



Welcome

Thank you for volunteering to become a part of the Central Virginia Area CFC (CVACFC) team. To date, the CFC has raised over \$8 billion for people in need around the world. As a member of the event planning committee, you will play an integral role in increasing campaign participation for your agency or installation. Communicating the CVACFC message in interesting ways through fun and creative awareness and fundraising events is a secret to a successful CVA campaign. This guide is designed to spur your creativity and help you keep your community engaged while creating a positive environment in which to raise funds that will help people less fortunate around the world.

Objective of Campaign Events

Campaign events promote community involvement which ultimately helps increase campaign participation and revenue. Campaign events supplement the primary goal of the campaign which is to offer a 100% informed opportunity to give to each potential contributor. This is best accomplished through a personal ask by a campaign representative. Campaign events never replace the necessity of the personal ask.

Types of Events

Fundraising Events*: The primary goal of these events is to increase campaign participation by generating financial support for charities, causes, and communities.

Awareness Events: Traditionally, awareness events provide an opportunity to educate your community on the options and benefits of supporting charities through the CVACFC. It is a great way to increase campaign awareness and build motivation throughout your campaign.

Special Events: Often, special events are conducted in conjunction with an event that is already taking place on your installation (i.e. commander's calls, farewell parties, bazaars, training/safety days, etc.). This type of event can be either a fundraiser or awareness event.



**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.*

When to Conduct Events

Kickoff Event: Hold a CVACFC Kickoff event at the start of your campaign. This is a great way to get the community together and talk about the CVACFC. Be imaginative!

Mid Campaign Contest: Conduct a mid-campaign event in conjunction with the CVACFC led “Pledge Drive” contest. A mid-campaign fundraising event in concurrence with the contest builds friendly competition among units and commands. Impact- increase participation and campaign awareness while continuing to raise money for charities.

End of campaign Event: Increase excitement and maximize participation in the last week of the campaign by holding an end of campaign event (i.e. ceremonial close to the campaign or congratulatory all call with leadership).

Fundraising Regulations

Obtain fundraising guidance and approval from your agency or installation legal office prior to conducting any type of event. Listed below are fundraising regulations that provide important information regarding the execution of the CFC campaign.

Office of Personnel Management (OPM)

5 C.F.R. Part 950, Solicitation of Federal Civilian and Uniformed Service Personnel for Contributions to Private Voluntary Organizations (Combined Federal Campaign) <http://www.opm.gov/cfc>

Department of Defense (DoD)

DoDI 5035.01, Combined Federal Campaign (CFC) Fundraising Within the Department of Defense.

The following list of regulations is to be used “For Reference Only”. Please contact your legal office for all current regulations.

Army Fundraising Regulations

AR 600-29, Fund-Raising Within the Department of the Army

Air Force Fundraising Regulations

AFI 36-3101, Fundraising Within the Air Force

Navy & Marines Fundraising Regulations

SECNAVINST 5340.2D, Fundraising and Solicitation of Department of Navy (DON) Personnel

Ways to Increase Participation

Establish committee members: The more volunteer involvement, the more CVACFC becomes a topic of conversation in the workplace.

- ◇ Involve volunteers from all areas
- ◇ Obtain committee members from various ranks
- ◇ Assign a responsibility to all committee members

Establish campaign objective:

- ◇ Communicate with ACM/local CVACFC office to identify previous year results
- ◇ Compare participation/per capita or contact rates by department, location
- ◇ Identify segments with lower participation rates
- ◇ Establish a participation/per capita or contact rate goal
- ◇ Share your findings with leadership and strategize with him/her to make an impact.
- ◇ Publicize the goal

Establish Leadership Support:

- ◇ Leadership support/involvement is key to a successful campaign.
- ◇ Ask for an endorsement letter from leadership
- ◇ Invite leadership to speak at committee meetings
- ◇ Involve leadership in fundraising events, kick-off activities, etc...

