

# **Combined Federal Campaign Events:** ***Optimizing Events in a post-COVID-19 World***

Tuesday, August 4, 2020  
1:00pm



# Approaching Virtual Events

## *Three Key Principles*



1. Technology is Your Partner
2. Going Virtual Opens the Door for Greater Creativity and Broader Participation
3. Events Are About People and Connections

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# Today's Speakers



Vince Micone  
U.S. Department of  
the Treasury  
LFCC Chairperson



Shannon Kendrick  
U.S. Peace Corps  
'19-'20 CFC Vice  
Chair



Brittany Craig  
Global Impact  
Managing Director



Jeff Brown  
United Way  
Manager,  
Development Public  
Sector

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# Poll #1

What do you think will be your biggest barrier to implementing a successful event?



- Technology issues
- Getting people to attend
- Securing charity participants
- Keeping people engaged throughout
- Connecting the event to giving

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# Principle One

## *Technology Is Your Partner*



- What are the limitations of a virtual environment?
- What are its allowances?

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# Principle Two

## *Going Virtual Opens the Door for Greater Participation and Connectivity*



- Whom can you engage in a virtual event that you might not during in-person events?
- What types of events or incentives are newly available in a virtual medium?

# Principle Three

*Events Are About People and Connections*



- Connections are made through engagement and interaction.
- How can these events be connected back to the Campaign?

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# Poll #2



What keeps you interested during a webinar or a virtual event?

- A great speaker
- Compelling visuals
- Discussion, polling, etc.
- An activity that you've done in-person
- Special guests – colleagues' children or pets, leadership, etc.
- Seeing colleagues' home offices or zoom backgrounds

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# Tips & Suggestions

## *Virtual Event Resources*



Marketing materials for virtual events currently in development include:

- Virtual event guide
- Event training slides
- Virtual event ideas
- Event planning checklist
- Virtual engagement activities/games to help make virtual events fun

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# Tips & Suggestions

## *Virtual Event Ideas*



- Spirit weeks
- Exercise classes
- Cooking demonstrations
- Baby photo game
- Lunch with an executive
- CFC Spotlights
- Talent shows
- Recipe exchange

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# Tips & Suggestions

## *Creating an Engaging Virtual Event*



- Start with an icebreaker
- Create a theme
- Make it visual
- Hear from participants
- Polls & surveys
- Vary the agenda
- Build in free time
- Make time for casual conversation

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# Tips & Suggestions

## *Adapting Past Events*



- What past CFC events have audiences most enjoyed?
- How can these events be converted into a virtual or socially distanced environment?

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# Upcoming Events

## *Examples*



### 2020 CFCNCA Kickoff and Charity Appreciation Week Be the Face of Change – September 15-17

#### Tuesday, September 22: 2020 CFCNCA Kickoff – Be the Face of Change

- Pre-produced video with a series of vignettes highlighting feds (some past award winners), retirees, charities, and recipients. Incorporate 2-3 charity/fed performances.

#### Wednesday, September 23: CFC 2020

- Focus on strategies and tactics to broaden our appeal and scope in the larger fed community while building from our base of core supporters/campaign teams. Incorporate videos and/or live remarks from the Chairperson and charity reps.

#### Thursday, September 24: Charity Panel Brown Bag

- Conduct two 30-minute charity panel discussions - Moderated by AD.

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# Adapting Past Events

## *Agency Example*



### U.S. Peace Corps Charity Fair

- You'll need:
  - A ZOOM account
  - Photos
  - List of charities
  - Build in free time
- During the event:
  - Make it fun!
  - Have the event program planned just as you would in-person

# Socially Distanced Events



There will be some federal agencies where staff will be on-site. In these cases, consider suggesting outdoor events such as fun run/walks, cornhole, small charity fairs, etc., but keep in mind:

- Practice social distancing.
- Sanitization is key.
- For group games and other activities that may require employees to use the same equipment, sanitize items and spaces between rounds.
- Consider using disposable materials so employees do not have to use the same equipment.
- Split up activities involving large groups into different time locations so there are less people in an area.

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# Open Discussion and Q&A





**What's your favorite CFC  
event from past campaigns?**





**What are some best practices  
that can be incorporated?**

