



# **2016 IDEA BOOK FOR A SUCCESSFUL AND FUN COMBINED FEDERAL CAMPAIGN**





**Having fun and being creative are a couple of the secrets to a successful Combined Federal Campaign (CFC).**

**They help keep employees engaged by communicating the CFC message in an interesting way.**

**Coming up with new and fresh ideas every year can be difficult. That's why we have assembled some of the best and most successful ideas into this book.**

**Use this booklet as a starting point to help develop ideas tailored to your agency. Many agencies like to include fun activities in their kickoff or as a thank you to their employees for a successful campaign.**

**A little planning, creative themes and special events will put your campaign over the top!**



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***Please be sure to work with your Ethics Office to ensure games, prizes and/or incentives meet your Agency's ethics policies.***



## Section One - THEMES

**Themes build enthusiasm, capture attention, and make your agency's campaign more meaningful and educational.**

- Be a Champion for Your Community
- Be a Star in Someone's Life
- Be Somebody's Hero
- Caring is Cool
- Caring in Our Business
- Caring Works Magic
- Catch the Caring Spirit
- Catch the Spirit
- Catch the Winning Spirit
- Celebrate the Caring Spirit
- Changing Lives
- Community Spirit at Work
- Dare to Care
- Dare to Share
- Disney Day
- Experience the Joy Together
- Fill the Well of Hope
- Follow the Sun
- For the Kid in Each of Us
- Generate a Spirit for Caring
- Give From the Heart and Make a Difference
- Give Life a Lift
- Giving Hope
- Go For the Gold
- Help Brighten Tomorrow
- Help Build a Better Community
- Help the Sun Shine In
- Helping Everyone Everyday
- I'd walk a Mile for the CFC
- Imagine What We Can Do Together
- Insure Your Future With CFC
- Invest In Your Community
- It Only Takes One Be the One
- Join the Winning Team
- Keep the Miracle Happening
- Let's Make the Difference
- Lift Someone's Spirits
- The Magic of Life is Giving
- Make a Change for the Better
- Make it Happen - Give to the CFC
- Open Your Hearts to Others
- Orchestrating a Change through CFC
- Our Community Needs Us
- Our Team Works
- Paint a Brighter Tomorrow
- Pay It Forward Through CFC
- Pitch In & Give
- Play a Starring Role In Your Community
- Share a Dream
- Share the Sunshine In Your Life
- Share with Pride
- Shine on the Community
- Soar With Us
- Take Stock in Our Community
- Together Our Star Shines Brighter
- Touch Someone's Heart
- The CFC Challenge
- United In Sharing
- The CFC Way is An Uplifting Experience
- United We All Win
- We've Done a Lot, But There's Still a Lot to Do
- What the World Needs Now
- What We Do Today Can Change the Future
- Working Wonders Together
- You Give Hope
- Your Gift Works Magic



## Section Two – FUN IDEAS

Some of these fun ideas are your opportunity to add a little something extra to your campaign. Not only do they raise extra money for the Combined Federal Campaign (CFC), but they can be instrumental in team development and great for employee morale. Use these ideas as an opportunity to further educate your co-workers about the CFC. Remember not every event has to be elaborate, but please stress that the support of these activities is in addition to the individual campaign pledge.

Have some fun using these special event ideas!



### [“Be a Lifesaver”](#)

Write “Be a Lifesaver, Please Give” on a sticker, and wrap it around a roll of Lifesavers. Continue the theme throughout the campaign by providing facts and real-life stories about people who have been helped by the “lifesavers” in the community.



### [“Chip in for the CFC”](#)

Place chocolate chip cookies on every employees’ desk with a note attached announcing the start of the campaign and asking employees to “Chip in for the CFC”.



### [“Get the Home Run Feeling”](#)

This theme can motivate your employees to give generously. Kick off the campaign with ballpark cuisine. For example, you could charge 50 cents for a soda, 50 cents for chips, and 75 cents for a hot dog and have free popcorn. A large baseball diamond can serve as a goal poster to monitor the progress from first base to the “home run” goal.



### "Raisin Money for CFC"

Bring small boxes of raisins and attach a note to the box that reads, "We are raisin money for the CFC." Continue the theme throughout the campaign by providing your employees facts about the CFC as well as where the money raised goes.



