



State of Ohio
Combined Charitable Campaign
Your Campaign. Your Choice.

Coordinator Marketing Manual

August 2017

*How to engage and educate employees
about the CCC*

OhioDAS
SERVICE · SUPPORT · SOLUTIONS
DEPARTMENT OF MANAGEMENT SERVICES

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CCC Coordinators Make a Difference!

While the generosity of employees is pivotal to the State of Ohio Combined Charitable Campaign (CCC), it is truly the coordinators and key workers that make the campaign successful. Your dedication to making the CCC visible to employees and serving as a resource results in donations to the charities. This helps to provide for those in our community who need the opportunity to better their lives.

As we move into the 2017 campaign, this manual will help provide tools that can be used when talking with donors about participating in the Campaign.

We frequently hear from employees that do not participate in the CCC that no one has ever asked them to give. Or, they feel what they could give wouldn't be enough to make a difference. This manual will help you not only educate the staff but also have a better understanding of how to motivate and encourage participation in the CCC.

WHY BE A DONOR?

What are reasons an employee would want to become a donor? Here are some of the top reasons that people cite as their motivator:

- Someone they know asked them to give and they wanted to help them.
- Felt emotionally moved by someone's story.
- Want to feel they are not powerless in the face of need and can help (this is especially true during disasters).
- Want to feel they are changing someone's life.
- Feel a sense of closeness to a community or group.
- Need a tax deduction.
- Want to memorialize someone (who is struggling or died of a disease, for example).
- It's a tradition in their family to give to charity.
- Want to be "hip," and support a charity that has become visible (i.e., wear a wrist band to support a cause).
- Makes them feel connected to other people and builds their social network.
- Want to have a good image for themselves/their company.
- Want to leave a legacy that perpetuates them, their ideals or cause.
- Feel fortunate (or guilty) and want to give something back to others.
- Want to be seen as a leader/role model.

Remember:

People act from the heart, not the head. Yes, your campaign has to show that it's a good steward of donor money and you need to reveal where all that generosity is going, but your appeal must contain more than numbers and pie charts.

Giving is a personal act. Notice any common thread in the previous list? The people you serve are important, but make sure to put the "you" and "your" (why the donor should care) front and center.

The act of giving is immediate. Give your donors the opportunity to act here and now. Your relationship with them will be long-term, but their willingness to give is now - let them act on it.

There are many reasons why people give. When you're crafting your next fundraising appeal, take this list out and ask yourself if you've tapped into these reasons.

HOW TO GET STARTED

Enthusiasm, creativity and planning are the main ingredients for running an exciting and educational campaign. Your efforts will help people who need it the most. Here are ten steps that will help you prepare for success:

10 STEPS IN BUILDING A SUCCESSFUL CAMPAIGN

- 1. Be prepared with current information**
Attend the CCC Coordinator training session in preparation for the campaign. Review the Resource Guide and ePledge instructions.
- 2. Secure leadership support and giving**
Having top down support is key to a successful campaign. Take time to touch base with your director and ask for him or her to show their support by attending campaign meetings and/or sending out a supportive letter to staff.
- 3. Follow campaign timelines and identify techniques**
Set a campaign timeline and commit to model campaign techniques based on your agency's potential. Your campaign liaison can be a resource to help you tailor ideas according to your agency's culture. Check out the sample timeline and special event ideas at the end of this guide to get started.
- 4. Recruit your campaign team**
Recruit a campaign planning team to represent all areas of your agency.
- 5. Develop your plan**
Meet with your campaign liaison and campaign team to establish a working plan.

6. Train your campaign team

Your campaign liaison will help train and educate your campaign volunteers, including committee members and/or key workers.

7. Promote and educate, ask for pledges

Explain to employees how the CCC benefits charities locally, nationally, and internationally. Use educational activities during the campaign and throughout the year. These can include group meetings, agency tours or speakers, campaign video, marketing publications and web-based resources. Distribute incentives to donors as you receive them to peak the interest of others. Post campaign information in high-traffic areas.

The number one reason that people don't give is because they are not asked. Make sure every employee gets campaign information and is asked if they want to participate. The personal touch is important so talk to as many people face-to-face as you (and your committee) can.

