Dear Friends,

Welcome to the Global Cardboard Challenge!

This year we decided to recycle our 2016 Playbook. We did this in part to conserve resources, given our relatively small team; but we also did this because we have been thinking a bit differently about the Cardboard Challenge and how best to support all of you who participate.

First, we want to point out that the Cardboard Challenge is a year-round event; groups do it in the fall to celebrate the start of the school year and to gear up for our Day of Play; they do it in the winter to coincide with the holidays and all those boxes; they do it in the spring to celebrate Earth Day… etc. So we are working to present a more coherent vision for the Cardboard Challenge, taking all these numerous variations into account, and organizing resources, messages, websites, accordingly.

The Playbook so far has focused on the Cardboard Challenge in the context of Imagination’s Day of Play: people gear up in September, and then have culminating events on (or around) the first Saturday in October. The Day of Play is probably Imagination’s most important day in the calendar year because it commemorates the flash mob of customers that came out to make Caine’s Day in the short film, Caine’s Arcade. It’s about childhood imagination, and it’s also about the simple things adults can do to foster it.

So this Playbook should help you throw together an awesome Cardboard Challenge and a super Day of Play – which this year, is October 6! For timely advice from Cardboard Challenge enthusiasts around the world, please join our Facebook group, “Global Cardboard Challenge for Everyone.” or say hello@imagination.org.

Now… get to it, have fun, and don’t forget to share your #CardboardChallenge! Thank you for all you do to bring out the best in kids.

– Team Imagination
Welcome

Thank you for bringing the Global Cardboard Challenge to your community this year! We are excited and honored to be working with such an amazing group of parents, educators, and community leaders from around the world to foster creativity and entrepreneurship in children everywhere.

Please use this Organizer Playbook to help you plan your Cardboard Challenge. Just remember that it’s meant to spark ideas and provide inspiration, but in the end, this is YOUR CHALLENGE. Get creative, have fun and make it your own. And if you have a great tip or suggestion you’d like to share with the Imagination community, please send it to hello@imagination.is.

Thanks again for supporting kids’ imaginations. Happy building!

~Your Friends at the Imagination Foundation

Let’s get started.
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The Global Cardboard Challenge in a Nutshell

WHAT IS THE GLOBAL CARDBOARD CHALLENGE?

This fall, the Imagination Foundation invites the world to participate in our 5th Annual Global Cardboard Challenge. Inspired by the short film, ‘Caine’s Arcade,’ the Global Cardboard Challenge is a worldwide celebration of child creativity and the role communities can play in fostering it. In the month of September, kids are challenged to create and build using cardboard, recycled materials and imagination. Then on October 1st, 2016 (celebrating the anniversary of the flash mob that came out to make Caine’s day in the short film) communities all around the world will come together and play!

The Global Cardboard Challenge is a ‘Champion’ in LEGO Foundation’s Re-imagine Learning’ Challenge (see LEGO’s video on our work here.) Since 2012, the Global Cardboard Challenge has reached over 500,000 participants.

This year, with your help, we will once again engage kids around the world in Creative Play!
We put on the Global Cardboard Challenge because it is:

- engages children in creative play
- fosters creativity, ingenuity, resourcefulness, perseverance and teamwork
- gives children an opportunity to explore their interests and passions, and make things that have an impact on others
- provides a platform for communities to actively foster and celebrate child creativity
- increases global happiness and makes for a happier, more playful world.
- is FUN!

The Cardboard Challenge has also been used by parents and teachers to teach a wide variety of skills and subjects. Through the Cardboard Challenge, children have learned math, engineering and other STEM-related concepts, writing, design thinking, creative problem solving, sustainability, social entrepreneurship and more. The Challenge is a great way to kick off the school year and get kids excited about learning.

USEFUL LINKS FOR EDUCATORS:

- Cardboard Challenge Resources for Educators on Pinterest (Videos, articles, curriculum, and worksheets shared by teachers from around the world)
- Global Cardboard Challenge Facebook Group for Inspired Educators
- Additional Curriculum and Worksheets
Guide to Planning Your Cardboard Challenge

1. DECIDE WHO’S PARTICIPATING
What children will be participating and how big will your Challenge be? A Cardboard Challenge can be just one or a few families building together in their living room or backyard - or it can be a school-wide/community initiative - it’s up to you!

