

# Events Toolkit

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**Most private and public campaign activities may include charity fairs and speaking engagements. Make the most of your opportunity with the following tips:**

## PREPARE IN ADVANCE

- Get all the details from the event invitations sent to you from America's Charities staff
- Complete any security requirements that are needed prior to your arrival (submitting names, license plate numbers, etc.)
- Confirm ahead of time the location via GPS
- Know if there is parking or public transportation access
- Dress neatly and wear comfortable shoes
- Utilize a sturdy carrier for transporting your materials
- Try to strike a balance of how many items you bring – too little and you'll run out but bring too many and it can be overwhelming.
- Give yourself plenty of time and arrive as early as you can to set everything up
- If you're at a charity fair with tables/booths, some locations are better than others. Look for tables close to the entrances or ones that face the entrance.
- If you need to cancel or change the person attending, let the event coordinator know immediately.

## SETTING UP

- Greet the event coordinator and express thanks for the invitation
- If possible, bring a tablecloth with your logo on it or bring a backdrop with your logo on it
- Utilize brochure holders
- Bring candy
- It's good practice to store any extra materials under the table or out of sight until you need them
- Depending on the layout of the room and the table, determine the best place to stand (in back, front or to the side of your table)

## RELATIONS

- Don't just connect with the attendees, connect with your 'neighbors'!
- When talking to potential donors, let them know of all the possible opportunities they have to get involved (monetary through the campaign, material donations, volunteer opportunities, etc.)
- Be prepared to talk not just about your mission but about the campaign, and the power of charitable choice, in general,



## THINGS TO REMEMBER...

- Be prepared, use note cards
- Practice beforehand
- Making eye contact with your audience will create a connection
- Change the tone of your voice, use inflection, be passionate, so you don't sound monotonous.
- Use gestures to emphasize your point
- Take your time, don't rush
- Keep visuals simple
- A great story will paint a picture for the audience
- Be confident!
- Remember: the audience doesn't know you're nervous!

## OVERCOMING FEAR OF PUBLIC SPEAKING

***Whether it's in front of 10 people or a full stadium, the fear of public speaking seems to affect nearly everyone at one point or another. In fact, according to a recent study, over 40% of people claimed to have a fear of public speaking. Even the most professional of public speakers can become nervous before an important speech. This section will address some tips on overcoming fear of public speaking.***

First, it is very important to understand that when an individual is, in fact, nervous up in front of their audience, the audience hardly ever sees their nervousness...at first. This assumption that everyone can tell YOU are nervous is absolutely not true in most cases. The signals that a person is nervous before a speech are hardly recognizable and it is important to remember that.

Confidence is key in any speech as it allows the public speaker to have complete control over their presentation and, ultimately, their audience.

One major way to get over the uneasiness before a speech for many public speakers is absolute preparation. Maybe even a little extra practice.

How important is the presentation to you? Should you practice before family and friends? It is very important to be as prepared as you can before the presentation.

When you feel prepared, including knowing what types of gestures you will use and more, a certain level of confidence takes over once you get "settled in" with the audience. Before many public speakers' presentations, especially during the first days of the speeches, imaginations can run rampant if allowed to. This is one problem many individuals have just before a speech. Many people are afraid something terrible is going to happen during their speech in front of all those people. Like what?



Ever noticed how relieved you are when the speech is over and you walk off? Have you ever thought about what your thoughts following that sense of relief was? In many cases, the next thought after “Whew! I did it! It’s over!!” is “Oh but I could have done the last part a little better.”

You are suddenly back in control! The only problem now is that the speech is already finished.

See how much confidence you had following the speech? Overcoming the fears, usually in our own imaginations, of public speaking is very achievable. It just takes a lot of practice and discipline in order to keep the thoughts that draw us away from our own confidence and potential out of our heads completely so that we can focus on the important task at hand.

And that task is connecting with our audience and relaying our message with confidence and passion.

## PUBLIC SPEAKING TIPS

***Did you know that, according to recent surveys, more people fear public speaking than that of their own death? That’s right! Public speaking has become, and has always been, a very important and powerful tool used by everyone during some point in their lives in order to convey an important point or to succeed in their own business. In any case, we have provided some of our top public speaking tips in order to help assist you in achieving your most ambitious public speaking goals.***

Public speaking is about connecting with your audience. In order to connect, the public speaker must not avoid making eye contact.