Motivate people to get involved

- ◇ Make it fun. Have a variety of activities. Introduce new events each year.
- ◇ Establish good-spirited competition (among departments, services, commands)
- ◇ Use and publicize incentives- it can be a real motivator for a donor that's "on the fence"

Allow CVACFC to help Plan Events:

- ◇ Utilize event plan check list
- ◇ Contact your local CVACFCoffice for further guidance/ assistance



CVACFC Special Event Ideas

<p>5K/10K RUN</p>	<ul style="list-style-type: none"> Pick a location, date & time; establish cost to participate; advertise with emails and posters. Obtaining leadership support can help you get resources needed to execute the event.
<p>Fairs</p>	<ul style="list-style-type: none"> Representatives set up information booths at the event. Try a carnival theme with hot dogs, soda and popcorn. Participants try their luck at games like ring toss and the fishpond. Include entertainment and publicity items from the CAVCFC website - www.cvacfc.org Strong leadership sets the pace. Ask your leaders to send a memo or e-mail emphasizing the importance of community involvement and benefits of contributing to the CVACFC.
<p>Dunking Booth</p>	<ul style="list-style-type: none"> Rent a dunking booth for a Kick Off, hail n farewell, BBQ, etc. Determine who is going to get in the dunking booth (leadership); establish a cost for tossing the balls.
<p>Halloween Festival / Zombie March</p>	<ul style="list-style-type: none"> Halloween themed contest or 5K Zombie March. Invite participants to enter contest individually or by group. Charge \$5.00 to enter and \$1.00 per vote. Award prizes to: Best traditional, most creative and best effort by an individual/group
<p>Sports Tournament</p>	<ul style="list-style-type: none"> Have an organized tournament with unit teams, (e.g., flag football, basketball, baseball, croquet, etc.). Charge a registration fee to participate in the game. Participants can obtain sponsors prior to the event. Give away prizes at halftime.
<p>Karaoke Party</p>	<ul style="list-style-type: none"> This has the potential of being a BIG fundraiser! Participants pay \$2.00 to enter and are given a list of songs and a pledge sheet in advance. Participants ask staff members to support them by pledging an amount of money. At the event, have a big box of funny hats, boas, and other costume items available for participants to use. Video tape the event and sell videos to those who would like to save the memories. NOTE: A variation on this activity is "Leadership Karaoke" where employees pay money for leadership to get up and sing the song of their choice.
<p>Bake Sale or KK Donut Sale</p>	<ul style="list-style-type: none"> Cakes, cookies, and treats oh my! Welcome to the bake sale bonanza. Get in line and purchase a tasty treat baked by employees. Do you have the ability to sell those delicious KK Donuts? If you do, they will sell out fast! Additional refreshments can be sold.
<p>Staff Olympics/Field Day</p>	<ul style="list-style-type: none"> Staff members unite and participate in fun games. Participants donate a \$5.00 fee to enter. Staff members can "guess", for a fee, on the person or team that will win. The people who are correct win prizes. Sample Staff Olympic Games <ul style="list-style-type: none"> - Hula hoop around the cones - 3-legged race - Wheel barrow race - Sink a Free throw - Water balloon over and under - Football through the hoop
<p>Tough Mudder / Warrior Challenge</p>	<ul style="list-style-type: none"> Have unit members compete against senior staff or interdepartmental competition. Each team pays a fee to enter and see "Who is Tough Enough".