TIP: For larger events, reach out to friends, parents, schools, local businesses and other community members. If you’re a teacher, talk to co-workers or your principal, or invite your students to help you plan. Get others involved!

2. DECIDE WHEN & WHERE
Will your Challenge have multiple ‘build days’ leading up to a final day of play on October 1st, 2016? Or will it be a one-day event? Once you’ve decided, remind others to Save-the-Date.

Host your Challenge in a home, classroom, library, museum, community center, or even in your backyard! Just make sure it’s safe and there’s room to build and play.

TIP: If you are unable to host your celebration on a Saturday, just choose a day around October 1st that works for you. Hint: maybe Friday?

3. REGISTER YOUR CHALLENGE
In September, officially register your Cardboard Challenge at www.cardboardchallenge.com. You’ll be able to publish your Challenge and share photos, videos and stories with the rest of the world.

TIP: Create a simple web or Facebook page and an event invite to share info about your Cardboard Challenge and to collect RSVP’s. If your event is open to the public, share the link when you register.

4. GATHER CARDBOARD & MATERIALS
Find a place to store your supplies and begin collecting materials early (see “Suggested Materials”). Most items needed for your Cardboard Challenge can be found around the house, so ask participants to start saving boxes, tape, old toys for prizes and other miscellaneous items.

TIP: Contact local businesses (grocery stores, drugstores, hardware stores, bookstores, etc.) and see if they have used boxes or supplies to donate.

5. SHOW ‘CAINE’S ARCADE’
Get everyone inspired! Watch the video and discuss Caine and his story. You can follow up with ‘Caine’s Arcade 2: From a Movie to a Movement’ to show the responses of children from all over the world.

6. BUILD AND CREATE
Brainstorm crazy ideas, make sketches, build and test creations. Kids have made everything from marble mazes in pizza boxes and human whack-a-moles to robots, space stations, miniature dunk-tanks and life-size pod racers. What will your kids make?

TIP: Take a peek at our winning 2014 GCC Videos. Also join our Global Cardboard Challenge for Inspired Educators Facebook Group and Cardboard Challenge G+ Community to share ideas and suggestions with others from around the world, as we gear up for the 2016 Global Cardboard Challenge!

7. INVITE THE WORLD TO PLAY
On October 1st, invite friends and family to come out to play. Set up a check-in, prize booth, and snack and craft tables. Get creative! If you sell FunPasses or collect donations, we encourage you to donate proceeds to a local cause or charity. To date, kids have used cardboard arcades to raise funds for local children’s hospitals, soup kitchens, food banks, the Imagination Foundation, and more.

TIP: Take lots of pictures and video throughout your Challenge and share on Twitter and Facebook using @imagination, @cainesarcade and the #cardboardchallenge hashtag.
AFTER YOUR CELEBRATION, DON’T FORGET TO:

- Recycle your cardboard and other materials. Find your closest recycling center using search.earth911.com.

- Send Thank You’s to all volunteers and sponsors.

- Share photos, videos and stories on www.cardboardchallenge.com from your build days and day of play.

- Get feedback and collect emails from participants.

- Congratulate yourself and get ready for more Imagination events throughout the year. Stay in touch!

WANT MORE HOSTING TIPS & SUGGESTIONS? GO TO Additional Resources.

WANT TO LEARN ABOUT CREATIVE PLAY? Read on...
What is Creative Play?

The Global Cardboard Challenge is a fun, playful and inspiring way to foster creativity in children through a simple process called Creative Play. Through creative play, kids engage their imaginations and open up their minds to what’s possible – and then they turn their ideas into something real. In this process, children learn to develop and test their own ideas, take chances, solve problems, get input from others and become better creative thinkers.

At the heart of creative play is the idea that children are naturally creative and curious. Adults can help foster this natural creativity by giving guidance, context and support; it doesn’t take much more than a little time and space.

Creative play intersects a variety of principles and practice from educational theory, like project-based learning, constructivism and design thinking; but most importantly, it’s based on the authentic experiences of every child and recognizes the simple things adults can do to help.