### On the Road to Community Betterment"



Make signs in the colors and shapes of road signs which say, "CAUTION: Community-Building at Work," "STOP Hunger," "ONE WAY to a Better Community," "YIELD: Help Your Neighbor." Take pictures of your employees and put them on colored construction paper. Build a block with the employee photos and place a sign next to it with the theme, "Building a Better Community."

### Backyard/Parking Lot Bar-B-Q



Determine costs of set-up. Set a sale price for the Bar-B-Q. Pre-sell tickets to the event. The event may also be set up as a potluck picnic with everyone bringing a dish to share.

Items that need to be purchased include: paper products, meat and fixings, buns, beverages, grill, lawn chairs, tables. Set-up outside. You may wish to include a volleyball net, frisbee, music, etc. as time and space allow.

### Balloon Pop

Employees donate prizes for this event—a variation of the tradition raffle. Before filling a balloon with helium, put a note inside with the name of the prize written on it. Employees may pay \$1 to buy a balloon and pop it to find out what prizes they've won.



### Basket Raffle



Invite each department to assemble a basket of items that employees will buy individual chances to win. Make an event out of it and use a large Conference room to stage "Basket Central" where employees can peruse the items and submit chances or bid for their favorite items. Award prizes to the department(s) who put together the most creative or coveted basket.



### [Candy Jar Guessing](#)

Fill a jar with candy or other items and display it in the office or employee break room. For a suggested \$1 donation, the employees can guess how many items are in the jar. At the end of your campaign, the employee that has the closest guess wins the jar and its contents or some other prize.



### [Chair Derby](#)

Set up a relay course for employees to go through, sitting in chairs or riding tricycles. Use a stopwatch to time the contestants, with the best time winning a prize. Participants may pay \$2 to enter the derby.



### [Coin War](#)

Supply each department or section with an empty bottle from a water cooler. Invite employees to drop their spare change in the bottle. For a fun twist, designate dollars as "sabotage" amounts and encourage competing departments to drop dollar bills into each other's bottles. At the end of the campaign, count the coins and subtract the dollars. The department with the most money wins a prize and the proceeds are donated to the CFC.

### [Craft Sale](#)

Advertise the craft sale ahead of time in the agency newsletter, bulletin board, email enabling participants time to make (or buy) crafts. Place items on a display table, each with its own jar to place purchased chances. Employees purchase chances, fill out name and place it in a jar corresponding to the item they desire (example: \$0.25 each or 5 for \$1.00). Run the sale for a week, allowing employees to check each day on their odds by looking at the number of tickets in the jars. At the end of the week, the Key Worker draws names and delivers the items to winners.

### [Crazy Days Spirit Week](#)

Encourage your employees to show their wild side. Some examples are

- Monday: Western day
- Tuesday: Ugly earrings/tie day



- Wednesday: Outrageous sock day
- Thursday: Turn Back the Clock day (50s, 60s, 70s, 80s)
- Friday: Crazy Hat day



### [Early Bird Gets the Worm](#)

In the middle of your campaign, treat contributors who have already turned in their pledge form. Place a helium filled balloon on their desk with a note of thanks. You could also include a small candy bar or some other token of appreciation. This encourages employees to turn in their pledge cards early, while recognizing those individuals who contributed early.



### [Employee Car Wash](#)

Recruit a team of car-washers (consider involving managers) and determine shifts. Team members bring sponges, rags, soap, buckets, hoses, radio, etc. on day of event. Set up wash site in employee parking lot. Wash tickets may be purchased in advance (\$3-\$5) or simply recruit cars on wash day. Car washers get keys from co-workers, pick up vehicle and bring to the wash site to be cleaned.

Return washed cars to parking places. Workers never have to leave the office!

Another option is to set aside a reserved parking area for employees to park in the morning, leaving keys in the car to be moved if necessary.

### [Game Show Giving](#)

Have a new Game Show theme every day for a week. Use the information in the campaign materials to get your answers. Let employees know ahead of time that they should keep these materials for use in the games.

For each game, you must make a display board and place it in a heavily traveled area like the hall way or cafeteria. Make up individual answer sheets for each game and place them beside the display. Make a drop box for their answer sheets & place by the display. Each evening, you and your committee goes through the answer sheets and from those who got 100% right, do a drawing for a prize.

Announce the winner of Day 1 over the intercom (if possible) or list their name near the next day's game display to get some excitement going. Do this with each day's winner.



### [Indoor Mini Golf](#)

This indoor event is great for swinging away those winter blues! To make the event a contest, have each department design a creative hole using only materials already in their department. Examples include: wastebaskets, letter trays, reams of paper, machine parts, etc. If possible include a shot from the roof.

