



Campaign Ideas and Events: Walk a Mile in My Shoes

Special Events:

- Ask Staff to come to work in their craziest pair of shoes prepared to have a wild and crazy lunch
- Serve items such as FOOT-long subs or hot dogs, CORN chips, SHOESTRING French fries
- Play Blue Suede Shoes, Kicking You Out, Footloose, and These Boots Were Made for Walking or SOLE music
- Charge \$1.00 to vote on the craziest shoes, winner receives a prize

Ways to Promote the Campaign:

- Put shoelaces on everyone's desk to get noticed
- Show the movie Footloose
- No office attire allowed
- Company newsletter or emails

Campaign Decorations:

- Shoes scattered around the office
- Balloons
- Streamers



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