(To learn more about the research behind creative play, please go to: www.imagination.is/research)
IT’S HELPFUL TO THINK OF CREATIVE PLAY AS A CYCLE INVOLVING 5 MAJOR ACTIVITIES:

**INSPIRE, IMAGINE, BUILD, PLAY, AND SHARE.**

**INSPIRE**
Use stories, new experiences and opportunities to spark the interests and passions of children. This is a vital step in getting kids excited about learning and exploring.

Example:
Watch ‘Caine’s Arcade’ and discuss Caine and his story. Watch “Caine’s Arcade 2” and see how children around the world have been inspired. Ask questions, reflect, share reactions.

**IMAGINE**
Think of new possibilities and explore wild ideas - the sky’s the limit.

Example:
Individually or in groups, brainstorm ideas for games or other cardboard creations. Discuss what’s possible. Sketch out designs and mix-and-match ideas. Freely play with materials to fuel new ideas and thinking.

**BUILD**
Take one great idea and make a project out of it. Work and play with physical materials; build what you imagine.

Example:
Make cardboard arcade games, toys, robots, rocket ships, a city, a map, a maze, whatever you can dream up. Create, construct, measure, cut using the provided materials.

**PLAY**
Interact with your own and others’ creations to see what works and what needs to be modified. Iterate. This is the time to tinker and test within an environment of playful experimentation.

Example:
If children built games, this is the time to play them! Children might go around playing each other’s games and creations, giving suggestions for modification and improvement as they tinker and play.

**SHARE**
Share what you’ve made in a meaningful public context. Receive feedback and validation. Let your work inspire others.

Example:
Invite friends, family and community members to come together in a celebration and day of play to enjoy the games and other things that kids have created. Document through stories, pictures and video & share with the world.
3 Cardboard Challenge Examples

Here are a few different scenarios (School/Community/Family) to help you think about your Cardboard Challenge. But remember: a Cardboard Challenge can happen anywhere and every Cardboard Challenge is different, so just have fun, be creative and make it your own!
Mrs. Jackson’s 4th Grade Cardboard Math Arcade

Location: School gym
Duration: 4 weeks, 2 hours/week for building and 1 day of play
No. of Participants: 26 4th graders + 500 classmates and friends & family who attend

In the first week of school, Mrs. J. shows her 4th graders ‘Caine’s Arcade’ in class. Students watch ‘Caine’s Arcade 2’ for homework and go home with a note to parents explaining the Global Cardboard Challenge and asking them to begin saving recycled materials for their projects. The class decides to build cardboard arcade games with a math and science theme – each game must teach a math or science concept. Students work on their projects for 2 hours a week for 4 weeks. On Saturday, October 1st, they share the Caine’s Arcade video at a school assembly and invite the entire school to their Arcade Night.

Mrs. J’s class decides to hold their final celebration on Friday, September 23rd because the school doesn’t open on Saturdays. On Friday evening, friends, family and classmates come out to play their games. The event doubles as a fundraiser and open house. The arcade night raises $500 and they donate half the profits to a local Boys and Girls club and half to the local children’s hospital.

TIP: Talk to your principal and co-workers. Make your Cardboard Challenge a school-wide event. Get the PTA involved. Invite another class to come ‘test’ the games before the big night.

TIP: If you can’t host your day of play on Saturday, October 1st, 2016, just choose a day of the week on around that date that is convenient for you.

TIP: Visit our Cardboard Challenge Resources for Educators on Pinterest to browse great articles, curriculum ideas, and other educator resources.

Students work in teams for this Cardboard Challenge in South Africa. Photo by Steve Sherman.
Max’s Neighborhood Cardboard Challenge

Location: Local Park  
Duration: 1 day (10am - 2:30pm)  
Number of Participants: 100

Max works at a small architecture firm and volunteers at a local makerspace on the weekends. He talks to a few co-workers and other community organizations and they decide to host a Cardboard Challenge at the park. They reserve the picnic area for Saturday, October 1st, from 10 - 3pm and begin telling all the kids at their organizations about the Global Cardboard Challenge. They ask participants to RSVP so they know what kind of turnout to expect.

