


# 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

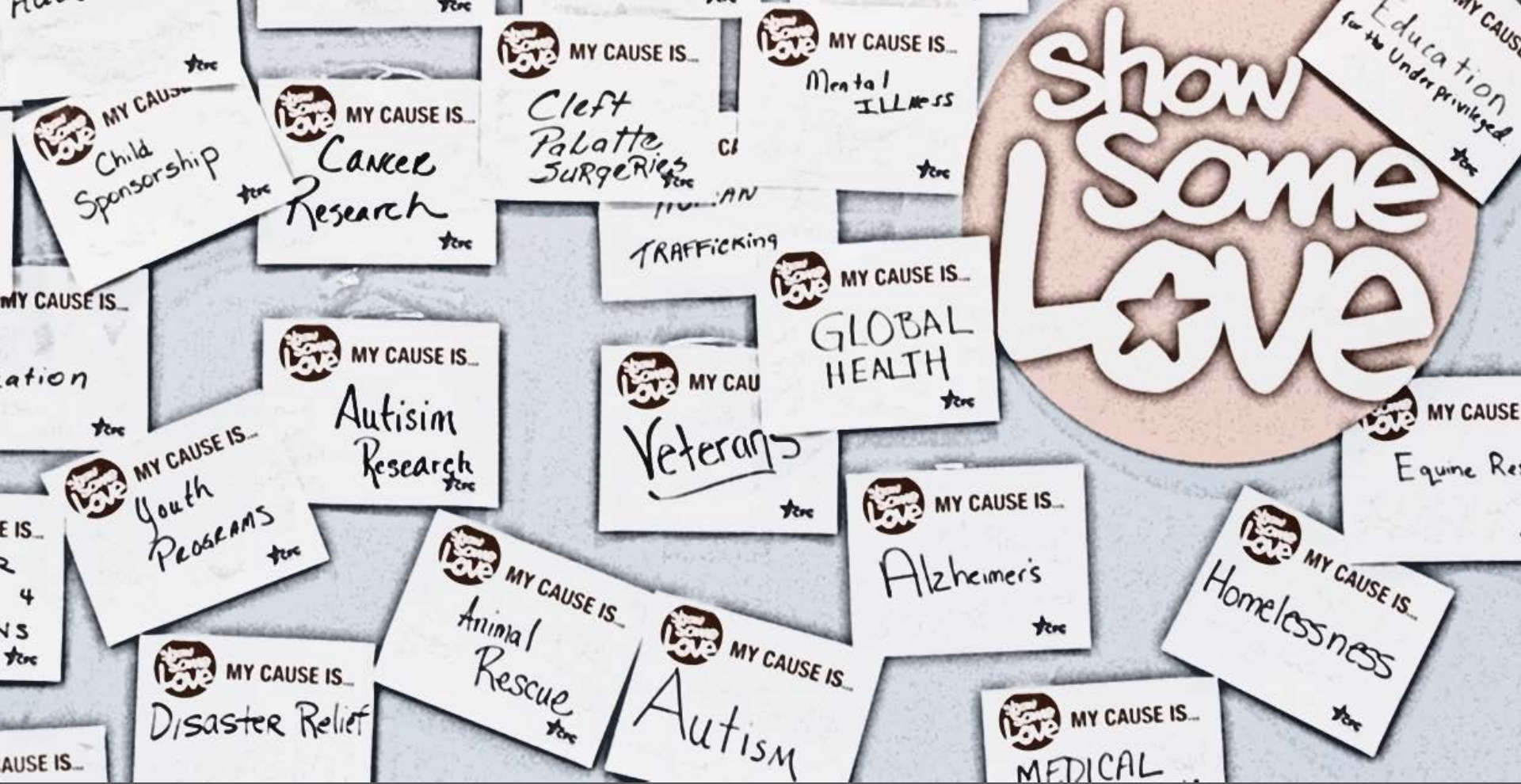


# Types of Events

- 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](https://cfcnca.org) or



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