8 Kick off your campaign

Plan an agency kick-off event. You can invite federations to share information, bring a CCO rep to share the impact of your donations, or develop a fun staff event to get everyone started. Be sure to secure dates for the agency director's attendance. A key strategy for campaign success is your director's involvement. Their engagement shows staff that the campaign is important.

9. Announce results and say thanks, again and again

Close your agency campaign and total your results with your campaign liaison. Publicize campaign results throughout the agency. Thank all donors and recognize all volunteers. **SAY THANK YOU!**

10. Establish year-round communication on the CCC's impact. Establish a CCC solicitation program for new hires through your HR department. Share news of CCC results through newsletters and at staff meetings.

MAKING THE "ASK"

Before the Ask

1. Be prepared: have all of your materials ready, Resource Guide, ePledge information and pledge cards;
2. Know the needs of your community and be familiar with the Resource Guide;
3. Know "what your dollars can be used for;"
4. Include employee testimonials (available in the Resource Guide);
5. Know why you are participating and why your co-workers should participate;
6. Make sure you know how to pledge online and on paper so you can answer employees' questions.

Getting Started

- Focus on PARTICIPATION.
- Ask your easiest contacts first to build self-confidence and familiarize yourself with information.
- Explain your role as coordinator and why the campaign is important to you.

Needs

- Our neighbors (local, national, global) and environment have many diverse needs.
- CCC provides each of us an opportunity to help people and the environment with these needs.
- Through our generosity to CCC charities we can make an impact.

Answer Questions

- Respond positively – every comment is a chance to explain about CCC.
- Educate your co-workers about CCC – enlightenment generates involvement.
- Unanswerable questions? Call Deana Gordon 614.227.2751 or Jeanene Tooill 614.227.8718.

Deal With Objections

- Remember: it's OK for a fellow employee to choose not to give. Charity is personal.
- You can expect objections from some of the people you solicit. It's a natural part of the process, especially when you ask someone to increase his or her pledge. Consider objections as an opportunity to win over a new donor. The objection is not about you, but instead the idea you are presenting.
- Listen carefully and calmly while empathizing with your prospect. Show concern without agreeing. Express empathy without arguing. In-group meetings, encourage your prospect to discuss the matter privately. You have important information to present, therefore be as straight forward as you can. Make this a win/win situation!!

Ask For The Pledge

Possible phrasing of the "ASK":

- "At what level do you think you would like to give?"
- "I hope that you can make a contribution—every little bit helps."
- "Payroll deduction is the easiest, but if you're not comfortable with that option, then help us by participating in our next special event."
- "Payroll deduction is easy, let me show you."
- "Could I answer any questions about filling out the pledge form?"
- "Would you like me to help you fill out the pledge form?"

Thank Everyone!!!

Even though they may not contribute this year- you don't want to turn them off to next year.

CCC SOLICITATION TECHNIQUES

ePledge Online Donations – How to Market the Campaign

The opportunity for employees to donate online is an efficient and easy process for pledging. Having the pledging opportunity go directly to the donor saves the use of many pledge forms and reconciliation time for the coordinator.

So, how do you connect with donors if they are doing electronic pledging? Here are some ideas:

- Hold Informational Meetings - Plan to pull together staff to talk about the campaign. Show the campaign video. It's a great way to explain the campaign in under 3 minutes. Pass out pledge forms or ePledge reminder cards, it's an opportunity to get the conversation moving and allow for questions. The pledge forms and cards will be a good reminder for employees;
- Remind staff to look for the ePledge online reminders - Publicize the reminder dates at staff meetings so staff will expect the e-mails, they are also listed in the resource guide;
- ePledge Reminder Card – You will receive a stack of reminder cards that can be passed out to employees. Use this as a chance to connect with staff, thank them if they've already pledged and if they haven't, leave the card as a reminder; and
- Print and post campaign fliers – You will receive kick-off and reminder fliers to share. Use these visible reminders to encourage staff members to make their pledges and/or attend the kick-off event to learn about the work of the CCC charitable organizations.

Individual Solicitation

- Prepare;
- Educate the donor about the CCC;
- Choice – more than 1,5600 charities in the resource guide;
- Examples from co-workers, ask why they support the CCC; and
- Explain how the CCC affects the local/national/international communities.