CVACFC Special Event Ideas

Auctions or Raffles	<ul style="list-style-type: none"> Auctions and raffles are among the most popular fund raising events– and easy to organize! They have high entertainment value and are full of suspense. Consider things that money can't buy– an approved day off, the shaving of the commander's head, lunch with the leadership/command section, belly dancing lessons, a home cooked meal, free day off from PT, etc. Whether it's live or silent– an auction will be a hit!
Candy Counting Contest	<ul style="list-style-type: none"> Participants pay \$1 to guess how many pieces of candy are in each jar. Winners take home the jar of candy and will be announced at the end of the campaign or at the end of the candy counting special event. Candy ideas: Jelly Beans, M&M's, Starburst, Bite Size Candy Bars, lollipops, lifesavers, gum balls, chocolates, laffy Taffy, Smarties, Jolly Ranchers, Tootsie Rolls, Hershey Kisses
Car Wash	<ul style="list-style-type: none"> Pick a location, date and time; enlist volunteers. Participants donate \$5 to have their car washed by their "Boss". Charge extra for special services like cleaning the interior. Charge for photos of the event.
Pie Your Boss	<ul style="list-style-type: none"> Grab the whipped cream, find your boss, and get ready to help the community! Staff pays \$5 per pie to cream their favorite staff member or boss.
Casual Day	<ul style="list-style-type: none"> Obtain leadership approval to allow a day for people to work in casual attire. Sell Casual Day Badges which participants can purchase to dress casual on certain days. Badges can be purchased for \$5.00 a day or \$20 for 5 days. Define what is meant by "casual" to avoid confusion. Invite your employees to "Go Crazy" during casual days! Have a normal Civilians Clothes Day, Sports Team Day, Stupid Hat Day, Outrageous Shirt Day, etc
Chili Cook-off	<ul style="list-style-type: none"> Get ready for some good chili with a great cause. Staff who dare, enter their secret chili recipe into the Chili Cook Off. A panel of "chili experts" selects the Official Chili Champion. It costs \$2 to enter the event and taste each chili recipe. Sodas, chips and crackers can be sold additionally.
Jail & Bail	<ul style="list-style-type: none"> Jail & Bail fundraisers offer the opportunity to pay a small fee to issue an "arrest warrant" for somebody who they want to see "arrested." Sometimes the "arrest warrant" is used as an opportunity to lock up your boss or your friend. Watch out, they can always bail themselves out than get you arrested.
Scavenger Hunt	<ul style="list-style-type: none"> Decide on a theme and whether this will take place inside or outside. Participants are asked to take pictures of the items that they must find. Find unusual items from around the neighborhood or office building. You can "plant" items with selected staff members for others to "discover." Organize teams of four and charge teams a fee to participate. Teams have one hour to accumulate as many points as possible. The entire team must be present at the end of one hour. If a team arrives late, assess a penalty of 2 points per minute. The team with the most points wins a prize.
Talent or Fashion Show	<ul style="list-style-type: none"> Establish date, time & cost for attending event; recruit talent through e-mail and posters, advertise the event and either charge \$5 for entry to watch or make it a free awareness raising CFC event.
Water Balloon War	<ul style="list-style-type: none"> Stuff a message inside a balloon announcing a prize or a thank you for your donation to CFC. Participants buy a balloon for \$1.00 and have to pop it to find their message. Try to obtain sponsored prizes from your local stores such as or community centers, to fill the balloons.

CVACFC Special Event Checklist

Determine Date/Time:

Obtain Fundraising Approval From Appropriate Office

- ◇ Consult Agency/Base/Installation fundraising regulations 60 days out – Obtain fundraising coordination checklist to ensure all entities affected by your event are informed and given consent
- ◇ You may have to coordinate with entities like civil engineering, security forces, anti-terrorism office (if there is going to be a crowd), airfield management
- ◇ Ensure you know deadline for coordination completion and method of submission
 - Schedule room/space, allow enough time for set up if necessary
 - Sound systems, video equipment, any special set up
 - Permission conflicts—other events, routine meeting/activities that could take attention away
- ◇ Check with your agency leadership/installation commander's secretary to avoid overlapping or other important events, which are typically logged into their calendar.

Room/Space to be used, amenities:

- Proximity to bathrooms
- Parking if necessary
- Handicap accessibility
- Directions, easy to follow

Publicity: Announcements, flyers, email or other – make sure you have:

- Who, what, when, where and how to get more information
- List of invitees, individuals / groups / public
- Pre/post publicity: who to write up or post re: newsletter, photo captions, bulletin boards
- Contact local PA office or radio to cover event
 - ◇ Consider having independent photographers come to event to provide coverage, some are willing to shoot photos free for charity purposes
 - ◇ How many flyers needed, etc.?

Promotional items/Incentives: When your budget doesn't allow, find unique ways to offer incentives or raffle items.

- ◇ Raffles: prizes – promotional items from CVACFC (limited) or maybe crafts, baked items, donated items etc.
- ◇ Vendor donations, local restaurants or merchants
- ◇ Allow time for solicitation, collection of items

Confirmations

Day, time, place, speaker, special equipment

Helpers- flyer distribution, collection of pledges, day of event set up/clean up

Welcome, event start, introductions, who to do?

Food: caterer, in-house order, outside order to be picked up: prepared by you and/or others determine amount needed

VERY IMPORTANT - Thanks to all involved: notes, call, emails, photos. Don't forget your camera! Pictures of CVACFC volunteers are great for bulletin boards or featured stories in the CVACFC newsletter and social media. Don't forget to send any event photos to CVACFC office!



Contest Event Submission Form



Let the CFC-O know about your event! Complete this form and email to your local CFC-O office along with photos so that we can post it on our website and/or Facebook page.

Campaign Representative Name: _____

Agency/Unit Name: _____

Agency Number: _____

Email: _____

Event Theme/Name: _____

Fundraiser (F) or Awareness (A) Event? _____ If a fundraiser, what was the total raised: \$ _____

Location: _____ Date of event: _____

Guest speaker/leadership in attendance? (please include name and title):

Please provide a brief description of your event: