

Successful Events Worksheet

Make sure you have at least a FEW of the elements below incorporated in your Charitable Fund Drive event:

- Education** – where employees can meet charities in person and ask questions
- Fun** – something that people enjoy and that builds camaraderie in the office
- Rewards** – employees can win small prizes for participating
- Leadership** – have your department head speak at, publicize or participate in the event
- Fundraising** – raises money for the Charitable Fund Drive, but doesn't divert people from making personal pledge gifts

Also, think about and add in these elements to **ensure** your event is successful:

Timing – plan your event for a day when the most people possible will be in the office. Find out when (and avoid) conferences, all-day meetings or other events will be happening. When you find the best day for your event, use it to launch or kick off the campaign in a visible way.

Publicity -- Get the word out using varied methods:

- Email
- Posters – go to (ecfd.oregon.gov for sample posters and the official CFD logo)
- Word-of-mouth (personal reminders to co-workers, or a “whisper” campaign)
- Letters from department leaders

Incentives – people are more likely to attend if they have a chance to win something or get a treat. Some fun ways to offer this are:

- Drawings for things like gift baskets, special parking space, gift certificates
- Snacks: home-baked goodies, fresh popcorn, ice cream sundaes, espresso bar
- Lunch: potluck lunch, barbecue, chili / soup cook-off, pizza party

Ease of pledging – Demonstrate the new online pledging system at your event by setting up a computer connected to the internet. Encourage co-workers who attend to see how easy it is to make a gift using the new online system.

Location – Choose a site for your event that:

- Has high traffic every day and is easily accessible
- Is large enough to hold a small crowd of your co-workers
- Has a place to hang large signs to advertise the event so co-workers know exactly where it is

Other Ways to Create Buzz

- Schedule a short presentation from charities at your next staff meeting
- Contact the CFD CMO team to arrange for a speaker at your event
- Plan an event that is brand-new to your workplace, something unusual