Eye contact with your audience is very important in public speaking as it provides the audience with a sense of bonding with the speaker. This comes as a major benefit as it helps you, as the speaker; relax through simply focusing in on ONE person at a time rather than trying to focus on the entire room, which in many cases can lead to distraction and nervousness.

How about the volume of your voice and your inflection? These two items are ideal in any person’s speech as they create a sense of passion in your voice and passion, believe me, catches on quick!

Try to change the tone of your voice in order to keep the speech from becoming monotonous and boring. Get the individuals passionate and believing in what you are trying to tell them.

Another thing to remember is the usage of your arms and hands through gesturing during your speech.

Gesturing can have some amazing impact in public speaking as it really helps emphasize a public speaker’s point. Consider gestures as another style for your font such as “underlining” certain phrases in your speech.

Now these are some of the major skills a great public speaker will always be aware of, even practicing these gestures, inflection & volume, as well as eye contact, but how about other items that can be added into your presentation such as stories, jokes or humor, as well as visuals?

As far as visuals are concerned, it is always very, very important to keep the visuals as simple as possible. There is nothing more frustrating during a presentation than a confusing visual.



Not only can the complicated visual confuse your audience, but it may also cause your audience to become distracted, lost and disinterested. Keep it simple! Everyone loves to laugh, if they tell you any different, in most cases they are only joking!

Why not try to place a relevant and funny story inside the speech? One great way to open a speech is always with a great story that helps capture the audience's attention, even create a connection.

Of course it is always best to know your audience before daring a joke, so why not try a little story about yourself that can be related to the overall theme?

There are many ways to help improve your public speaking skills and we recommend checking out our other pages for more tips through the many links we have provided throughout our website.





# Chapter/Affiliate Event Participation FAQs

**For representatives of a chapter/affiliate who are asked by their national organization to attend events on their behalf.**

## When we're asked to attend a charity event on behalf of the national charity, who are we representing?

When your national organization asks if you can attend an event on their behalf for which they received an invitation forwarded by America's Charities, they are asking you to represent their national organization at the charity event and not your chapter/affiliate. This is because attendees can only represent a charity approved to participate and receive funding through the campaign that is hosting the event.

## What if we're also participating in the same campaign as the national organization?

This will require an internal conversation between you and the national organization as to how best to proceed. The national organization might ask you to put out items that represent both local and national, and speak on behalf of both, if you agree to represent both.

## If we receive an event request from our national organization, does this mean that we're participating in the campaign as well?

Some chapters might be in the same campaign as their national organization, but in many cases, it's only the national organization that is an approved participant. If you're uncertain, most campaigns require an application of some sort to participate, especially the CFC. If you don't remember filling one out or aren't part of a federation that would have applied on your behalf, then it is likely that your specific organization is not participating directly in the campaign.

## How do we check to see if we're participating?

By the time that you're receiving event invitations, the charity list for the campaign will be finalized. You can always reach out to the campaign directly (by email, phone or by their campaign website if they have one) to see if you're in the campaign.

## Would America's Charities know if we're in the campaign?

If there's a public facing charity list, we could find that out for you, but it is best practice to check with the campaign directly.



## Why aren't we automatically participating in the same campaigns as our national organization by virtue of how we are affiliated?

Almost all workplace giving campaigns require some sort of application ahead of time to participate. In order to participate either you, or your federation if you belong to one, must apply in order for your organization to be listed as a giving choice. Chapters/affiliates are not automatically enrolled in campaigns by virtue of their relationship with a separate charity that is a current participant.

## If we aren't in the campaign, is it okay if we attend the event?

If you aren't in the campaign, attending the event on behalf of the national organization who is in the campaign is fine, so long as you have communicated this with your national organization and let them know you plan to attend on their behalf. Just remember, you're there to represent the national organization and not your chapter/affiliate.

## If we want to be in the campaign, but aren't, is it too late to apply?

Unfortunately, at the point that event invitations are being sent out, most campaigns have closed their application window. If you aren't in the campaign and meet the criteria to apply, you can apply for the next campaign season.

## If we attend on behalf of the national group, who receives the donations?

This will depend on if you're actively participating in the campaign that's hosting the event. If you aren't in the campaign, and they don't accept write-ins (which many don't), all donations from the campaign will be directed at the national group. Some national organizations have a revenue-sharing model where they redistribute a portion of the funds received through a campaign to the local chapter/affiliate who attended the event on their behalf. Talk with a representative of your national organization to find out if this is the case, as this is not something America's Charities manages.