In mid-September, they start collecting cardboard and other donations from local organizations and businesses. Max’s close friend Amber works at an arts supply store which agrees to donate tape and paint. His boss’s cousin owns a bakery and offers to provide donuts and coffee for the event. Other organizers volunteer to bring tables and chairs.

On Saturday morning (October 1st) families arrive and build their cardboard creations together for a couple hours. Participants also have the option of working on a large cardboard maze. At noon, everybody takes a break to eat lunch. At 1pm, everyone shares what they’ve made. They have a prize ceremony with fun categories like “tallest creation” or “most colorful” or “most impossible to win” - everybody goes home with a prize.
The Lee Family Cardboard Challenge

Venue: Driveway and front lawn
Duration: 1 day for building (at home) + 1 day of play (3 hrs)
No. of Participants: 15

After seeing ‘Caine’s Arcade’ in class, Noah begs his parents to let him host a mini-Cardboard Challenge. They call their family friends and invite a few kids in the neighborhood to join. One week before their day of play, they host a ‘build session’ in their living room. Kids bring supplies over and work on their projects for an afternoon; they finish their projects at home – some even build a few extra games. On October 2nd, everybody returns and sets up their games and creations in the driveway for friends, family and passersby to play. They sell $2 FunPasses and $1 glasses of homemade lemonade and donate all the proceeds to the local animal shelter.
Videos & Links

‘Caine’s Arcade’ (10:59)

‘Caine’s Arcade: From a Movie to a Movement’ (8:21)

2012 Global Cardboard Challenge Videos

FAQ’s

Articles and Research on Creativity

Cardboard Challenge Info Sheet (pdf)

Logos to Use For Your Challenge

Join Us

Cardboard Challenge Resources for Educators on Pinterest

Global Cardboard Challenge Facebook Group

2016 Cardboard Challenge G+ Community
Additional Resources

Here are a few more resources to help you with planning. We’ll be adding items to this page as we go along, so please check back regularly.

SUGGESTED MATERIALS

MORE IDEAS FOR MAKING YOUR CHALLENGE GREAT

CHECKLIST / TIPSHEET

INVITING A LOCAL SCHOOL OR ORGANIZATION - SAMPLE LETTER

GETTING A LOCAL SPONSOR - SAMPLE LETTER

THANKING PARTICIPANTS AND VOLUNTEERS - SAMPLE LETTER
Suggested Materials

Below are some suggestions, but feel free to use whatever materials you like. We encourage you to use what you have lying around the house or ask neighbors and businesses to donate leftover scraps and materials. Re-use and recycle whenever you can; buy only if you have to. If you start early, you’ll be surprised by how many materials you can collect for free.

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**CARDBOARD**

Used cardboard boxes (big & medium size)
Cereal boxes
Shoe boxes

**RE-USED / RECLAIMED**

Empty containers of strawberries
Empty cupcake containers (if available)
Empty bottles and bottle caps
Egg cartons
Milk cartons
Paper towel and toilet paper tubes
Old fabric, pillowcases or clothes cut into scraps
Old stuffed animals and toys

**TOY STORE / HOME**

Bouncy balls (small and medium)
Mini basketballs (if available)
Mini soccer balls (if available)
Racquet balls (large)
Army Men
Various (dollar) toy prizes

**OFFICE SUPPLY / 99 CENT / ART STORE**

Clear packing tape & mini tape dispenser
Scissors
Markers
Pencils
Tempera paint
Brushes
S-hooks
Yarn
Box cutters (for older kids or parents)
Assorted paper for making FunPasses
Staplers
Prize tickets
Brown paper bags
Bags of confetti
Bottles of glue
Glue sticks
Any sort of small hoop or o-ring that would function to create a basket ball hoop (coffee cups? to cut apart?)
Duct tape

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More Resources

**CREATIVE REUSE CENTERS**
Check to see if there are any Creative Reuse Centers in your area. See Lancaster Creative Reuse’s Directory of Creative Reuse Centers around the U.S. and around the world.

