



Creative campaign tools

- Add fun to your campaign by implementing a theme that can carry through all campaign activities and events. Successful themes include:
 - TV - format each activity like a popular show. You can use one genre for the entire campaign ("reality" shows, talk shows, cooking shows, etc.), or you can mix it up and base each activity on a different show (one could be a "Survivor"- style competition, another activity could be an "Emeril" imitation, another could be "Desperate Housewives", etc.).
 - Road trip - format each activity like a different stop on a road trip across the U.S. Each day of your campaign can let employees "explore" an area. For example, in New York, you could have a street market, employees could have to buy "subway" tokens to get around the building, there could be a "Central Park" area for a picnic, etc.
 - Decades - format each campaign day like a stop in a different decade. For example, one day could be the 1950's, and every employee that wears a 50's outfit is entered into a drawing for a prize.
 - World tour - for example, in "Italy Days", as employees enter the building, let them experience Florence by having music playing in the lobby, with a small table with a red and white checkerboard pattern tablecloth, two chairs and flowers in a vase. Assign a male staff member to dress as a waiter and greet everybody as they enter, giving each female a flower from the vase. At lunch, transport participants to Milan, the fashion capital of the world, by serving pizza or pasta (for a fee, or course) and putting on a fashion show showcasing the amazing creations of the actual employees (people would sign up prior to this event to design using pre-planned materials such as a garbage bag, tin foil, gift wrapping ribbon and stick-on rhinestones, etc.). The best design wins a prize.