



Everything You Always Wanted to Know about the CFC Famous Cakes Challenge *But Were Afraid to Ask*

What is it?

The Famous CFC Cakes Challenge is a simple and friendly tool that motivates Keyworkers and all employees participating in the CFC and results in a shorter campaign. It also serves as a means of recognizing those Keyworkers who have put forth the extra effort. NHLBI has been using it for the past 20 years with great success.

Goal: The goal is to have keyworkers approach all the employees for whom they are responsible and simply ask: “Do you plan to participate in this year’s CFC campaign?”

All you want is a “yes” or a “no” as to their intent. All employees deserve to be asked. But there should be no pressure. A “no” is just as good as a “yes” since CFC is totally voluntary.

Any office getting a “yes” or “no” from all of their people by a certain date (last year NHLBI set a date of November 14) would be rewarded with a cake from their IC Coordinator.

The Details

Step 1: Announce at your Keyworker trainings and with follow-up messages that any Keyworker that gets a “yes” or “no” from everyone will get a cake for their office or lab. Here is a notice that NHLBI used last year:

It’s a Piece of Cake Actually, it’s a whole cake **as well as** a piece of cake! All we need from you is a “yes” or “no” from your entire office’s CFC Team by **November 14** to qualify and we will deliver your cake to your office later in November....more information to follow.

Step 2: From early October until your “yes/no” deadline, keep checking with your key workers and record those who have been successful. You can get your responses by e-mail or telephone.

This promotion is meant to motivate and be fun. It is not meant to be an audit. Take the Keyworker’s word that 100% indicated a yes or no, and also be flexible on the deadline. A couple days late?? Give them their cake! They tried.

Step 3: Sometime, perhaps a week after your deadline date, send out a cakes order form to all the successful key workers and give them a choice of 2-3 dates to get their cakes delivered. Larger ICs would want at least 3 delivery dates since trying to deliver 30 or more cakes on one day would be onerous.

Your cakes order form should reflect your grocer or bakery source. If you need to pay for the cakes with an IC credit card, be sure the store accepts that particular credit card. NHLBI used the Safeway at the Bethesda Metro Center in 2006 and the cakes were good. You can take their order form and

adapt it. Offices with 20 or more staff were given half sheet cakes, and less than 20 given quarter sheet cakes (the cost difference was miniscule).

Step 4: On the day of delivery, all key workers expecting their cakes need be forewarned of the time and place of delivery (e.g., in front of Building 31A or Rockledge 2). The Keyworker or someone from the group needs to be available to pick up the cake.

Step 5: Post-cakes, probably by early December, the key workers should follow-up with all their “yes” people who have not yet turned in their pledges.