The Key Worker and/or campaign committee rounds up some clubs and staffs the course during the lunch hour for the week of the campaign.

Employees play the course as often as they like for a small fee. The Agency Director serves as the pro, challenging the employee with the winning score to a sudden death playoff on the final day of mini golf. Prizes are awarded to the department with the most creative hole and to the best mini golfers.



### [Oldest Agency T-shirt Contest](#)



Dust off those old agency t-shirts and model them proudly in this special event. Charge a \$3 entry fee and have a fashion show to display the history of the agency t-shirts. Award a new piece of clothing with the agency logo to the winner.

### [Movie Trivia Quiz](#)

This quiz can be completed at workstations & returned to an appointed person to tally the scores. You can match the actor/actress with the movie, match the quote with the movie, or combine. The highest score wins a prize. In case of a tie, a drawing will be held. Winners can be announced at a group lunch at the close of the campaign.



### [Ornament Raffle](#)

Buy or have donated an artificial tree, which can be stored and used annually. Employees bring in ornaments either purchased or handmade to hang on the tree. Tree may be kept up and ornaments collected for the entire Christmas season. After all ornaments are collected, most valuable ornaments are selected to be raffled first, giving all a fair chance at high valued ornaments (Hallmark Keepsakes, Precious Moments, etc.). Employees purchase chances for the ornament raffle (example: \$0.25 or 5 for \$1.00) and names are drawn.

### [Potpourri Luncheon](#)

Participating employees bring a hot-dish, appetizer, salad, side, dessert, etc. to be shared. Paper products are also needed for this event. There is no sign-up for this event. Items brought in are completely random. Employees pay \$5 to fill their plate and sample everything in the room.





If your company has their own cookbook, the theme could be A Potpourri of Company Recipes. Participants must make a dish out of the employee cookbook.

### [Put Yourself in Their Shoes](#)

Encourage the wearing of crazy/funky shoes the week of the campaign. Hold a campaign kick-off lunch with foot-long hot dogs, shoestring taters, corn chips,

SOFT SHOE drinks and SOLE music (Blue Suede Shoes, Boots Were Made for Walking). To start the campaign and to get across the mean. He, host guest speakers from agencies, or have guest speakers from within the company relate their experiences with agencies and personally ask people to put yourself in my shoes. Keep track of fundraising progress with a poster board designed with a track and moveable (Velcro, magnetic board, etc.) racing shoes that come closer to the finish as the campaign evolves. Hand out thank you notes at the end of the campaign, tied with shoelaces.



### [Root Beer Float Sales](#)

Seek donations or purchase root beer and vanilla ice cream. Other items needed include straws, spoons, cups, and ice cream scoopers. Have committee schedule work shifts. This popular event works well during lunch and breaks in the summertime. Remember a freezer will be needed to store the ice cream if the event is held all day.



### [Reach for the Goal](#)

Tie together the title with an Olympic theme. The company wins the gold medal when the campaign goal is reached. Create a poster with a bronze, silver and gold medal goal. The Opening Ceremonies are the kick-off to the campaign, explaining the goal and theme.

Symbolic passing of the torch from last year's campaign chair to the new chairperson. Hold a mini-Olympics with employees forming teams of three or more. Events include hula-hoop relay, tricycle race, basketball dribble, tug-of-war, 100-yard dash, mile relay, and sack race. Winter Olympic events include cross-country ski relay, the luge (fastest sled), tug-of-war in the snow, best snow sculpture, team members push-pull each other in a sled race and snow football. Charge an entry fee for teams, offering prizes for the winning team along with souvenir gold medals. Conclude the Olympic campaign with an awards ceremony, awarding Olympic winners as well as all employees for their campaign efforts.



### Quilting Quest



Employees purchase a 10x10 cloth square. The square becomes their piece of the larger quilt. Instead of purchasing, pieces of quilt may be given upon returning ones pledge card. Employees decorate their piece with photos, drawings, embroidery, words, pieces of fabric, etc. which identify their personality. Use your imagination!

The pieces are collected and displayed together on a wall in an entryway. Yarn, colored tape or similar material is used to section off the individual square on the wall. An ambitious SewingBee may sew all pieces together as well.

Quilt shows how each individual "unites" with others in the quest to make a difference in the community. Raffle off finished quilt.