Group Solicitation

A group solicitation is the most effective way to get “the ball rolling” early in your campaign. It can be a convenient way to utilize top management support and to show the CCC video. It also gives the employees an opportunity to share their experiences with member charities.

THE 15-MINUTE GROUP SOLICITATION CAMPAIGN PLAN - WHAT IS IT?

Employees are brought together in small groups for a 15-minute presentation about CCC. The presentation includes the top management person, your campaign liaison, a CCC speaker and a question and answer period. This method allows employees to hear a factual account of the CCC and have their questions answered. Finally, employees can be given the ePledge reminder card at the end of the presentation or can fill out a paper pledge form. This can be during/at the end of a regular staff meeting.

HOW IT HELPS THE COORDINATOR

The 15-Minute Campaign Plan Saves Time! This is an easy method to connect with employees about the CCC and motivate them to access ePledge after the meeting or fill out a pledge card before leaving. When they understand what it is that they are being asked to contribute to, they will give generously.

STEPS FOR SUCCESS

1. Announce the meeting(s) - Have a manager invite employees to attend a 15-minute presentation.
2. Have ePledge information and pledge forms available – donors can choose to donate with either option.
3. Prepare the room - Make sure there are plenty of seats and pens for filling out pledge forms.
4. Prepare in advance - set up and be ready to play the CCC video.
5. Have someone from management introduce the campaign portion of the meeting.
6. Guest speaker presentation/ appeal to give / questions and answers. Ask your Campaign Liaison for assistance with booking a speaker.
7. Collect any completed pledge forms at the end of the presentation so follow-up time will be shortened. **Remember - the longer the campaign goes on, the less likely it is for a person to give.**

SAMPLE AGENDA for Group Meeting

Welcome/CCC Endorsement by Management and Coordinator.....	2 Minutes
Video	5 Minutes
CCC Speakers/Questions & Answers by CCC Representative.....	4 Minutes
Employees ask questions and make pledges	4 Minutes
TOTAL = 15 Minutes	

ANSWERING QUESTIONS FROM EMPLOYEES ABOUT THE CCC

Any time people are being asked to donate money to a campaign, you can expect them to raise questions and concerns. In many cases, the employee may not understand how the campaign works or could have a perception of how money is distributed. View this as an opportunity to talk about the campaign and provide information for the employee that will encourage them to participate in the CCC.

1. **BE READY:** Before you begin any solicitation, become familiar with the information in this manual and **KNOW** what the Combined Charitable Campaign is all about. Know your own feelings about the campaign and your reasons for supporting it. Believe in what you're about to do, and make your pledge to the campaign first.

2. **BE CONFIDENT:** Soliciting is not a difficult task, especially when you realize what a tremendous 'product' you have to 'sell.' Be proud to offer an opportunity to support the Combined Charitable Campaign. Your positive attitude and enthusiasm will be contagious.

3. **EXPLAIN:** Never assume that everyone knows about the CCC just because it goes on year after year and there is a lot of publicity during the campaign. Start your discussion on a positive, friendly note. Tailor your approach as much as possible to the person you are addressing. Give sincere and positive reasons why you support the campaign, and use the resource guide to show how CCC organizations are helping throughout the community.

4. **LISTEN:** Ask the employee to express his/her feelings to you. Each of us has questions and concerns, particularly when something affects our wallets. Answer his/her questions.

5. **SOLICIT:** ASK for a commitment. Promote payroll deduction as the easy way to give. Present the ePledge reminder card and offer a pre-printed pledge card so the donor can select the method they prefer to use when donating.

6. **SAY "THANK YOU"** Even to those who do not give. Accept a 'No' graciously because, after all, they were kind enough to listen. Your attitude at this critical point could have an effect on next year's giving.

Most common objections or concerns

Coordinators from past CCC campaigns have identified the following list as the most common objections or concerns from employees:

- I don't have a lot of money to donate;
- I already donate to a favorite charity;
- I don't know what charities are in the campaign;
- I can't afford to donate every paycheck; and
- I've heard the charities use the money for their administration fees so the charities get very little of what I donate. I would prefer a charity with no administration rate.