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**REUSABLE, KID-FRIENDLY TOOLS**
Also, if you’re looking for awesome, reusable cardboading tools, check out these kits from our friends at Makedo:

http://mymakedo.com

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**LIGHTS, ROBOTS, CODING!**
Add tiny robots which recognize patterns, lights, colors and codes. Hi-tech meets low-tech for the #CardboardChallenge!

http://ozobot.com
More Ideas Come from Making Your Cardboard Challenge Great

- Get friends, family, other teachers, parents and community members - and kids - involved in the planning. It’s more fun!

- If your kids are building arcades, let them sell FunPasses or tokens to raise money for a cause of their choosing.

- Team up with another school or organization, or a high school or university in the area.

- Find a Sister Challenge in another country and Skype with them throughout September and on your day of play.

- Choose a theme. Arcades are great because other people can play the games, but organizers have also hosted Cardboard Challenges with Space, Robot, Medieval, Architecture and other themes; others have just let kids choose their own adventure.

- Join our Global Cardboard Challenge FB Group for Inspired Educators and Cardboard Challenge Community on Google+, share ideas, and participate in web hangouts.

- On build days and/or October 1st, invite parents and members of the community to lead craft and building workshops.

- Have a special area with adult volunteers handling tools like staplers, box cutters, etc.

- Contact local community organizations – especially those with a youth focus - and invite them to come set up a booth/table.

- Have fun contests, food, and music at your day of play.

- Have a Cardboard Movie Theater (use boxes for seats and screen videos) and screen Caine’s Arcade 1 & 2 and other videos.

- Contact local filmmakers or a student filmmaking group and ask them to help you document your Cardboard Challenge!
**Checklist / Tipsheet**
A handy checklist to help with planning.

**THINGS TO REMEMBER:**
- Be safe.
- Everyone participates.
- Think outside the box.
- Have fun!

**PREP**
- Share ‘Caine’s Arcade’ 1 & 2 and the Global Cardboard Challenge with friends, family, co-workers, your principal or boss - anyone who is important for making your Challenge a success
- Decide dates - for “build days” and your final celebration (on or around October 1st, 2016)
- Secure a location
- Find a storage area and collect cardboard and other materials (from home, local businesses, etc.)
- Contact local sponsors for supplies & donations (used cardboard, food, prizes, arts materials)
- Register your Challenge: [www.cardboardchallenge.com](http://www.cardboardchallenge.com)
- Create a page or event invite (on Facebook, Eventbrite, Google+, etc.), and make sure your guests RSVP
- Promote your Challenge through your newsletter, a press release, an email blast, a FB invite, posters/fliers, a school assembly or good old word of mouth

**SEPT / OCT 1**
- Share ‘Caine’s Arcade’ (Parts 1 & 2) with kids
- Ask participants to bring in items from home, e.g. cereal boxes, egg cartons, toilet paper rolls, etc. See [Suggested Materials](#) list
- Find volunteers for build days and October 1st
- Schedule time to design & build
- Schedule a Skype/Google Hangout with another Challenge
- Send out event reminders
- Host your celebration and day of play on October 1st
- Reuse or recycle leftover materials. Visit [search.earth911.com](http://search.earth911.com)

**AFTER OCT 1**
- Share photos, video and stories online
- Fill out our Organizer Survey
- If you fundraised, send out donation checks
- Send thank-you letters to all volunteers and sponsors
- Give yourself a high five and stay in touch with us throughout the year

Be safe. Everyone participates. Think outside the box. Have fun!
Inviting a Local School or Organization

Sample Invitation Letter.

This is just an example to get you started. Please feel free to modify and add your own personal touch.

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Tip: When choosing a name for your Cardboard Challenge, try to come up with something that will not be used by somebody else. For example: ‘Amy’s Los Angeles Cardboard Challenge Classic’ instead of the ‘LA Cardboard Challenge’ as there may be more than one Cardboard Challenge event being organized in a city.

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Dear __________,

[A few sentences to introduce yourself.] We are excited to invite [the students/teachers/etc.] of [School/Organization name] to participate in our [Name of Your Challenge], part of the Imagination Foundation’s 5th Annual Global Cardboard Challenge, a worldwide celebration of child creativity inspired by the short film, “Caine’s Arcade.”

