

CAVES for kids

MARCH 7 - 13

**THANK YOU FOR
JOINING FORCES
WITH US!**



CEO Challenge

The Capes for Kids CEO Challenge provides a corporate teambuilding experience, while encouraging employees to either fundraise for or donate to Capes for Kids

How it works:

The CEO, or a senior leader will agree to complete a series of challenges as donations are made. As the team reaches milestones, the challenges should be more difficult or embarrassing! This challenge can be completed virtually, and your whole team can be part of the process. It's a great way to get everyone excited about reaching a collective goal, creating a world of possibility for kids with disabilities, and of course, embarrassing the boss!



How To:

Step 1: Set a fundraising goal for the team – this should depend on how many people you would like to engage, and what you expect everyone to raise or contribute
A great goal would be \$100 per person (donated or raised). Each person who raised \$100 will also qualify for their red Cape!

Step 2: In partnership with your CEO, come up with a list of 5-10 challenges that they will complete as fundraising milestones are met (see example). Remember, the challenges should get harder as these goals are met. Think of things that are unique to your workplace culture, and that employees would get a kick out of seeing their CEO do.

*Pro tip - Get your teammates in on the fun by requesting challenge ideas

*Pro tip – Get a few senior executives in on the fun and have some friendly competition.

Step 3: If your company has a matching program, or your senior leadership is willing to personally donate, incentivize your team further by coupling the final challenge with a donation match.

How to continued:

Step 4: Have your CEO send an email or host a Capes Kickoff call to explain the challenge (see example)

Step 5: The challenges can be completed as they are “unlocked”, during Capes for Kids week, or all at once at the conclusion of Capes for Kids. Proof of completion should be documented with photo or video evidence, or your CEO can complete one or all of the challenges LIVE on video conference during a wrap up celebration/event.

Step 6: As milestones are met, keep your team updated on their progress and encourage them to keep fundraising.

Step 7: Host a team zoom to celebrate your collective achievement, and watch your CEO complete the challenges together!

*Pro-tip – a recording of this would make for great LinkedIn, social media, newsletter and website content!



Choosing your challenges:

Here are just a few examples of items your employees can donate but encourage everyone to get creative with what they can offer!

Rollerblade everywhere for a day	Do a polar dip or ice bath	Shave your head
Chug a slurpie	Write and perform a haiku	Eat a raw egg
Eat 10 of the hottest wings	Ask 10 strangers for a penny	Run a 10k
Go without coffee for a week	Perform a dance	Perform a song
Do 100 push ups	Wear something outrageous during zoom meetings	Share an embarrassing childhood photo or video

If you are asking your teammates to come up with challenges, you can send out an anonymous [Google form](#) and set a closing date for responses



Sample Challenge Ladder:

\$100 – I will wear my cape proudly from March 7-13th

\$500 – I will take a shot of the hottest hot sauce I can get my hands on! Recommendations welcome.

\$1000 – I will take eat a heaping spoonful of mayonnaise

\$1500 – I will wear my wedding dress for a full day of zoom meetings

\$2500 – I will sing a rendition of Whitney Houston's "I will always love you"

\$5000 – I will recreate the latest Tik Tok Dance trend as voted on by you



Recording your challenges:

Step 1: Film using a phone on landscape mode – this way it is easier to edit and show on computer screens

Step 2: Start each video with some context of what you are doing

Step 3: If you are doing something over a set period of time (one day, one week, etc.) record short 3-5 second videos and compile them (or ask a volunteer on your team to help)

Step 4: Thank the team for reaching another fundraising milestone and mention what the next challenge is

Step 5: For pre-recorded challenges, have a member of your team with video editing skills create short video montage



Hosting your wrap up party:

Step 1: Invite your entire team to a virtual wrap up party. If you have budget available, send e-gift cards to everyone who fundraised to buy a celebratory lunch.

Step 2: Start by playing a thank you video from your Kid Captain (to be provided by Holland Bloorview staff).

Step 3: Announce the total raised – take everyone off mute to hear the cheers!