It's important to know the answers to these questions so you feel comfortable talking with the donor. If you attend coordinator training, we will talk through these situations. If you did not get an opportunity to attend, your campaign liaison will meet with you prior to the start of your agency campaign and help provide information to ensure you feel comfortable with questions from staff. They can help with the best way to respond and also be available to answer questions from staff whenever you need assistance.

Why not give directly to a charity?

- Charities choose to participate in the CCC. They find value in the campaign and want people to participate
- For many smaller charities, the exposure they gain from participating in the CCC is beneficial.
- Economically it's cheaper for a charitable agency to process one check from CCC distributions than process many checks from individual donors. It makes accountability simpler.
- Consistent monthly/quarterly income allows charities to plan their annual budgets and helps even out the usual seasonal peaks in charitable revenues.
- Charities' overhead costs (i.e. less processing and fundraising time and cost of mailings and administrative staff) are lowered.
- By simply completing one pledge card, a donor can support multiple charities.

How do I know my chosen charities really receive my money?

- Charities are encouraged to write to thank you when the donor authorizes "release of name" or provides their email address on a completed on pledge form.
- Internal and external audits oversee distribution.

Why should I contribute to CCC when I don't use their services?

- CCC organizations touch all of our lives every day: first aid and CPR training, job training and literacy programs, smoking cessation classes, programs for families and seniors that allow them to continue their self-sufficiency.
- Your support represents an insurance policy that agencies will be there when or if you, your friends or family have a need.
- Improving the lives of others and supporting the community benefits everyone.

Why are these particular charities listed in the campaign brochure?

- These charities applied to be listed.
- Recipient charities have met eligibility requirements for the campaign.

Why am I being solicited in my workplace for a campaign that is not official government business?

- CCC is an authorized government activity - supervised by government officials and employees.

In the past, I have sometimes felt pressured to give. I should not feel this way, right?

- By regulation, every employee should be offered the opportunity to give. CCC does not advocate high-pressure solicitation, but does want to make sure that every employee has been informed about CCC.
- Employees should donate to express their support of the charities of their choice.

Will my contribution really make a difference?

- Each of us as individuals contributes the building blocks to help the community.
- Many non-profit organizations have greater buying power than you as an individual do alone. For instance, food banks can buy larger quantities of food for a better value than you can alone, so your donated dollar makes a huge difference.
- The donations of employees in a workplace campaign are combined to make a larger impact.

STRATEGIES 101

As you assess last year's campaign with your liaison and consider what would work best for your agency this year, keep in mind these strategies:

Giving -

- Create a challenge for leaders in your agency to surpass their own "personal best" from last year;
- Make the campaign fun for employees. If structured properly, the campaign can be a morale-booster, not simply a charity drive; and
- Mention the CCC donor recognition items around the activities and giving levels you want to encourage.

Increase Awareness

- Use all venues of communication to publicize your campaign. The campaign materials provided will help you get the word out. Your campaign liaison can provide additional supplies as needed. Report campaign events and progress in your organization's newsletter or intranet. Encourage employees to visit the CCC Web site: ohio.gov/ohioccc;
- Use your campaign liaison to educate your staff about how the CCC invests in the local, national, and international communities. Your campaign liaison can arrange for speakers to present at group meetings;
- You may also want to seek out employees who have received help through an agency in the campaign and encourage him/her to speak about his/her experience

at a group meeting. This will show other employees the CCC can help anyone – friends, neighbors, family members and co-workers; and

- Promote volunteerism throughout your organization.

Special Events

- Plan special events toward the end of your campaign for your employees to attend and gather information. Special events make your campaign fun and create opportunities to educate staff about the CCC;
- Promote CCC in your organization on a year-round basis, not just during campaign time;
- Send weekly “did you know” e-mails to staff with quick bullet points about CCC and the member charities; and
- Display CCC marketing materials throughout your building during the campaign.

