

Step One:
Know the Facts about CFC

Step Two:
Analyze Last Year's Campaign

Step Three:
Recruit Your Team and Establish Objectives

Step Four:
**Secure the Support of Top
Management and the Union**

Step Five:
Train and Support your Team

Step Six:
Utilize CFC Resources

Step Seven:
Publicize

Step Eight:
Conduct an Effective Employee Campaign

Step Nine:
Report Results Weekly

Step Ten:
Wrap Up

Step Eleven:
Say "Thanks" in Every Way You Can

CFC Special Events 101

If you have ever organized a birthday party or had people over to dinner, then you've done a special event. You probably already have all the necessary skills.

Think backwards: Envision your event-is it a campaign kick-off, information fair, a presentation with a speaker, luncheon, or a sporting event.

- Where is this event- a conference room, an auditorium, or outdoors?
- Who is there? People within your agency, your building, clients, the general public?
- Are there decorations, music or entertainment, are there door prizes or a raffle to interest people in attending and staying.

Thinking about the event, as it would appear helps you organize your thoughts into:

- Purpose of event – entertain, inform, energize, some of each
- Amount of people that could attend, or are targeted to come
- A room/space that can accommodate the purpose and people
- Room appearance
- Details that may increase participation, like entertainment or raffles

Break the event into smaller components:

- Purpose – raise funds, awareness or hands-on info or presentation
- Space – availability, attractiveness, accessibility
- People- who to invite, inform, involve
- Attraction – celebrity, knowledgeable speaker, info fair, food available or other freebies
- Help – are you doing this alone, someone else to help, a group associated with the agency

Examples:

For awareness:

Video fest

Info Fair

Speaker

To try to increase involvement:

open house event, food,

topic of interest presentation

raffle/prize incentives, agency visit/service

day, selected special event fundraiser, awards

Important Tips:

**Have back up plans and/or be ready to be flexible;
stay calm (everyone involved keys off of you)**

have a sense of humor and enjoy the event.

Basic Checklist

- Determine Date and Time:
 - Schedule speaker, or attraction theme
 - Schedule room/space, allow enough time for set up if necessary
 - Sound systems, video equipment, any special setup – check availability
 - Permission conflicts- other events, routine meeting/activities that could take attention away
- Room/space to be used, amenities:
 - Proximity to bathrooms
 - Parking if necessary
 - Handicap accessibility
 - Directions, already available? Easy to follow?
- Invitation/Notice info preparation, distribution:
 - List of invitees, individuals / groups / public
 - Invitations, announcements, flyers, email or other, make sure you have:
who, what, when, where, how to get more info and rsvp number
 - Responses to whom? How to collect info: just numbers? Names?
 - Invitations/flyers – how many? Inform the dept., floor, building, the public, etc.
- Food, raffles, incentives:
 - Food: caterer, in-house order, outside order to be picked up: purchased or prepared by you and/or others – *determine amount needed and/or establish an RSVP cutoff*
 - Raffles: prizes – solicited within agency, or maybe crafts, baked items
 - Vendor donations, local restaurants or merchants
 - Allow time for solicitation, collection of items
- Helpers – recruit for invitation/flyer distribution, raffle/door prize solicitation, collection, day of event set up, clean up
- Decorations – Is there a theme? Are purchases necessary?
- Confirmations: Day, time place speaker, special equipment welcome, event start, introductions, who to do? Photos to be taken? Who is the photographer?
- Pre- and post- publicity: who to write up or post re: newsletter, photo captions, bulletin boards, coffee room info? Have you contacted the media?
- Day of event: Set up, oversight of activities, timetable, clean up
- Thanks to all involved: Notes, calls, emails, photos, etc.

Please Note: In all approved special fundraising events the donor must have the option of designating to any participating organization or federation OR be advised that the donation will be counted as an undesignated contribution and distributed according to these regulations.

Employee Meetings

How to get 'em there and get 'em in the spirit''

- Invite the agency or department head to say a few words of endorsement for the campaign.
- Provide refreshments.
- Invite charities to speak at your meeting. Publicize the charity speakers' names prior to your meeting.
- Award door prizes. All employees turning in completed pledge cards (whether they donated or not) at the meeting will be eligible to win. Draw one or several of the cards and award prizes to those employees. This needs to be publicized in advance.
- Give away gifts like balloons, footballs or sun visors as door prizes. All employees attending the meeting are eligible for a prize.
- Have competitions between offices or divisions on which group will have the most employees in attendance.
- Take the meeting to the employees. Instead of meeting in a conference room, why not meet in their work area.
- Ask employees who have benefited from CFC charity services share their experiences.
- Arrange for groups of employees to tour a non-profit organization and report on their experience at an employee meeting.
- Combine the CFC meeting with a regularly scheduled staff or safety meeting.
- Hide a token for a prize under one seat. Have everyone check their chair to see if they've won.
- Make your own video showing your employees visiting charities in your area.
- Use your Loaned Executive. They are well versed to respond to commonly asked questions about CFC.



EMPLOYEE GROUP MEETINGS/RALLIES

An effective rally doesn't have to be long or complex. Your task is to provide your fellow employees with enough information so they will want to support the campaign and make informed decisions about giving. Be sure to ask for the pledge forms to be returned at the end of the session. One of the best opportunities to present on behalf of CFC is during a regular employee staff meeting or annual event.

Suggested Agenda for a CFC Employee Meeting/Rally:

(Optional - You can use a game, contest, activity or entertainment to build enthusiasm at the beginning of your event.)

2 min:	Welcome Remarks Provide Personal Endorsement Announce Agency Goal	Manager Labor Officer (if applicable)
2min:	CFC Overview Provide Brief History Dates of Campaign Special Events during Campaign	Agency Manager
4min:	CFC Video	CFC Staff/Loaned Executive
10min:	Presentation	Charity or a testimonial from an individual helped by one of CFC's non-profit organizations.
5min:	Questions and Answers	Campaign Coordinator or CFC Representative
2min:	Ask for pledge, Explain Pledge Card Thank Employees	Agency Manager
	(Optional – Continue entertainment, conclude contest, award door prizes, etc.)	
	Collect completed pledge cards	Volunteer Co-worker

Tips: Be sure to leave time for fun, food, games and the completion of pledge forms.

Have pens and pledge cards ready that can be quickly distributed.

Have CFC Charity List or access to the CFC webpage available so employees can select the non-profit organization that they want to support.

Resource Guide for Agency Managers

- Agency Speakers/Fairs
- Canvasser Guide
- Employee Group Meetings
- Frequently asked questions
- Fun(d) Raising Ideas
- Ideas on Increasing Participation
- Prizes and Incentives
- CFC Glossary
- Detail CFC Yellow pages
- Saying Thanks