

CFC Speaker Guidelines

The CFC speaker represents all charitable organizations listed in the Charity List and motivates the audience to participate through the CFC.

SPEAKER'S PURPOSE

- GIVE A THREE - FIVE-MINUTE TALK**
...to a group of federal employees who are potential contributor's through the CFC.
- REPRESENT ALL CHARITIES**
...listed in the Charity List. Over 2,900 agencies in the SOCAL campaign.
- THANK YOUR AUDIENCE**
...for their support through the CFC. ...for what they do in the Federal government.

SPEAKER'S OBJECTIVE

- MOTIVATE THE AUDIENCE**
...to participate in the CFC. To consider using the CFC for making a charitable donation.
- TELL HOW YOUR AGENCY**
...uses the contributions it receives through the CFC.

As an agency speaker, your primary objective is to motivate Federal employees to participate in the Combined Federal Campaign. You will be speaking with the intent that you are representing all the organizations in the campaign and your organization. Your secondary objective is to inform and educate Federal employees on how their contributions are being used and making a difference, by using your agency as an example.

SPEAKER'S RESPONSIBILITIES

When you are asked to be a guest speaker, ask for the following information:

- Complete name of organization _____
- Address / location of organization _____
- Specific location of event (conference room, hanger bay, lunchroom, etc)

- Start time of talk _____ Allowed length of talk (never talk more than 5 min)
- Number of attendees _____
- Description of audience _____
- Other speakers who will attend _____
- Contact's Name _____ Rank/Rate _____ Telephone _____
- Base entry instructions _____
- Parking instructions _____
- Driving directions _____
- Driving time _____
- Provide contact information; your name, telephone number and Cell phone number.

HELPFUL HINTS

Know who your audience is:

- Military, DOD Civilian, Combination of Military and Civilian, Federal Agents or Postal Employees.

Set an arrival time:

- Allow for travel, parking, security check-in and a pre-talk briefing.
- If you have any special requirements – ensure your contact knows them.
- Allow extra time if you are going on to a military base and make sure your contact will meet you at the gate.

Confirm with your Contact:

- Anticipated start time.
- Length of your talk – do not talk more than 5 minutes even if your Contact says you have more time.
- If you exceed your allotted time, the only thing remembered will be that you talked too long.
- Women going aboard a ship should wear slacks and flat-soled shoes.

Please do not bring a video or film:

- CFC video is the only video authorized.

Please do not bring agency literature that solicits:

- Bring educational material to be set out for pick up by the attendees.
- Do not advertise your CFC Code – the CFC does not influence its donors in any way.

Please do not discuss or engage in the following:

- Political issues - Someone will always have an opposing view.
- Religious issues - Someone will take exception to your convictions.
- Sexual issues - Unless they are related to agency services.
- Another agency – Comparing your agency to another is argumentative and your audience is unlikely to understand the difference.

The CFC Staff is available to help with any questions you may have.

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