Increase Participation

- Increase employee education through group meetings, agency speakers and agency tours;
- Solicit employees in a group or one-on-one. Use everyone on your campaign committee to personally contact all employees to ensure they receive a pre-printed pledge form, are reminded about ePledge and are asked to give;
- Encourage payroll deduction as the easiest way to donate;
- Establish realistic goals. If you can't employ all of the model campaign techniques in the first year, try adding just one or two at first and build on that the following year; and
- Implement a New Hires Program so all employees have an opportunity to participate. Contact the CCO to attend your orientations and talk about the CCC.

Offer Incentives (these vary by state agency and should have director approval)

- Prime parking spot;
- Jeans Day/Week;
- Services by senior management (car wash, prepare lunch); and
- Donated incentive items from the CCO.

Say “Thank You”

- It is important to thank employees that donate and thank your campaign committee;
- Ask your director to host an appreciation event for the campaign committee;
- Create certificates of appreciation for each member of your committee;
- Highlight accomplishments with appreciation in newsletters and on intranet; and
- Give tokens of appreciation (those may be available from CCC).

Successful CCC Coordinator Timeline

Pre-Campaign	Advertise the kick-off. Hang posters and/or fliers in high-traffic areas. Sign-up to pass out the kick-off postcards on August 30 (Columbus). Organize the materials provided to you by your campaign liaison. Create a schedule of informational or staff meetings and special events. Work with your campaign liaison to invite speakers and/or set up a charity fair.
Week 1	Host a 15-minute informational meeting with staff members. Ask your director to say a few words at the beginning of the meeting.
Week 2	Talk to employees face to face to share information about the campaign and answer their questions. Collect pledge forms and thank those who make a pledge.
Week 3	Post campaign fliers and distribute ePledge reminder cards in key locations. If you have a break room, put a few copies of the Resource Guide out with pledge forms so employees can review it during their break.
Week 4	Share testimonials or statistics with employees so they understand the impact of the campaign.
Week 5	Host a special event for employees this week. Review the Coordinator Marketing Manual for event ideas. This is a great opportunity to engage employees who haven't made their donation and to keep momentum up.
Week 6	Let employees know that the campaign is coming to a close and encourage them to make their donation before it's too late.
Post-Campaign	Thank all employees (donors, committee members, etc.) for their support of the campaign.

HOW YOUR CONTRIBUTIONS ARE USED

It is helpful to talk with employees about how their contribution could be used. More than 1,500 local, national and international charities are eligible to receive donations through the State of Ohio Combined Charitable Campaign (CCC). Contributions to these organizations provide help for education expenses, disaster relief, and research for cures from life threatening diseases, medical services, care for the environment and services to various ethnic communities. The following are examples of what donations will buy in the State of Ohio CCC.

Contributions may provide the following services:

\$2 Per Pay Provides:

- 1 Year of School Supplies for a Child in Need
- 10 Weeks of Lunches for a Homeless Person
- 25 Bags of Groceries for Low Income Families
- Provides diabetes risk tests for 500 individuals

\$4 Per Pay Provides:

- Art Supplies for 50 Low Income Teens for After School Programs
- 3 Hours of Respite Care for a Cancer Patient
- 1 Month of Emergency Food for a Family of 4
- Provides 200 lbs. of dog food for an animal shelter; and
- Will buy goats or chickens to supplement livelihood for a family

\$5 per pay = \$130.00 annual gift:

- Can plant more than 200 cedar trees for a habitat restoration project;
- Can provide free books and literacy resources to one child for an entire year; and
- Provides information booklets to new and expectant parents of a child with Down syndrome.

\$10 Per Pay Provides:

- 7 Months of Medical Care for a Low-Income Patient
- 15 Cases of Nutritional Supplements for HIV and AIDS Patients
- Shoes for 8 Middle-School or High-School Students in Need
- 1 Year of Blood Sugar Test Strips for a Diabetic Person in Need
- Helps to purchase rain barrels for backyard conservation programs;

\$20 per pay = \$520.00 annual gift:

- Buys a cow, providing valuable nutrition and income for a family in Central America; and
- Stops an eviction, foreclosure or utility disconnection

Be Creative and Ask for Help!

Don't hesitate to be creative and come up with unique ideas that would work well within your agency. Take pictures of fun events that you hold and we can share your ideas and successes with other coordinators and key workers.

This is a team effort! We are here to help. Call the Campaign Coordinating Office or your campaign liaison anytime and we will be happy to assist you.

