



Campaign Events

The What, the How and Everything In-between



What is America's Charities?

We inspire employees and organizations to support the causes they care about.

We do this in order to bring more resources to the nonprofits that are changing our world.

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What Are Campaign Events?

America's
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What Are Campaign Events?

- These are events scheduled by campaigns that allow charities to interact with potential donors.
- Types of campaigns holding events are: Combined Federal Campaign (CFC); State and Local Campaigns; Private Sector.
 - The programs your organization participates in with us determines which of these you see. i.e., if you're a National member who does not participate in State and Local campaigns, you'll only see CFC and Private Sector events.
- Types of events are: Charity fairs, speaking engagements.
- Events generally run in the fall (September – December) during the bulk of the campaign season.
- Most events are held at the place of business of the employees.



Why Are Events Important?

- Face-to-face time with potential donors is always a good thing!
- While we cannot prove that charities who attend more events see an increase in their donations as a result, we have witnessed the correlative value of attending events and increasing brand recognition. Our members who make an effort to attend events each fall and provide us with giveaway items for distribution are casting a wider net for gaining the attention of prospective donors.
- Brand recognition is increased when an individual receives a promotional item that is useful and impactful in their daily life.



General Information on Events

- Most events are free to attend.
- The number of attendees varies greatly (5 people to over 1,000).
- Some campaigns do have restrictions on what you can discuss/do/bring at events.
- You can send anyone to represent your organization: staff, volunteers, board members.
- Some events close incredibly quickly and most events are on a first come, first served basis. Bigger events might have a waiting list if it closes.



CFC of the National Capital Area

- This region of the CFC represents the Washington DC Metropolitan area, including Northern Virginia and Maryland
- Represents roughly a quarter of all giving in the CFC
- For our Community First members, this is the biggest concentration of events for you
- Hundreds of events happen just within the DC Metro area for the CFC NCA
- Highly recommend that you select this as an option on the survey
- We only represent charities in the CFC in DC or Private Sector – there is a State campaign (DC One Fund) that does not recognize Federations



America's Charities' Role



America's Charities Role

- We receive invitations for events from campaigns or departments within a campaign. Hundreds of event notifications are sent out to Federations and/or independent charities.
- Most of the events are from the CFC and State/Local campaigns. Private Sector has a few but are very limited.
- We pull together the information and send it out to Event Contacts.



The Process

1. Members fill out the survey that will be sent later. (June)
2. We receive an invitation for an event from a campaign or a department participating in a campaign. (July – December)
3. Using the data gathered through the survey, we determine who will receive the invitation.
4. We release the email to those participants with all the details we have and instructions on how to RSVP.
5. Members determine if they're able to attend and respond back to us and/or the campaign coordinator running the event.
6. We are tracking how many events we receive, who can attend and, if we can, the names of the individuals who went to the event, so there will be some follow-up from us.



Event Notification Example

Please see information below about a tabling/charity fair opportunity with the Indiana CFC in Crane, IL in October. This event requires charities to respond directly to the campaign, by filling out and either faxing in or emailing the attached RSVP Form. If you are interested in attending please **RSVP directly to the campaign by filling out and faxing in the attached form to Shirley Rohnke at (317) 423-3262. Alternatively, you can email the completed form to cfcindiana@gmail.com. The RSVP deadline is COB Tuesday, October 4th.**

A summary of information on this event is as follows:

Campaign Event: Indiana CFC Charity Fair

Event Type: Tabling Event/Charity Fair

Event Date & Time: Tuesday, October 11th, 2016. 10:00 AM – 12:30 PM, with set-up occurring between 10:00 AM & 10:30 AM.

Event Location: Naval Support Activity – Cafe, 300 Highway 361, Crane, IN 47527(If you have issues locating the Naval Activity using the original zip code, try using 47522) Crane, IN is about 2 hours away from Indianapolis, IN.

RSVP: Directly to the campaign by filling out the attached RSVP form, and either faxing to Shirley Rohnke at (317) 423-3262, or by emailing the completed form to cfcindiana@gmail.com. Please also cc me, CMarx@charities.org, on your email to the campaign.