## Who should we RSVP with?

The invitation that America's Charities sends will have RSVP instructions. Beyond our instructions, we recommend CC'ing in your RSVP the person from the national organization who asked you to attend so that they are aware you will be attending on their behalf.

## If giveaways and brochures are allowed, what if we don't have anything that represents the national organization? What happens if our items are chapter/affiliate specific?

Please feel free to ask the America's Charities representative who sent out the invite to see if we have any of your national organization's materials on hand! If we do, we can work with you to send you some to hand out at the event(s), so long as we have enough advance notice.

If your national organization has not given us giveaway items, you'll need to speak with them on how they would like you to proceed.



## If we receive an invitation from our national organization that was sent from America's Charities, does this mean that we're also members of America's Charities?

No; membership with America's Charities is awarded only to nonprofits who are approved on an annual basis, so our partnership is with your national organization, unless you have joined us directly. To find out more about becoming a member of America's Charities, please visit our website and confirm your interest by completing a brief survey.





## What would you be using our promotional items for?

We use your promotional items to help promote your charity at various workplace giving campaign events (charity fairs, speaking engagements, etc.).

## What is the process for getting materials to you?

Please first let us know if you plan on sending items to us during the summer, for us in the fall, by answering question four on the Events Survey. You can also send us an email letting us know that you plan on sending promotional items. We recommend shipping items with some form of tracking method to ensure timely receipt. Please ship during normal business hours (9 a.m. – 5 p.m. M-F, except federal holidays). The address to ship items to is:

America's Charities  
Attn: Campaign Events  
14150 Newbrook Drive, Suite 110  
Chantilly, VA 20151

## What type of items should we be sending?

We have noticed a trend where campaigns are asking for promotional items more than brochures and, in some cases, won't accept brochures. Plus, there are some campaigns that restrict the language in brochures – no solicitation requests, generally – so promotional items are recommended over brochures.

However, we will still take and use brochures when we can.

## Do you send them to every campaign event?

America's Charities understands that promotional items, and brochures, cost you money. In an attempt to make the best use of items you send us, we're strategic in where we send items to, focusing particularly on events where you will have some form of representation, either by our staff or a staff member of another member nonprofit and/or events that promise to have a large turnout. We limit the amount of materials we send to campaigns not holding a formal event.

## We haven't produced any new items in a while but we have a number of older items. Can we send you those?

Yes! We recommend not using items that might have, say, an old logo or branding if that's not what you want to have handed out. Otherwise, we'd be happy to use what you have on hand.



## We happen to have a few items that are a bit higher quality than, say, pens. Would you recommend we send you these?

If you have promotional items that are higher in quality and if you would like to use them in this, you could always send us a few and ask that we only use these for the bigger events or for those charity events that ask for items for giveaways/door prizes.

These items tend to be embroidered polo shirts, paper weights, water bottles, etc.

## If we opt to send you brochures, are there any limitations or restrictions?

If possible, we ask that you do not send us brochures that include pledge/donation request forms as they are prohibited in certain campaigns. If that's what you have, we'll certainly use them wherever we can. And, as mentioned, some campaigns are moving away from using brochures.

## How many brochures/promotional items should we send?

- Brochures: 300-500
- Promotional Items: 300-500, depending on size/weight

## What happens if you don't use all of the items we send you?

We'll keep anything we don't use on hand for the next campaign event season.

## What do you consider to be promotional items?

Promotional items are any products distributed by your nonprofit that carry your brand and help communicate your mission. Popular promotional items, in our experience, are office supplies (pens, notepads, post-its), items for children (toys, key chains, bracelets, stickers), and items for everyday use (reusable grocery bags, canvas bags, magnets). A full list of the types of promotional items we collect is as follows:

- Hats
- Key Chains
- Cup Holders/Mugs
- Wristbands
- Bag Clips
- Agency DVDs
- Luggage Tags
- Small Notepads
- Golf Accessories
- Sports/Water Bottles
- Eyeglass Cleaning Cloths
- Paper Weights
- Calculators
- Stress Relievers
- Pens/Highlighters
- Rulers
- T-Shirts
- Canvas Bags & Totes
- Mouse Pads
- Magnets
- Bookmarks
- Stickers
- Hand Sanitizer
- Nail Files