This year’s Global Cardboard Challenge will engage kids all over the world in creative play. In September, kids will design and build games and other creations from cardboard, recycled materials and their imaginations. Then on October 1st, 2016, communities will come together in a global day of play, celebrating the creativity and imaginations of kids everywhere.

[Some details about your local Cardboard Challenge]

To learn more about the Imagination Foundation and the Global Cardboard Challenge, watch:

• Caine’s Arcade
• Caine’s Arcade 2: From a Movie to a Movement

Mark your calendars and please get in touch if you have any questions. We hope you can join us on [Date of your Cardboard Challenge]!

All the best,

[Your Name]
[Organization]
[Contact Info]

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The Imagination Foundation is a nonprofit whose mission is to find, foster and fund creativity and entrepreneurship in children around with world to raise a new generation of innovators and problem solvers who have the tools they need to build the world they imagine.
Dear __________,

This fall, [the 4th, 5th and 6th graders of Imagination Elementary] will be participating in the Global Cardboard Challenge, an educational and community initiative inspired by the viral short film, ‘Caine’s Arcade’. This year’s Global Cardboard Challenge will invite kids all over the country to design and build games and other creations from cardboard, recycled materials and their imaginations. Then on October 1st, 2016, communities will come out to play, celebrating the creativity and imaginations of kids across the globe.

I am a teacher at [Imagination Elementary] and am organizing the Cardboard Challenge for our school/organization because I believe [__________]. We would be delighted if [business name] would consider joining us as a local sponsor of [your school or org] and support our efforts to bring this wonderful event to our students and local community. While many of the necessary supplies will be gathered by students at home, donations of the following items are greatly appreciated: [recycled boxes, tape/paint, food, prizes, poster, etc.]

All proceeds from the event will be donated to [charity of kids’ choosing]

The Global Cardboard Challenge is a program of the Imagination Foundation, a nonprofit whose mission is to find, foster and fund creativity and entrepreneurship in kids. To learn more about the Imagination Foundation and the Global Cardboard Challenge, please watch: ‘Caine’s Arcade 2: From a Movie to a Movement’ or visit: www.imagination.is/cardboard_challenge.

Thank you for your consideration, and we hope you’ll join us on the [insert date]! Please don’t hesitate to contact me if you have any further questions.

Sincerely,

[Your Name]
[Organization]
[Contact Info]
A Thank You Letter from one of our past participants, the Martinelli family:

Family and Friends -

I wanted to send a BIG THANK YOU to everyone who came out to play, for all of the kids who worked hard on their carnival games, for the families who came to play together, to my mom who sponsored the "Pumpkin Cafe" (lattes, pumpkin cookies and muffins,) to our friends who sponsored a Lemonade stand, friends who donated prizes for the kids to win, to the neighbors who stopped by just to donate to the cause..........

THANK YOU!!

Together, we raised $58.42 to benefit the Imagination Foundation - raised in pennies, nickels, dimes and quarters. What started with a boy and his vision and his dad that let his imagination take over his Auto Parts shop, a friendship and collaboration for "Caine's Arcade" became a worldwide event on Saturday. We were 1 of 250 events [actually 270+ when we counted again] that happened around the globe, which spanned 6 continents! People from many nations, different languages and cultures all came together in the spirit of learning, creativity, and fun.

I hope you all had a great time. I know I really appreciate all of the support you always give to our Martinelli family with all of the different (weird?) projects we come up with and we always call on you to join us. I’m so glad that you are in our Family.

The Martinellis
A Special Thank You

The 2016 Global Cardboard Challenge is made possible by the support of our wonderful partners. We’d like to give a special thank you to our marquee supporters, AT&T Aspire, Disney, Google and Time Warner Cable. And a special Imagination high five to our partners in Creative Play Ozobot, Sparkfun, Makedo and Google Making & Science. Thank you for supporting the 2016 Global Cardboard Challenge and helping us foster creativity in kids around the world!
The mission of the Imagination Foundation is to find, foster and fund creativity and entrepreneurship in children around the world to raise a new generation of innovators and problem solvers who have the tools they need to build the world they imagine.

www.imagination.is
www.cardboardchallenge.com | #cardboardchallenge