



2018 Campaign Events

Charity Fairs, Speaking Opportunities and More



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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Campaign Events Explained

America's
Charities®
800-458-8103
www.charities.org



Campaign Events Explained

- Events are opportunities hosted by workplace giving campaigns that allow charities to interact with potential donors.
 - These are not hosted or run by America's Charities.
- Campaigns we see event invitations from are: Combined Federal Campaign (CFC); State and Local Campaigns; Private Sector.
 - The programs your charity participates in with us will determine which events you receive. If you participate in CFC and Private Sector but not State and Local, you'll only see CFC/Private Sector events.
- Types of events:
 - Charity Fair/Tabling: Generally involves a booth/table where donors come to you
 - Speaking: Generally a 3-5 minute presentation to donors on both your charity and the impact of the campaign.



Importance of Events

- Face-to-face time with donors is always a good thing and helps cut through the noise.
- Grow brand recognition by handing out giveaways.
- 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 attend events each fall and provide us with giveaway items for distribution are casting a wider net for gaining the attention of prospective donors.



General Information and Facts on Events

- You can send anyone to represent your organization: staff, volunteers, board members, chapters/affiliates.
- Some events close incredibly quickly and most events are on a first come, first served basis.
- Some events have restrictions and others will have security protocols.
- Stats:
 - Number of Events in 2017, 485 events total:
 - 299 CFC Events
 - 175 State and Local Events
 - 11 Private Sector Events
 - Private Sector events are far more rare than CFC and State and Local
 - Number of attendees varies greatly – 5 people to over a thousand



Washington, DC Events

- 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.
- In 2017, 166 CFC Events were hosted in the CFC NCA. 55.5% of all CFC events received by America's Charities.
- This is where our Community First members will see most, if not all, of the event notifications (exceptions for some Virginia / Maryland State campaigns and Private Sector).
- We highly recommend selecting the DC Metro area and the Greater New York City Area (which, at 21 CFC events, was the second highest after DC)



The Events Process



The Events Process

- America's Charities role:
 - Receives all event notifications on behalf of members
 - Confirms information in email and requests more detail if needed
 - Sends event invitations out to our charity Event Representatives in a standard format
 - Acts as advocate wherever and whenever needed
 - Tracks event statistics



Member Charities who RSVP

- Things to keep in mind:

- When signing up for events, please only RSVP for ones you are certain you can attend. However...
- Life happens! If you need to cancel, please reach out to the event coordinator and America's Charities as soon as you know.
- Not showing up to an event you've RSVPed for, outside of emergencies, can have consequences.
- Only attend the event if you have a confirmed RSVP
- If you have a change to your RSVP, such as Person A is no longer able to attend but you have Person B, please contact the event coordinator as soon as you know.



The 2018 Event Process

1. Members fill out the Events Survey to be sent later; deadline to submit survey will be **June 29th**. (June)
2. America's Charities receives an invitation for an event from a campaign. (July – January)
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, along with instructions on how to RSVP.
5. Members determine if they're able to attend and RSVP.



Event Notification Example

CFC of the National Capital Area Event
Please RSVP by replying to this email **by COB January 2nd**

Your organization was randomly selected to be invited to this charity fair!

Opportunities are available **January 8th** for charity representatives willing to travel to **Arlington, VA**. In addition to attending on behalf of your charity, we ask that representatives are also able to speak to America's Charities' [mission and vision](#) to passersby.

For those charities using local chapters/affiliates to attend on your behalf, this is just a quick reminder that they will need to represent you at the event and not their local affiliation.

WHAT

Campaign Event: Department of Defense Charity Fair

Event Type: Charity Fair

WHERE/WHEN

January 8th

Arrival Time: 9:30 a.m.

Event Time: 10:00 a.m. – 2:00 p.m.

111 South George Mason Drive
Arlington, VA 22204

Please use the main gate entrance located right on George Mason Drive.

ADDITIONAL INFORMATION

Charity Spots: 12

Security Notes: You must present a driver's license. Additional security forms may be required.

RSVP: via email to Elizabeth Scott, elizabeth.y.scott.civ@mail.mil, and CC me, jwatkins@charities.org, **by COB January 2nd**. You will need to provide the **name of the person, email address and phone number** of the person who will be attending.



The Event Survey

- A survey will be sent out sometime after this webinar to collect information from charity members.
- If you opt out of a geographical location but are requested by name for an event there, we will notify you.
- As mentioned, if you don't select all areas, we recommend selecting the DC Metro and New York City amongst the ones you do pick.
- If you don't fill out the survey, you are automatically opted into all locations.



The Event Survey

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

Organization Name:

Your Name and Title:

Your Phone Number:

Your Email Address:



The Event Survey

*** 2. 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



The Event Survey

*** 3. 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
- None - I am opting out of 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)



The Event Survey

We have seen a trend where campaigns are asking for more giveaways and less brochures, so that is something to keep in mind. Also, for those members in **State and Local Campaigns**, we are running low on items we received last year!

*** 4. Do you plan to send America's Charities any of the following to use at various campaign events? If yes, on average we ask for about 300-500 of Giveaways and 300-500 of Brochures.**

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



The Event Survey

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

- Yes
 No

Please provide explanation, if desired.

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

If yes, we will still be communicating directly with you. Members will need to forward these to their chapters/affiliates and communicate that the chapter/affiliate will need to represent the National organization at the event. This question helps us to know in advance which groups might be doing this.

- Yes
 No
 Not Applicable

Please provide explanation, if desired.

If you plan on utilizing your chapters/affiliates, please feel free to download this [Chapter and Affiliates FAQ](#) to hand out to them. This is a great resource for chapters/affiliates who might not be familiar with America's Charities or the event process.



The Event Survey

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

- Yes
- No
- Not Applicable

If yes to Question 9, please send a spreadsheet to BCampanella@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



Importance of Promotional Items



Giveaways and Brochures

- Acts as a draw to bring people to your table – everyone loves giveaways!
- Expands the reach of your brand.
- Allows you to be represented at events even if you aren't there.
- Use what you have on hand – you don't need brand new items
- If possible, brochures shouldn't contain asks for donations, just information on your organization/mission.
- We are running low on items from charities in our State and Local campaigns!



Popular Items

- Hats
 - Office supplies – pens/highlighters/pads of paper
 - T-Shirts
 - Canvas bags and totes
 - Stress relievers
 - Mugs
 - Golf accessories
 - Magnets
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- If you have some higher quality items, feel free to send some for us to use as door prizes!
 - Such as paper weights, embroidered polo t-shirts, water bottles, etc.



Q & A

THANK YOU