Additional Details: From the original CFC invitation, "Please **plan on arriving between 10:00 am, but no later than 10:15 am** as you will need to be escorted on and off base. **You will need a photo ID and provide proof of insurance and car registration.** Take I-69 South out of Bloomington, IN. Take the US 231 exit and turn left and go south. Make a left on IN Route 558 and go about 3 miles to the Visitors Center on the left side of the road. It is past the Crane Federal Credit Union. If you get to the gate of the installation you have gone too far."

Please let me know if you end up attending the event so that I can assist as needed with coordination, you can email me at cmarx@charities.org.





The Event Survey

- A survey will be sent out sometime after this webinar to collect information.
- Events requesting a specific charity by name will be sent, regardless of what was selected on the survey
- We recommend selecting as many locations as you can and really recommend selecting the DC Metro Area, New York City Area and other large metropolitan regions.



The Survey

* **1. Please provide the below information:**

Organization Name:

Your Name and Title:

Your Phone Number:

Your Email Address:



* **2. Are you interested in receiving invitations for:**

- Charity Fairs
- Speaking Engagements
- Both
- None



3. Will you be our main contact for events?

- Yes
- Yes but I would like have others be contacted as well
- No, someone else will be the contact for events

Contact Information (Name and Email) for Other Event Reps, if Applicable



*** 4. Please select areas where you would like to focus your event attendance. If you would like to receive notifications for all events across the United States, please select the first option and continue to Question 5.**

By not checking a state/region, you are opting out of events in that area unless a charity event requests your organization by name. At that point, we will reach out to you with the event information.

- Nationwide - I am interested in receiving notifications for ALL events
- Alabama - Montgomery
- Alabama - Birmingham
- Alaska
- Arizona - Phoenix
- Arizona - Tucson
- Arkansas - Little Rock
- Arkansas - Fayetteville
- California - Northern (San Francisco, Sacramento, Fresno)
- California - Southern (Los Angeles, San Diego, Santa Barbara)



5. Do you plan to send America's Charities any of the following to use at various campaign events?

- Yes: Giveaways/Promotional Items
- Yes: Brochures
- Yes: Both Giveaways/Promotional Items and Brochures
- No



6. Does your organization have a network of chapters, affiliates, or remote staff?

Please provide explanation, if desired.

7. Do you plan to have employees of chapters/affiliates, remote staff, or volunteers attend events on behalf of your organization?

Please provide explanation, if desired.



8. If yes to Question 7, may we send event invitations to your chapters/affiliates or remote staff directly?

- It's okay to contact my chapters/affiliates directly.
- Please do not contact my chapters/affiliates.
- It's okay to contact my chapters/affiliates, but please check with me each time before sending them notifications.
- Not Applicable

Please provide explanation, if desired.

If you would like us to send event invitations to your chapters/affiliates or remote staff, please send a spreadsheet to EBernhards@charities.org with information for individuals who we should contact (Name, Email, Phone Number and States/Regions Covered).



9. Would you like us to include your chapters/affiliates in private sector campaigns, where we are able?

If yes to Question 9, please send a spreadsheet to EBernhards@charities.org with the following information for all chapters/affiliates that fall under your parent organization: Affiliate Name, Affiliate EIN, Affiliate Physical Address, Affiliate Phone Number, Staff Contact Name(s) & Title(s), Staff Contact Email Address(es).

Done



Giveaways and Brochures



Giveaways and Brochures

- Can represent your organization when you aren't able to attend
- Giveaways can be very popular at events – everyone loves “swag” and it helps keep you in their minds when they donate
- You don't need to break the bank! Feel free to use older items if the branding/messaging still work for you.
- If possible, brochures should not contain asks for donations, just information about organization.
- We'll work with you to collect items



Popular Items

- Hats
- Office supplies – pens/highlighters/pads of paper
- T-Shirts
- Canvas Bags & Totes
- Stress relievers
- Mugs
- Golf Accessories
- Magnets



Q&A

THANK YOU