
with campaign funds

Event Idea Brainstorm



Questions?



THANK YOU

For more information, be sure to visit cfcnca.org or



facebook.com/cfcnca



twitter.com/cfcnca



instagram.com/thecfcnca



linkedin.com/company/cfcnca

For help desk support contact
support@cfcnca.org