THANK YOU!

We appreciate all you do to support the State of Ohio Combined Charitable Campaign. YOU make the difference!

If you have questions, please contact:

Deana Gordon, Campaign Director, 614-227-2751
Deana.Gordon@uwcentralohio.org

Jeanene Tooill, Campaign Liaison, 614-227-8718
Jeanene.Tooil@uwcentralohio.org

Appendix - Special Event Ideas

GENERAL CAMPAIGN FUNDRAISERS

Balloon or Candy Gram

Sell and deliver candy or balloons with attached notes between employees. Employees get affirmation and the office gets decorated with colorful balloons or people get to have candy!

Casual Days/Jeans Day

Sell casual day badges allowing employees to dress casually on certain days. Employees can purchase the badges for \$5 (or other amount) each.

Themed casual days are also a great idea. Here are a few examples to get your creative juices flowing:

- Team Jersey Day – Support your team and CCC!
- Decades Dress Up – Have an 80's dress up day, or have employees dress up from the decade they were born in.

CEO Car Wash

Employees donate \$5 (or other amount) to have their car washed during their lunch break by their boss. Management can donate car wash supplies.

Executive Auction

Get the executive staff to donate one hour of their day to your campaign and auction off each executive to the highest bidding employee. The executives then must take over their employee's job for one hour.

Costume Contest

Create a competition where everyone dresses up as a specific person (maybe a director who is a good sport?) and the person with the best costume gets to have lunch with that person.

Late Meeting Fee

Employees who arrive late for meetings pay a nominal fee of 25 or 50 cents each meeting in a jar for the campaign.

Lunch Box Auction

Employees supply lunches to be auctioned, with encouragement to CEO and management staff to help provide them. You can also give prizes for the most creative, nutritional, elegant, and humorous lunches. A speaker from a CCC-funded agency that operates a food pantry can also be there.

Silent Auction

Staff can bid silently on items such as longer lunch hours, "VIP" parking spots, casual days, extra vacation days, etc. Have employees donate items to auction off.

COMMUNITY AWARENESS EVENT IDEAS

Be an Everyday Superhero

Employees dress as heroes (Batman, Superman, Spiderman, etc.) to promote being a hero within the community. On their cape or the back of their shirt, have employees pin a piece of

paper describing how they make a difference in the community. A prize goes to the best-dressed. For a creative twist, serve hero sandwiches for lunch.

Agency Tours and Speakers

Have a CCC agency speak at your kickoff events or other campaign activities. Also arrange for a tour of one of the participating agencies to get a look at the CCC's impact on the community.

Lunch and Learns

One of the best ways to raise awareness of the CCC's work within the community and how we advance the common good is through having one or a series of Lunch and Learns for staff. Lunch and Learns are composed of a speaker from a CCC agency talking about their work in central Ohio. They can also be continued throughout the year to keep staff engaged in the community outside of the campaign. Set one or a few up with your Campaign Liaison!

ENTERTAINMENT THEME EVENT IDEAS

“American Idol” Contest

Employees hold an “American Idol”-type contest, based on the hit TV show. Employees make a donation to vote for the singer or singing group of their choice. The person or group that attracts the most votes will sing a song in front of an audience.

Comedy Hour

Ask a local comedian or improv group to donate their services over the lunch hour. Or have comedians within your company get up for a show. Have employees buy tickets to attend.

[Company's] Funniest Office Video Contests

Invite employees to create their own “work” home videos. Charge an entry fee at a viewing party; offer a prize.

Lights! Camera! Action!

Have employees dress up as their favorite characters from movies or TV shows. Act out a plot that involves CCC or helping the community. Incorporate movie plots or famous lines into flyers and e-mails.

Reality Show Campaign

Get “real” with your employees and conduct your campaign with a theme centered on the reality TV shows that have taken over the world! Hold daily activities with a tie to the popular reality shows (e.g. “The Amazing Race” agency tour, “Top Chef” cooking contest, putt-putt challenge, “Who Wants to be a Millionaire” trivia).