### Team Weight Loss

Develop teams (4-10 people) of employees willing to lose pounds for profits. Each team member pays a fee (a campaign contribution) to enter the competition. At the start date, all employees' weigh-in & record their starting weight (honor system may be used). Pick an ending date for the final weigh-in. The team that together loses the most pounds wins.

Employees may choose to weigh themselves at various times throughout the competition to brag to competing teams, encouraging competition. Elect a team captain to tally final weight loss results of the team. Give the winning team a lunch out as their reward!





## GAME IDEAS

- **Jeopardy** - Have 5 - 10 answers about the campaign, the agencies, etc., on a board. Make up play cards/answer sheets and have the employees write down the questions & drop them in the box.
- **Wheel Of Fortune** - Have several puzzles related to the CFC, such as the campaign chair, agencies, theme for that year, etc., (give them vowels for free) and have employees write down their guesses & drop them in the box.
- **Family Feud** - Using a statement from the campaign materials like: CFC agencies that support Animals. Have the employees list the agencies on a sheet (assign equal points to them).
- **Guess How Many** - Guess the number of jellybeans, M&Ms, pennies or other items in a jar. Buy chances to guess. Closest guess receives a prize.
- **Let's Make A Deal** - Go around the office and ask random CFC-related questions to employees. If they get the answer right, give them a prize on the spot. (Works well if you can get the agency head to go along with you to hand out the prize.)
- **Who Wants To Be A Millionaire** - From the list of donors, draw out names randomly to be the contestants. Ask them to name three CFC agencies that help kids (or elderly, families, etc.) Whoever writes them down the fastest and raises the paper in the air gets to play first. Using the CFC brochure or website, put together some questions about the CFC and the agencies for the contestant. Use play money for prizes.
- **Where in the world is Carmen San Diego? (Or where in Lancaster County is Your Agency Head)** - This is a twist on the kid's educational program "Where in the World is Carmen San Diego?" Have the agency head go to five CFC agencies and get their picture taken doing something at the agency. When taking the picture, be sure not to have the name of the agency



showing (can show part of a sign as a clue if needed. Post one photo each day (on poster board, in an e-mail, Intranet, photocopied hand-out, etc.)

with clues. Have employees guess where their agency head is in the picture. Example: [agency head name] is pictured at an agency that helped 125 people last year. All correct answers are entered into a drawing for a half- day off or long lunch. Use information from the campaign materials (broadsheets, brochures, video, etc.) for the clues you give. This game is fun, it shows employees that their agency executive is a supporter, and it gets them to read through the marketing materials. It's a Win-Win!



## OTHER IDEAS

- **Bakery Cart** - Wheel a cart of bagels, doughnuts, Danishes, coffee and juice through the office, collecting campaign donations in exchange for the goodies.
- **Best Photo Contest** - Employees submit photographs taken at campaign and celebration events. Photos are displayed on a bulletin board and judged by committee, with the best photo receiving prizes such as free film developing, photo album, camera carrying case or film.
- **Book Sale** - Have employees donate their used books. Hold a book sale and sale the books for various prices depending on the book.
- **Boss Cooks for you** - Have a special breakfast at which top manager's cook for all donors.
- **Buck Coupons** - Give everyone who attends campaign meetings a buck coupon that can be redeemed in the company cafeteria or company store.
- **Buttons** - Give all who donate a button stating, "I gave to the CFC."
- **Garage Sale** - Find a volunteer willing to loan garage space or use work site after hours. Two or three weeks before the sale, employees bring in sale items which volunteers price and sell day of event. Advertise within the company and outer community.
- **Golf Ball Sales** - Collect old golf balls to clean and shine. Employees purchase golf balls (5 for \$1.00) during lunch or breaks.
- **Just Desserts** - Campaign committee furnishes the main dish but sells desserts for \$1.50 more with proceeds going to the campaign.
- **Recycled Goods** - Turn in recycled paper, cans, bottles, etc. and exchange them for money for the CFC.
- **Silent Auction** - Simply gather items and create bid sheets, being certain to provide a minimum bid for each item.
- **Spaghetti Dinner** - Host spaghetti feed and charge for each bowl.



