



Campaign Ideas and Events: Take Stock in The Community

Special Events:

- Roping contest
- Cow Pies - pay not to have a cow pie in your work area; cow pie throwing contest (for those weak of stomach, a paper plate with chocolate pudding)
- Contest for the most unique brand
- Animal race
- Livestock trivia
- Get your goat (or any animal)
 - Employees pay to have a live baby goat/calf delivered to another employees work area. The employee would then make a donation to get rid of the animal. You could sell insurance to keep the animal away. Needless to say insurance is costly. Remember to use a small animal and have plenty of fresh water, food and paper towels on hand.
- Craps contest (ING DIRECT)
 - Draw squares on a large piece of plastic numbering each square. Place chicken wire around the plastic and place a live chicken with food and water in the enclosed pen. Sell the numbered squares to employees and whatever number the chicken “craps” on wins.

Ways to Promote the Campaign:

- Track the campaign by using a paper animal trying to make its way to the barn
- Pitch Fork Fondue

Campaign Decorations:

- Straw bales
- Corn stocks
- Pitchforks
- Wooden animals



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