Tune into the Community

Music is a great way to get everyone moving to the CCC beat. Rent or borrow a karaoke machine and hold a karaoke kick-off party. Have participants and volunteers dress up as their favorite musicians. Sell employees' old CDs or raffle off stereos, iPod Shuffles, iTunes gift cards, or CDs. Hold a musical talent show.

FESTIVAL THEME EVENT IDEAS

Carnival and Talent Show

Hold a carnival and talent show to kick off your CCC campaign. As a part of the program, have executives perform songs with lyrics to fit CCC's work. Have an executive dunking booth, giving employees the chance to dunk their boss, or create a pie-throwing game with a similar setup. Employees can participate in traditional carnival games such as the ring/beanbag toss and ducky races. The finale event is the Mr./Mrs. CCC Pageant where divisions nominate a contestant to compete in the pageant. Each pageant contestant must educate the audience about one CCC agency during the talent competition.

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 as your thank-you.

FOOD THEME EVENT IDEAS

Ice Cream Social

Set up an ice cream bar with a variety of favorite toppings. Charge employees by the scoop.

Taste of [Company Name]

Create a "Taste of Ohio" event. Invite local restaurants in the area (or even your own employees) to set up their best dishes for employees to purchase and sample in order to raise funds for your campaign.

Waffle/Pancake Breakfast

Sell tickets and have people sign-up for their choice of pancakes or waffles. Cook breakfast in your company cafeteria. Don't forget bacon, sausage, syrup, butter etc. Each department can donate an item. The proceeds will go to CCC.

Lunch Box Auction

Employees supply lunches to be auctioned, with encouragement to CEO and management staff to help provide them. You can also give prizes for the most creative, nutritional, elegant, and humorous lunches. A speaker from a CCC-funded agency that operates a food pantry can also be there.

SPORTS THEME EVENT IDEAS

"Breakfast of Champions"

Decorate with athletic gear, flags and banners. Company departments become teams, campaign progress is marked by moving teams across a playing field poster towards goal, campaign chair or CEO "coach" gives a pep talk at a kickoff "Breakfast of Champions".

Office Olympics

Teams (by department or random) are formed throughout the office and must pay an entry fee (\$25 per team or other amount). Teams will participate in events over lunch or after work such as paper airplane flying, trashcan basketball, darts, and/or relays (three-legged race,

potato sack race, egg-on-a-spoon race, etc.). Give medals or small trophies to the top teams. Invite CCC speakers to talk about cultures throughout Ohio. Organize an international potluck luncheon where employees bring their favorite ethnic dishes and showcase music from around the world.

Playing the Field

Use baseball, basketball, football, golf or hockey themes. Teams of employees advance around bases or down the field according to their donation levels. Include sports-related competitions and prizes for participants.

Tailgate Party

Have a tailgate party for your favorite team. Each employee pays \$5 or \$10 as well as a potluck dish (hot dogs, wings, chili, etc.)

TRAVEL/VACATION THEME EVENT IDEAS

Be a “Lifesaver”

Have some fun, beach-style! Sand, sunglasses, beach balls, and “The Beach Boys” music make your office feel like you are on the beach. Employees who donate are awarded life preserver pins to wear around the office to show that they are lifesavers within the community.

Vacation at Work

Whether you transform your campaign into a Hawaiian luau, African safari or the Australian outback, employees are sure to have a wild time. Organize a scavenger hunt or hula-hoop contest. Have a themed potluck and encourage staff to dress up too (e.g. grass skirts, safari outfits).

OTHER EVENTS & ACTIVITIES

Back to School

Relive the glory years of school (without all the homework). Collect school supplies for a CCC agency. Hold a spelling bee between departments. Contestants must spell each word correctly or everyone on the team must pay. The winning team receives a prize. Another idea is to e-mail CCC pop quizzes to employees and give the winners a prize. Have employees’ kids help decorate flyers.

Board Game Contest/Euchre

Recruit employees to play a chosen board game (e.g. Trivial Pursuit, chess, Scrabble, etc.). Create a bracket and pool around the winning team or allow employees to move/acquire a game piece for every gift.

Garage Sale

Have employees donate household items, books, CDs, and videos for a company- or department-wide sale with the proceeds going towards your CCC campaign.

Notes – What other ideas did you learn about at Coordinator Training?