



## 2019 CFCNCA Campaign Contest

### Overview

The CFCNCA Campaign Contest rewards creative efforts that happen during the campaign season, including special events, written materials, and overall communication strategies. These awards recognize the individuals, reporting units, and agencies that demonstrate the theme **Show Some Love** and support the goals of the campaign.

Entries will be judged by a panel of federal employees (Campaign Workers) at CFCNCA headquarters with approval from the Local Federal Coordinating Committee. Submissions will be judged on first impression, presentation quality, creativity/uniqueness, communication of CFC messages, and perceived level of effort. Three awards will be given per category (one small, one medium, and one large).

Winners will be recognized at the CFCNCA Campaign Finale and Awards Ceremony in March 2020.

### Submission Guidelines – Civilian and Postal

**Deadline: Friday, January 31, 2020 @ 6:00 pm**

Mail or hand-deliver entries. Emailed submissions will NOT be accepted.

**CFCNCA Headquarters**  
Attention: Ernest Scott  
1717 H Street NW, Suite 800  
Washington, DC 20006

*Telephone: (202) 465-7265*  
*Mobile: (404) 867-6078*

### Materials to Include:

- Complete and submit the Entry Form on the front of your entry.
  - Include a description (no more than two pages), and examples/materials (website screenshots, photographs, publications, etc.)
- Each entry should be submitted in only one category, and each department/agency/reporting unit should enter only once per category.
- Use a separate Entry Form for each submission – each entry should have its own Entry Form.

### CD & DVD Requirements:

For the submission of videos, only the following formats will be accepted: **.wmv**, **.mp4**, **.mov**, and **.avi**.

## Submission Guidelines – Department of Defense

Submit entries through the Voluntary Campaign Branch. Please contact the VCB for further details.

### Award Categories

- **Executive Involvement Award** — To the department, agency or reporting unit that best involved the head of the agency and/or senior leadership of their organization in the implementation of campaign activities, events and communications. You should submit photos, articles, letters or speeches showing your leaders' involvement in the campaign.
- **Innovation Award** — To the department, agency or reporting unit that implemented new and creative practices that resulted in increased contributions, participation and/or education about the CFC.
- **Best Special Event** — To the department or agency with the most outstanding campaign rally, kickoff, volunteer involvement, day of caring or other event. Include pictures, video, scripts or other media to capture the details of your event. Describe the event, creative team, attendance, special speakers/guests and other background information in your submission.
- **Best Digital Media** — To the department, agency or unit that makes the most creative use of the website, video tools, and social media to communicate the CFCNCA story. Submit copies of screenshots of your website or social media post with the entry form. You can also enter in this category: samples of computer network messages, email blasts, calendar/meeting reminders, electronic newsletters, or other ways you electronically deliver the CFCNCA message.
- **Best Poster/Display** — To the department, agency or reporting unit judged to have the most creative poster to publicize CFCNCA and attract contributors to the campaign. The actual poster must be submitted. For larger displays, pictures of the display will be accepted.
- **Best Campaign Essay or Publication** — To an individual or organization who creates the best essay or feature story on an employee or charity. In addition, you may enter any internally-created magazine, newspaper, or other printed periodical that does its best to draw donors into the campaign and communicate the appeal of CFCNCA.
- **Best Photography** — To an individual or organization for outstanding use of original images to publicize the CFCNCA. The images can show how employees get involved in voluntary activities, how people in need are assisted by CFCNCA-supported charities or artistic and creative ways images are used in the course of the campaign.
- **Best Overall Outreach Plan** — To the organization that best used multiple techniques to inform and motivate employees to participate in the 2019 Campaign.

## Award Categories (Continued)

### CFCNCA Hero Awards

Each department or agency will have the option of nominating a CFCNCA Hero to be honored at the awards event in March 2020. The individual nominated will be evaluated based upon the following key factor:

#### ***Exceptional commitment to CFCNCA activities as a Federal worker***

Campaign Managers, Coordinators, Keyworkers, Loaned Executives and others may be recognized. CFCNCA Hero Awards will be given in each of the following categories: Military, DoD Civilian, Postal Service, and Other Civilian. The top three highest-scoring local CFCNCA Heroes (one from each category) will be entered in the *National CFC Hero Awards* contest, administered by the Office of Personnel Management.

To nominate a Hero, please submit your nomination at <https://cfcnca.org/hero-nomination>.

If you have any questions, please contact:

Ernest Scott  
Senior Operations Manager  
Combined Federal Campaign of the National Capital Area  
Telephone: (202) 465-7265  
Mobile: (404) 867-6078  
[ernest.scott@cfcnca.org](mailto:ernest.scott@cfcnca.org)



# 2019 CFCNCA Campaign Contest Entry Form

Complete all fields, then print this form and include it on the front of your submission.

Attach a description of your entry plus photos and examples.

Description should not exceed 2 pages and should include goals, strategies and results.

<b>Contact Name:</b>	<b>Department/Agency:</b>
<b>Phone Number:</b>	<b>Email Address:</b>
<b>Competition Category:</b> <input type="checkbox"/> Large Agency or Department / more than 15,000 full-time employees <input type="checkbox"/> Medium Agency / 1000 to 14,999 full-time employees <input type="checkbox"/> Small Agency / up to 999 full-time employees	
<b>Award Category:</b> Check <u>only one</u> award category per submission.  <input type="checkbox"/> Executive Involvement <input type="checkbox"/> Innovation Award <input type="checkbox"/> Best Special Event <input type="checkbox"/> Best Digital Media <input type="checkbox"/> Best Poster/Display <input type="checkbox"/> Best Campaign Essay or Publication <input type="checkbox"/> Best Photography <input type="checkbox"/> Best Overall Outreach Plan <input type="checkbox"/> CFCNCA Hero <ul style="list-style-type: none"> <li><input type="checkbox"/> Military</li> <li><input type="checkbox"/> DoD Civilian</li> <li><input type="checkbox"/> Postal Service</li> <li><input type="checkbox"/> Other Civilian</li> </ul>	<b>MAIL OR HAND-DELIVER ENTRIES TO:</b>  <b>CFCNCA Headquarters</b> Attention: Ernest Scott 1717 H Street NW, Suite 800 Washington, DC 20006  <b>Telephone: (202) 465-7265</b>