# 2017 Charity Outreach Program: Campaign Events

Thank you for choosing to *Show Some Love* and participate in the 2017 Combined Federal Campaign (CFC). Your work empowers and inspires the generosity of the Federal community, and together we can have an even greater impact.

The CFC is one of the largest and most successful annual workplace campaigns, raising millions of dollars each year for organizations like yours. As the only authorized charitable solicitation of employees in the Federal workplace, the CFC offers access to a critical source of unrestricted funds for participating nonprofits and an inexpensive way to attract new donors.

Information shared by your organization educates donors and helps them understand the importance of the CFC to participating charities. We look forward to working with you to attend campaign events and hope these rules and tips are helpful as you plan for the upcoming campaign.

## Rules for Event Participation

Throughout the campaign, charities may have an opportunity to meet directly with campaign leaders and Federal employees. As you pursue these opportunities through charity fairs and speaking engagements, follow the guidelines set forth by the CFC to help make the most of your time with these potential donors.

* Charity representatives participating in CFC events should:
  + Sign event authorization forms with all zones in which they plan to attend campaign functions.
  + Attend only events to which the organization has been invited.
  + Promote overall participation in the campaign, not only their organization, especially at speaking events.
  + Greet, receive, and thank all people with respect, dignity, and enthusiasm.
  + Use only the display area allotted, understanding that it may be necessary to share table space with other organizations.
  + Follow all instructions provided by event organizers.
  + Dress and act in a professional manner.
* The sale of promotional items or collection of names or funds at CFC events is strictly prohibited. Promotional items of nominal value may be distributed.

## Tips for Campaign Events

A little planning and creativity can help charity representatives connect with potential donors at campaign events. Follow these tips to leave a lasting impression and inspire generosity in Federal employees. Attend a charity training session if hosted by your local zone outreach coordinator for other advice and information.

* Set up an engaging display area so attendees will be drawn to your table. Consider incorporating an activity, game, or prop to demonstrate your mission.
* Prepare a 30- and 60-second elevator speech about your organization and how donations through the CFC help further your programs.
* Welcome attendees and invite them to talk to you. Ask questions about the causes they are interested in and help make a connection to the work of your organization.
* Bring giveaways – who doesn’t love free stuff? Practical items like totes and pens are definitely useful and will be appreciated by attendees. Consider having at least one creative giveaway that shows the impact of a donation or success toward your mission.
* Promote event attendance on your social media channels in advance and share photos or videos during the event as well.
* Make use of your organization’s 5-digit CFC code by printing it on, or affixing it to, your collateral and giveaway items.