

# CAMPAIGN IDEAS

## Themes and Events

Themes can be used to develop understanding about CFC, increase volunteerism, build excitement and reward your campaign team. They make a great addition too, but do not replace, employee meetings and “the ask.”

### Reality Campaign

Get “real” with your employees and host a campaign with a theme centered on Reality TV. Activities might include a “Who Wants To Be A Millionaire” trivia contest, a “Survivor” obstacle course, an ‘Amazing Race’ scavenger hunt, or “American Idol” karaoke or lip synching contest.

### Baby/Pet Picture Match Game

Invite employees to try their luck at matching baby or pet pictures to pictures of employees. Make it a fundraiser by inviting employees to donate a small fee to vote and award a fun prize to the participant with the most right answers.

### A Taste of Monterey!

Hold a wine and olive oil tasting event and invite your employees and their guests to rate each using special rating sheets. Send an email with information about your employees’ recommendations and favorites. Hold a raffle for contributors and include a variety of Monterey County wine products.

### Iron Chef

Give your company’s gourmets a chance to show off. Host a cooking competition, and ask participants to bring a crock-pot filled with their favorite recipes which will be judged by a panel of judges. Or provide ingredients and make it a microwave or “E-Z Bake Oven” cook-off.

### Book, Music and Video Sale

Have employees donate books, CDs, videos, or DVDs for a company-wide sale, with proceeds

### Tune into Community

Music is a great way to get everyone moving to the same beat. Hold a karaoke kick-off party, a CD-swap or a musical talent show. Raffle off an MP3 player or CDs.

### Mardi Gras

Everyone loves a party, so why not model your campaign after the biggest party in the world — Mardi Gras. Invite a jazz band to play at your kick-off event. Hold a parade float contest, with departments decorating shoeboxes as floats. Sell bead-o-grams (beads with thoughtful messages attached). Host a Cajun potluck.

### Nifty Fifties

Give prizes for most authentic fifties-inspired outfits. Hang posters that tell what “fifty cents more per week can do for our community.” Have a hula hoop or bubble blowing contest.

### Back to School

Relive the glory years of school (without all the homework). Hold a spelling bee or email community pop quizzes to employees and award prizes.

### Whose Legs Are Those?

Line up co-workers for mug shots of their legs in Bermuda shorts, legs only. Make it a fundraising event by encouraging employees to pay a small fee to guess which legs belong to which co-workers.



Monterey & Santa Cruz Counties

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## *Themes and Events*

CFC's campaign themes are "Give a little. Help a lot.", "A Giving Heart...Creates a New Start" and "A Better Tomorrow starts Today." You may use these themes or create your own. Weave your theme into campaign events and materials using the CFC logo. Tie your theme to your agency's logo, advertising slogan or industry.

"To get the best results, a grass roots campaign is the way to go. Involve key employees who can generate excitement and attend events to get maximum participation. Demonstrate leadership support throughout the campaign."

### **Ice Cream Social**

Set up an ice cream bar with a variety of favorite toppings. Make it a fundraiser by charging a dollar a scoop.

### **Team Spirit Tailgate**

Invite employees to wear their favorite team gear on a Friday. Host a "Tailgate Party" during the lunch hour asking employees to bring their favorite dish to share. Host a sports trivia contest.

### **Balloon Pop**

Before filling a balloon with helium, put a note inside some of the balloons with the name of a prize. In other balloons, put a note with a fact about your company's involvement in the community or a campaign, community or CFC statistic. Invite employees to purchase and pop balloons.

### **Half & Half**

Invite employees to donate a dollar to be kept in a plastic container. Hold a drawing where the winner receives half the funds in the container and the other half benefits those in need.

### **Pancake Breakfast**

Sell tickets and cook breakfast in your company cafeteria. Don't forget bacon, sausage, buffet etc. Each department can donate an item. Include a raffle with prizes like lunch with the CEO, coffee and newspaper delivery for a week, a vacation day, or casual dress day.

### **Carnival**

Hold a carnival to kick off your CFC campaign. Include an executive dunking booth and carnival games such as the egg/spoon race, ring toss and ducky races.

### **Lights! Camera! Action!**

Have a Halloween costume contest where employees dress up as their favorite characters from movies or TV shows. Perform a skit that matches your campaign theme. Raffle off movie tickets or other gift certificates.

### **Employee Cookbook**

Have employees submit their favorite recipes to be published in a company cookbook. A variation of this theme is to create "books" on golf tips, gardening, etc.

### **Executive Chair or Tricycle Race**

Set up an office relay course for participants to go through, either sitting in a chair or on tricycles. Let employees "bet" on their favorite contestants.

### **Ugly Tie or Ugly Earring Contest**

Have contestants pay to enter the ugliest tie or earring contest. Take pictures of the participants with their tie or earrings and have employees "vote" on the ugliest tie and earrings by contributing a dollar.

### **Back to Basics—Fundraiser Events**

Do what works. We all know hosting a car wash, garage sale or bake sale will raise money. Looking for trivia game, have a CFC Quiz. If you want to keep it simple go back to what has worked for you in the past.