

SPREAD KINDNESS!

ANNOUNCING THE



2014 CARE CONTEST

BACK BY POPULAR DEMAND...

We are excited to announce the 2014 CARE Contest!

In celebration of our new Forest City Residential service motto, "How may we help you?," we challenge you in the 2014 CARE contest to make a difference through your acts of kindness.

The contest will run from **September 1, 2014 to December 31, 2014**. This means you can count any acts of kindness you or your team performs at any point during that time frame.

This year, we are excited to introduce the "Kindness Journal" as a way for your team to record your acts of kindness.

Kindness Journals will be due by Martin Luther King, Jr. Day of Service, Monday, January 19, 2015. The top 10 teams will be announced Tuesday, February 3, 2015.

The goal of the CARE contest is to inspire you to come together as a team and create rewarding experiences for your residents and your community!

Be creative and think outside of the box! If you get stuck, feel free to reach out to your Marketing team for support.

Have fun, spread kindness and make a difference!

**JOIN THE
CONVERSATION!**
forestcitycares.net



FOREST CITY
How may we help you?

CARE 
CREATE A REWARDING EXPERIENCE



2014 CARE CONTEST

OFFICIAL RULES

THE CONTEST: The community that creates the most rewarding experience for their residents, team and community through their acts of kindness from 9/1/14 - 12/31/14 will win the Grand Prize (winners to be determined by the point system below). Any acts of kindness performed during that time frame must be entered into the Kindness Journal. Submit Kindness Journals as detailed below. Marketing can provide support and collateral materials to promote your events.

ELIGIBILITY: Every community and Residential department is eligible to enter. All you need to do is perform an act(s) of kindness and log it in your Kindness Journal! Multiple communities and departments can come together for a unified cause; however, each community/department must submit a separate Kindness Journal.

HOW TO ENTER: This year, instead of a traditional submission form, entries will be judged on the difference they made through their acts of kindness as recorded in their Kindness Journals. All Kindness Journals must be received by Monday, January 19, 2015.

HOW TO WIN: All Kindness Journals will be reviewed and graded based on the point system below. The top ten submissions will then be presented to a team of judges to determine the Grand Prize Winners. The top ten submissions/teams will be announced Tuesday, February 3, 2015. Our winning submissions/teams will be shared at the Residential Management Meeting in March, 2015 and will all be treated to a special surprise.

PRIZE: The top ten winners will be asked to extend their stay an additional night at the Residential Management Meeting in March, 2015 to be treated to a magical experience! The three Grand Prize winners will be announced during the meeting and will receive \$1000 to take home to create a rewarding experience for their teams and an additional \$1000 to continue spreading kindness in their community.

EVALUATION: Each team will be graded based on the following point system. 100 points possible.

- **Content & Creativity of Kindness Journal**

25 Points

How creative and original was your journal? How did your team go about filling it out? Did you use pictures? Was it fun to read? Is it something that can be used as a "brag book" to show prospective residents?

- **Budget**

25 Points

In taking a look back at what your team did, how far was your kindness spread for the cost? Whether or not your community has a budget for an activity, it is the "value" of the event that counts. Was a "sense of community" experienced?

- **Teamwork**

25 Points

Who spread kindness in your community? Did your entire team participate? Did your residents participate?

- **Charity/Community Participation**

25 Points

Was a charity involved? How did your kindness give back to the community? Did you involve your surrounding community (This would include vendor sponsorships/donations).

- **BONUS POINTS**

Social Media call-outs. 5 points per post (2 max from on-site team).

Up to 20 Points

Share Kindness Journal Thought on CARE blog. 5 points per post.

Up to 20 Points

Look for additional social media bonus point info to come soon from social media manager, Michele Lenni!

IDEAS FOR Creating your KINDNESS Journal

1. Creativity.

There is no limit to the creativity you can show in your Kindness Journal! Find inspiration on our Pinterest page, pinterest.com/fccarecontest.

2. Resourcefulness.

Feel free to use any type of scrapbooking materials. We have provided a few items in your 2014 CARE promo pack to get you started, but please be creative and let your imagination soar!

3. Recommendations of items to include:

- Your marketing materials in which you used to spread kindness
- Your inspiration as to why you choose to perform your acts of kindness
- Photos, articles or thank you letters about the impact you and your team made
- Quotes, stickers, ribbons, cut-outs and anything else you can think of!

4. Neatness.

You are welcome to make your kindness journal larger than life, but please make sure it folds up neat and tidy.

5. Tell a Story.

Tips for creating your Kindness Journal:

- Complete the journal to tell the story of a single event
- Document the story of how your acts of kindness made a difference to a particular individual/group
- Have each member of your team share acts of kindness they performed for our residents/community
- Involve your residents in sharing acts of kindness they performed/received
- Let your residents take an active role in creating your Kindness Journal
- Host weekly journal parties to get your team/residents involved
- Remember, your story is being told through your Kindness Journal!

**PLEASE INCLUDE YOUR JOURNAL AT A GLANCE SHEET
WITH YOUR KINDNESS JOURNAL
TO ENSURE OUR JUDGES DON'T MISS A THING!**



**2014
CARE
CONTEST**



2014 CARE CONTEST

Our Journal AT A GLANCE

Who participated on your team?

Briefly tell us how you spread kindness.

Did you have an event? Briefly tell us about it.

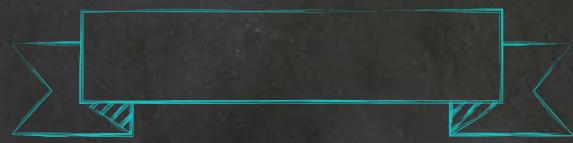
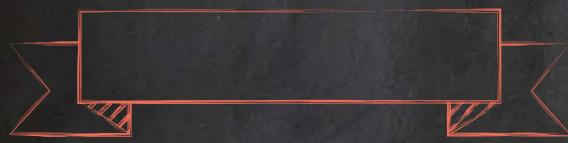
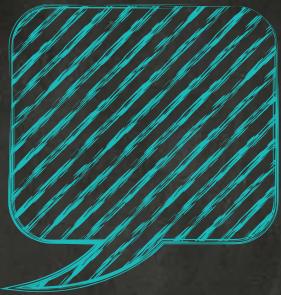
About how many residents participated? _____

How much money did you spend? _____

Did your team, your residents or other individuals post to the CARE blog or social media sites about your kindness? YES NO



CARE



We Believe in
Kindness

We Believe in
HAVING FUN

SPREAD
Kindness!

We
TEAMWORK
W

WE BELIEVE IN
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WE
CARE

