

# Combined Federal Campaign South Hampton Roads

## Most Innovative CFC Campaign Award Application

Agency/Command Name: \_\_\_\_\_

Nominating Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

### Eligibility Requirements

This recognition is given to up to FIVE federal Agencies/tenant Commands that utilized original and innovative ideas to complete their campaigns. *(Judging by the LFCC will take place)*

Innovative activities can be in the areas of campaign administration/management, marketing, fundraising & incentive efforts and/or other innovations which display creativity and excellence during the current CFC Campaign. *(Please use additional paper, if necessary, when answering questions.)*

### Campaign Activities

Coordinator reached 100% Contact	<input type="checkbox"/> Yes <input type="checkbox"/> No
Received visible and full support from Agency/Command leadership	<input type="checkbox"/> Yes <input type="checkbox"/> No
Organized employee campaign meeting/presentation that included a CFCSHR representative	<input type="checkbox"/> Yes <input type="checkbox"/> No
Scheduled CFC and/or Charity Speakers, Fairs and/or Tours	<input type="checkbox"/> Yes <input type="checkbox"/> No
Promoted CFC through internal communications; whereby, Coordinator(s)/Key Worker(s) used promotional/marketing materials advancing the campaign within Agency/Command	<input type="checkbox"/> Yes <input type="checkbox"/> No
Did you create or use specific marketing materials and/or promotional items? If yes, please describe the materials created. Please also feel free to provide some sample copies of materials (and/or pictures) to support this application.	<input type="checkbox"/> Yes <input type="checkbox"/> No

Hosted fun/thematic special event(s), fundraising activities or incentive programs that educated personnel and effectively communicated the importance & benefits of contributing to CFC ( <i>i.e. non-solicitation event held during duty hours</i> ). If so, please list all activities performed:	<input type="checkbox"/> Yes <input type="checkbox"/> No
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**Why do you believe your Agency/Command should receive this award recognition?**

**Please describe how you incorporated creativity into your Agency/Command campaign, and provide specific examples when possible.**

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### **Campaign Performance**

Increased Total Dollars (\$) Raised over prior campaign year	<input type="checkbox"/> Yes <input type="checkbox"/> No
Increased Percentage (%) of Employee Participation ( <i>different from 100% Contact</i> )	<input type="checkbox"/> Yes <input type="checkbox"/> No
Increased Number of Leadership Gifts AND Increase in Leadership Giving Total Dollars (\$) (Flag: \$240+; Beacon: \$500+; Eagle: \$1,500+)	<input type="checkbox"/> Yes <input type="checkbox"/> No
Increased Participation of Online Giving ( <i>if applicable for Agency/Command</i> )	<input type="checkbox"/> Yes <input type="checkbox"/> No

### **Additional Information:**

**Thank You,**  
 Combined Federal Campaign of South Hampton Roads

