

Event Planning Guide

Welcome

Thank you for volunteering to become a part of the Hawaii-Pacific Area CFC team. You will play an integral role in increasing campaign participation at your installation. Communicating the CFC message in interesting ways through fun and creative awareness and fundraising events is a secret to a successful CFC campaign in your agency or unit. This guide is designed to spur your creativity and help you keep your organization engaged while creating a positive environment in which to raise funds that will help people in your community, our country and the world.

Objective of Campaign Events

Campaign events promote employee 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 importance of a personal ask.

Types of CFC Events

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.

Awareness Events: Traditionally, awareness events provide an opportunity to educate your organization's employees on the options and benefits of supporting charities through CFC. It is a great way to increase campaign awareness and build motivation throughout your campaign. It is also a great resource for Federal employees to learn about charities in the community and the services they provide to them or their families. Agencies and units can hold charity fairs and/or invite charity speakers to the event. Charities are available throughout the campaign. Some charities are available on weekends or weeknights.

Fundraising Events*: The primary goal of these events is to increase campaign participation by generating financial support for charities, causes, and communities. These events should be done towards the end of the campaign to prevent donors from being discouraged from giving their own gift and designating it to the charities of their choice.



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

Event Planning Guide

When to Conduct Events

Kickoff Event: Hold a Kickoff event at the start of your campaign at your agency. Units under a large agency should also hold their own unit kickoff event. This is a great way to get the employees together and talk about the CFC. Invite charities and get leadership support. Be imaginative and make it fun!

Mid Campaign Event: Conduct a mid-campaign event. This type of event can be either a fundraiser or awareness event which continues the momentum of the CFC in the Federal workplace. 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 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

5K/10K RUN	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.
Halloween Festival / Zombie March	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
Fairs	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. 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 CFC-O.
Dunking Booth	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.
Sports Tournament	Have an organized tournament with unit teams, (e.g., dodgeball, flag football, basketball, baseball, etc.). Charge a registration fee to participate in the game. Participants can obtain sponsors prior to the event. Give away prizes at halftime. Work with your local PA office to be the emcee
Bake Sale	Cakes, cookies, and treats oh my! Welcome to the bake sale bonanza. Get in line and purchase a tasty treat baked by employees. Additional refreshments can be sold.
Chili Cook-off	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. Admission can be sold for others to enter the event and taste each chili recipe. Sodas, chips and crackers can be sold additionally.
Taste of (Agency/Unit)	Staff can enter their favorite side dish, entrée, and/or dessert. A panel of “tasters” selects the winner of each category. Admission can be charged for other staff to sample all entries. Or, charge per plate which may include one or two items from each category. Additional selections available at a fee.
Tough Mudder / Warrior Challenge	Have unit members compete against senior staff or interdepartmental competition. Each team pays a fee to enter and see “Who is Tough Enough”.
Water Balloon War	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 AAFES, NEX, or community centers to fill the balloons.
Staff Olympics/	Staff members unite and participate in fun games. Participants donate a \$5.00 fee

Field Day	<p>to enter. Staff members can “guess”, for a fee, on the person or team that will win. The people who are correct win prizes.</p> <p>Sample Staff Olympic Games:</p> <ul style="list-style-type: none"> - Hula hoop around the cones - Sink a Free throw - 3-legged race - Water balloon over and under - Wheel barrow race - Football through the hoop
Auctions	<p>Auctions 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 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!</p>
Car Wash	<p>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.</p>
Pie Your Boss	<p>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.</p>
Casual Day	<p>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</p>
Jail & Bail	<p>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.</p>
Scavenger Hunt	<p>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.</p>

Be creative and have fun!

Event Planning Checklist

Every military installation and Federal civilian agency should hold a CFC kick-off and awareness event. It's a great opportunity to educate employees about charities and the services they provide.

In addition to a Kickoff event, units and departments are encouraged to hold their own CFC events. It can be a small event like a bake sale, car wash or have a charity speak at a meeting, or it can be a larger fundraising event or have a charity fair with a number of charities displaying. A CFC event can be included with another event already being held.

- Determine Date and Time of the event
- Schedule room/space, allow enough time for set up if necessary
- Sound systems, video equipment, any special set up
- Availability of tents (when outdoors), chairs and tables for charities to set up displays and for guests if there is a program.
- Charities: contact the Charity Coordinator and obtain base access. You can request for speakers and/or displayers.
 - Speakers: How many? How many minutes each? When do you want them to speak?
 - Display: How many? How much table space?
- Permission conflicts—other events, routine meeting/activities that could take attention away
 - Invite your leadership to speak. Check with your installation commander's secretary to avoid overlapping or other important installation events, which are typically logged into their calendar.
- If conducting a fundraiser, obtain Fundraising Approval From Base Legal Office
 - Consult Base / Installation fundraising regulations prior to the event – Obtain fundraising coordination checklist to ensure all base/installation entities affected by your event are informed and give consent
 - Ensure you know deadline for coordination completion and method of submission

Room/Space to be used, amenities:

- Proximity to bathrooms
- Parking and Handicap accessibility, if necessary
- 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 to cover and publicize your event.
- Promote the event heavily through email, flyers, etc.
- Document and take photos of your event. Share it with the CFC office and/or submit it for an award.

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

- Door Prize Drawings: prizes – promotional items from CFC office (limited) or maybe crafts, baked items, donated items, etc. from staff.
- Vendor donations, local restaurants or merchants (if allowable)

Confirmations

- Day, time, place, speaker, special equipment (to include PA office)
- Helpers- flyer distribution, collection of pledges, day of event set up/clean up
- Welcome, event start, introductions, who to do?
- Band or music availability
- Food and beverages: CFC office does not provide funding for food or beverages. Do a pre-order lunch or do a food event.
- Charities: Contact Charity Coordinator to confirm charity speakers/displays.

Increase Participation

Establish committee members: The more volunteer involvement, the more CFC 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:

- Compare participation/per capita or contact rates by department, location
- 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 Special Events Coordinator to help Plan Events:

- Utilize the event plan check list
- Contact the Special Events Coordinator for further guidance/ assistance

Invite charities to attend your event:

- Complete the Charity Request form.
- Request can be for one charity speaker to speak for 5 minutes or many charities to participate in a Charity Fair. Charities are available on most Hawaiian Islands, Guam, Saipan, and American Samoa
- If charities need to get on base, make sure to coordinate their access and detail it in the Charity Request Form.