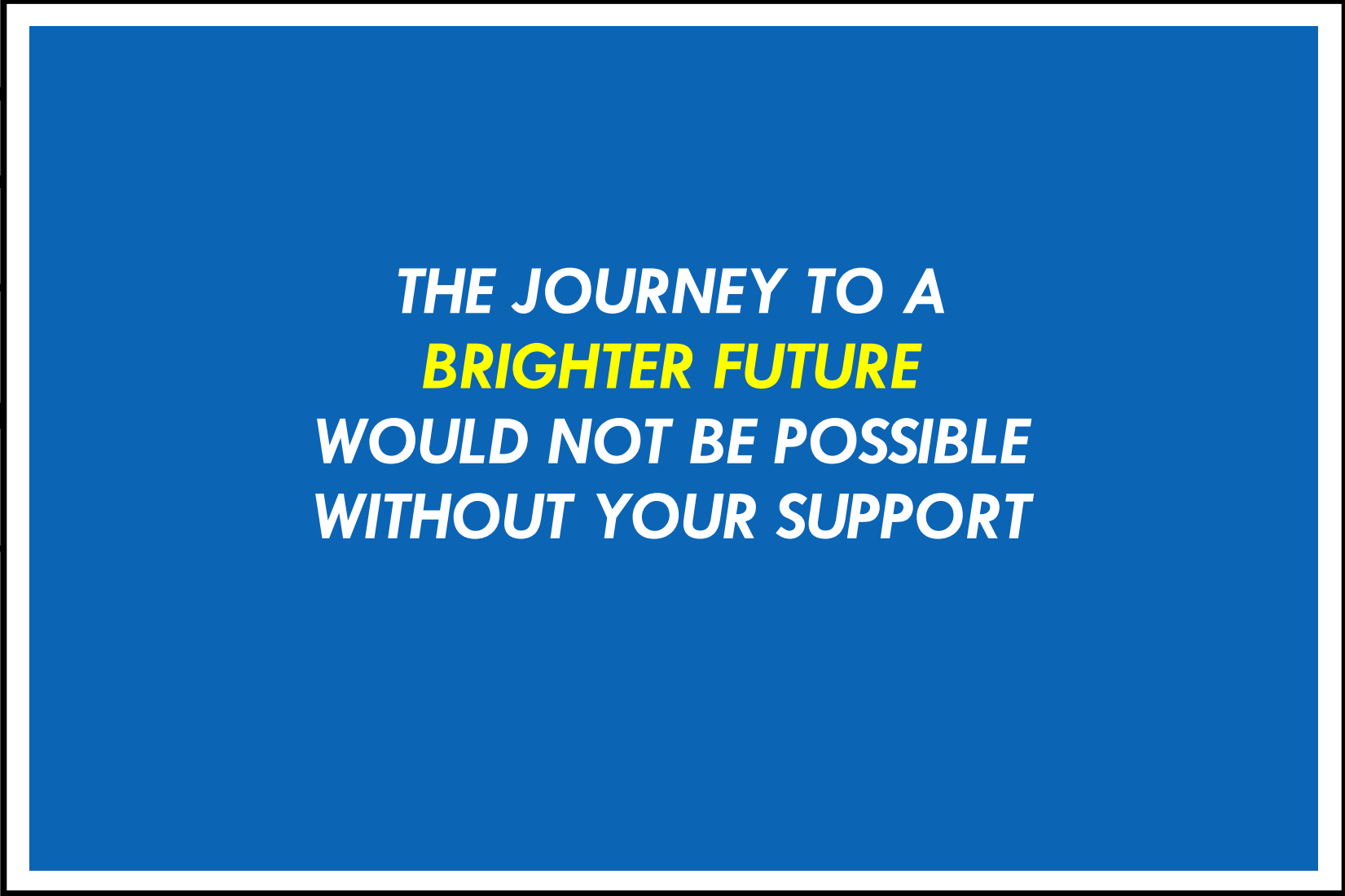
Step 4: Show a video montage of your CEO completing challenges

Step 5: If applicable, have your CEO complete the last challenge on the call

Step 6: Give special thanks or have prizes for your team's top fundraisers, or those who collected the most donations*, and thank anyone else who was involved in planning/organizing.

*Your Holland Bloorview staff can provide these stats for you

Step 7: Thank everyone for their support, and put out a request for anyone who would like to join your Caves planning committee, or start thinking of challenges for next year.



*THE JOURNEY TO A
BRIGHTER FUTURE
WOULD NOT BE POSSIBLE
WITHOUT YOUR SUPPORT*