- **Wall of Fame** - Put pictures on a wall recognizing employees who have been contributing for the most consecutive years.
- **Karaoke Contest** - Hold a contest to determine who has the best and worst karaoke talent. Coworkers may buy votes ahead of time to elect the “Star of the Show” who will sing the first song. Charge an entrance fee for the show.
- **Jail And Bail** - Hold in correlation with an employee picnic or carnival. Have a “Catch and Cuff ‘Em” Jail booth where employees pay to have co-workers, supervisors, managers or executives incarcerated for short periods during the event.
- **Team Tees** - Design a T-shirt with your company logo joined with the CFC logo to give to contributing employees who “team up” in the CFC effort.
- **Slogan Contest** - Employees develop in-house campaign slogans/themes. The committee picks the top ten, which are then voted on by the entire company, the winner receiving an award.
- **Wild West** - Employees dress in cowboy/cowgirl attire. Works well with a BBQ or chili cook-off.
- **Grease** - Have employees cast ballot for which members of the Management Team should dress up like which characters in the musical Grease (or any other popular movie / play). Have them stand in front of the assembly of employees and let employees pick the best look-alike by loudness of applause. Charge them \$1 per vote, with proceeds going to CFC.
- **Pizza Party** - Employees donate pizza and you then sell a slice for \$1.25 and 2 slices for \$2.00.
- **Donuts and Coffee** - Employees donate coffee and donuts and you sell them the donuts for \$1.00 and coffee for \$.75.
- **Division, Section or Staff Challenge** - The Division who raises the most money through creative events for CFC gets an ice cream social donated by other employees/supervisors/managers.
- **Change Jar** - Set out a jar for employees to put their extra change in. You can label the jar with “Watch your “change” make a “change””.



- **Management Challenge** - Managers volunteer to do something fun such as dress up like a pirate, a chicken, or outrageous Nebraska fan or sing a song or do a special talent if they get the most votes. The manager determines what fun thing they'd like to do. Votes are determined based on dollars pledged.

Example: Employee pledges \$400 to see manager Jane dress up like a chicken for the day. At the end of the week the manager with the most votes wins and has to do the fun activity.

- **Pie Throwing Contest** - The more the employee donates through CFC the closer they get to stand when throwing a pie in the face of a supervisor or managers. The pies are made of whip topping and the supervisors and managers are volunteers.



## Section Three – INCENTIVES

### Incentive and Prize Ideas for Givers

- Parking Place
- Small inexpensive trinkets (mugs, hats, coasters, pens, magnets, letter openers, etc.)
- Lunch with the boss (out of office and the boss pays)
- Casual day
- Recycled/revolving award or certificate
- Restaurant/video rental certificates
- Movie/game/play tickets
- Sweatshirt recognizing employee as donor (allowed to wear to work)
- Golf with the boss
- Help with yard work (raking, planting, shoveling snow)
- Autographed memorabilia
- Dog washed by boss or co-worker
- Car washed by boss or co-worker
- Office redecorated or cleaned
- Switch jobs with the boss for a day
- Pizza party for you and a few friends
- Coffee and doughnuts if group goal is met
- Lunch with celebrity (someone at work must know a local celebrity!)
- Mugs, hats, coasters, pens, letter openers, magnets, Frisbees, etc.
- Gas and/or car wash gift certificates
- Car started & windows scraped every day for a week in January by the boss
- Homemade items like salsa, cake, deer jerky, etc.
- Items donated by employees
- Breakfast hosted by managers for employees who pledged \$1,000 or more



## Section Four- RECOGNITION/THANK YOU

Saying “Thank You” is very important. These two simple words show appreciation to your donors, and sets the tone for year-round communication and next year’s campaign. There are many ways to thank employees, including a personal thank you note or small gift of appreciation.

Use your imagination and be innovative. There are many ways to convey your gratitude on behalf of the many that will benefit from contributions to the Combined Federal Campaign.

- **Article** - Place an article in your internal publication or website.
- **Cookies** - At the end of your employee rally, give out cookies that say “Thank You.”
- **Management sponsored activities** - The management can say “thank you” to employees by sponsoring:
  - Breakfast, lunch or an evening reception personally prepared by management.
  - Banana splits or root beer floats served by the management
- **Messages** - Put thank you messages, which announce the agency’s campaign results, in employee newsletters, on e-mail or on posters throughout your office.
- **Party** - Host a build your own sundae party.



- **Thank You Notes** - Ask management to send personal thank you note letting the employees know that their contributions were appreciated.
- **Stickers** - Prepare a thank you sticker for employees to wear when they make their contribution that states “I support the CFC”.
- **Personal thank you** - Agency head walks around and personally says thank you to the employees who donated.



Your Agency Meeting Ideas: