



2017 Fall Campaign Season: Charity Fairs and Promotional Items

America's Charities is looking ahead to the upcoming 2017 Fall Campaign Season, which includes charity fairs and promotional items that we collect from members! Please see the information below on things to anticipate from us:

- **Campaign Events Training:** This year, we will be hosting a webinar that reviews the Campaign Events and provides training on what to expect when you receive the notices, what happens at these events, etc. (**Wednesday, June 7th**)
- **Campaign Event Attendance Survey:** Much like last year, we will be sending out a survey that collects information on where you and your organization would like to concentrate your efforts during the charity fair season. This will be released to you via email after the webinar on June 7th.

FAQ

Question: *What's the purpose of the Event Attendance Survey?*

This survey allows us to help you sift through the sometimes large number of event requests. We understand that not every charity has the capacity to attend every event, in every state – by filling out the survey, you determine in advance the areas where you have a higher chance of being able to attend.

Question: *Who on our staff will be receiving the survey and/or event notifications afterwards?*

Any individual that has been identified to us as your organization's primary representative, alternate representative, and/or event representative will receive a link to complete the survey, **however, please only submit one survey response per organization.** There will be a section in the survey itself where you can specify who you would like to act as your organization's Event Representative this season.

However, please feel free to send that information to us ahead of time if you would like someone to be listed as Event Representative prior to the survey's release! You can email: Name, Title, Email Address to ebernhards@charities.org and/or jwatkins@charities.org.

Question: *What should we expect to see on the survey?*

The biggest part of the survey will be a question that asks you to select areas where you would like to focus your event attendance on. You can either opt to select the first option where you opt into all event notifications or hand-select the specific states/regions you're interested in.

We'll also be collecting information on if you'd like to send us brochures/giveaways for us to send out on your behalf.

Question: *What happens if we don't fill out the survey? Will we not receive any notices?*

The opposite, actually! If you opt to not fill in the survey, you will receive all event notifications that pertain to the campaigns that we applied on your behalf to earlier in the year.

Question: *Are attending events important?*

While there is no firm data or equation that says 'If you attend x number of events, you'll see an increase of x amount of donations, we firmly believe that meeting Federal, State/Local and Private Sector donors face-to-face is an invaluable experience for both the charity and the donor.

Question: *Are there any areas you recommend a charity selecting?*

The Washington, DC– Metro CFC generally counts for a quarter of the total giving in the Combined Federal Campaign; the area is also home to a large number of federal offices and are host to a large offering of events. For these reasons, we always encourage as many of our members as possible to sign up to receive event notices in that area.

Question: *What should we send you for promotional items?*

While we are happy to take anything you want to give us – giveaways or brochures – giveaways are always far more popular at events than brochures.

Popular promotional items include:

- Hats
- Pens/Highlighters
- Rulers
- T-Shirts
- Canvas Bags & Totes
- Mouse Pads
- Sports/Water Bottles
- Calculators
- Stress Relievers
- Key Chains
- Cup Holders/Mugs
- Wristbands
- Bag Clips
- Agency DVDs
- Luggage Tags
- Small Notepads
- Golf Accessories
- Magnets

Question: *What amounts should we send you?*

- Brochures: Enough for 300-400 employees (or whatever you can provide).
- Promotional Items: Enough for 700-800 employees (or whatever you can provide).

Question: *Where should I send my promotional items?*

Please send any giveaways or brochures to:

America's Charities
ATTN: Client Engagement Solutions
14150 Newbrook Drive
Suite 110
Chantilly, VA 20151

When shipping out materials, please email EBernhards@Charities.org and/or JWatkins@Charities.org ahead of time with information on the content description, quantity for each box shipped and tracking number.