

welcome cardboard challenge participants!

Dear Friends,

Welcome to the Global Cardboard Challenge!

Hopefully, you've already seen *Caine's Arcade*. But if you haven't, you will never regret the 10 minutes you spend watching it. And, for the full effect, watch it with every child that you can recruit. It is a wonderful example of how it's not about money. It's about curiosity and creativity. There are no limits to what a child can create given a little bit of space and encouragement.

Everything we do at Two Bit Circus Foundation (the parent organization of Imagination.org), is designed to make learning playful, and rigorous. Caine is a wonderful example of someone who was really not considered much of a student as a child. Anyone who watches that video knows that Caine is a very bright young man. Of course, now he's a university graduate with more evidence of how brilliant he is, but at the time of this video, Caine was not a stellar student. He was not considered one of the brightest kids in the class. We all know that he always was one of the brightest kids in the class, but no one saw the evidence until the *Caine's Arcade* documentary came out.

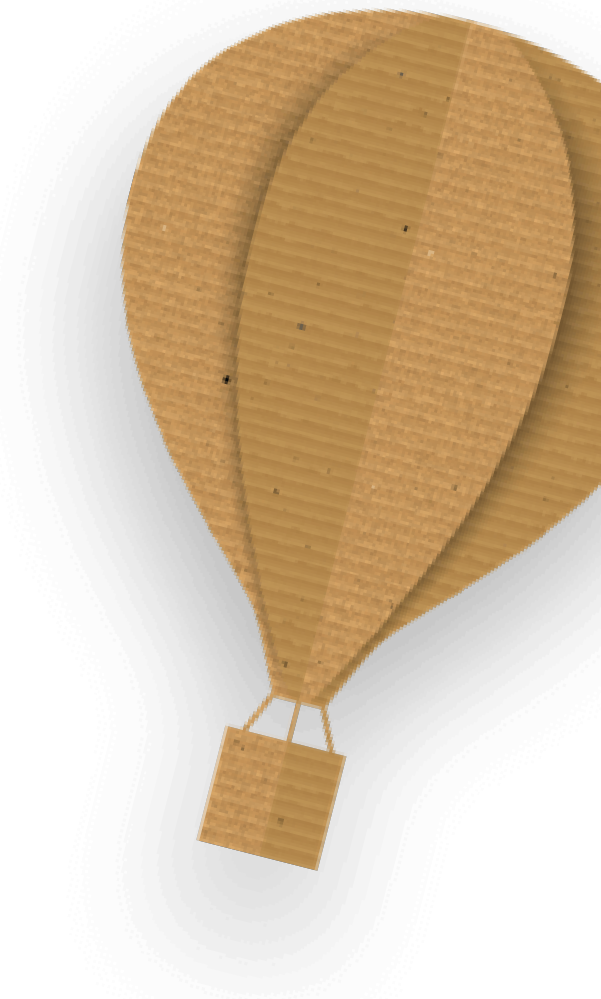
There is a Caine, actually there are many Caines, in every classroom. It's on us to find those Caines and help support their curiosity and engagement.

Thank you for engaging with us in this. And, please share pictures and stories of your cardboard challenge.

In closing let me say the Global Cardboard challenge is our opportunity to have an annual event around the world that engages children in curiosity and design. Please join us for the next Global Cardboard Challenge.



Dr Leah Hanes
CEO , Two Bit Circus Foundation





ORGANIZER PLAYBOOK



PRESENTED BY
THE IMAGINATION FOUNDATION AND YOU!

For more info visit: twobitcircus.org/.cardboard-challenge
or [#cardboardchallenge](https://www.instagram.com/cardboardchallenge) on Instagram

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.org. Thanks again for supporting kids' imaginations. Happy building!

~Your Friends at the Imagination Foundation

Let's get started.

This Playbook is an ever-evolving document based on contributions from members of the Imagination community. You can access the latest version here: **The 2024 Global Cardboard Challenge Organizer Playbook.**

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The Global Cardboard Challenge in a Nutshell

WHAT IS THE GLOBAL CARDBOARD CHALLENGE?

Every fall, the Imagination Foundation invites the world to participate in our [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 October, kids are challenged to create and build using cardboard, recycled materials and imagination. Then on **the last Saturday in October** (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! Since 2012, the Global Cardboard Challenge has reached over 20,000,000 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:

- 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!

USEFUL LINKS FOR EDUCATORS:

- **Cardboard Challenge Resources for Educators on Pinterest** (Videos, articles, curriculum, and worksheets shared by teachers from around the world)
- **[Imagination.org Instagram](#)**
- **[Additional Curriculum and Worksheets](#)**

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.

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 the dates that works for you. Hint: maybe Friday?

3. REGISTER YOUR CHALLENGE

At least 1 week out, officially register your Cardboard Challenge at twobitcircus.org/cardboard-challenge. 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 Everyone Facebook Group](#) to share ideas and suggestions with others from around the world, as we gear up for the Global Cardboard Challenge!

7. INVITE THE WORLD TO PLAY

On the big day, 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 [twobitcircus.org/ cardboard-challenge](https://twobitcircus.org/cardboard-challenge)..... 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.org/research-on-creativity)

Creative Play

Though decades of research support the power of Creative Play, it's important to remember it's a natural process for children requiring few resources and little facilitation.



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 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 the last Saturday in October, 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. -

School Cardboard Challenge

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 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.

Community Cardboard Challenge



A Cardboard Challenge event at Mile High Farms in Denver, CO. Photo by Albert Zapata.



Cardboard robots in Beaverton, Oregon. Photo by Anna Graham.

The Lee Family Cardboard Challenge

Family Cardboard Challenge

Location: 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 their day of play, 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’ \(8:21\)](#)

[2014 Global Cardboard Challenge Videos](#)

[FAQ’s](#)

[Articles and Research on Creativity](#)

[Logos to Use For Your Challenge](#)

[Cardboard Challenge Resources for Educators on Pinterest](#)

[Global Cardboard Challenge Facebook Group](#)





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.

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 / 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 basketball hoop
Coffee cups to cut apart
Duct tape

More Resources

CREATIVE REUSE CENTERS Check to see if there are any Creative Reuse Centers in your area. [See Swodsen Says's Map of Creative Reuse Centers around the U.S. and around the world.](#)

REUSABLE, KID-FRIENDLY TOOLS Also, if you're looking for awesome, reusable cardboarding tools, check out these **kits** from our friends at **Makedo**: <http://mymakedo.com>

makedo

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 Zoom with them throughout the month 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 Everyone](#) to share ideas and participate in web hangouts.
- On build days and/or your day of play, 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.



Siblings in Holland build games to raise money for childhood cancer research. Photo by Carla Dekker.

- 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.
- Have a Cardboard Movie Theater (use boxes for seats and screen videos).
- Decide dates - for "build days" and your final celebration.
- 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: twobitcircus.org/cardboard-challenge
- Create a page or event invite (on Facebook, Eventbrite, 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 1st

- 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

AFTER OCT 1st

- 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!

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.

Tip: When choosing a name for your Cardboard Challenge, try to come up with a 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.

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 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 the last Saturday in October, 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]

Imagination.org is a nonprofit whose mission 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.

Getting a Local Sponsor

Sample Sponsor Letter.
This is just an example.
Please feel free to adapt
and make it your own!

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 the last Saturday in October, 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: twobitcircus.org/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]

Thanking Participants & Volunteers

We'll leave this up to you, but thought we would share an actual Thank You Letter from one of our organizers for inspiration. Shared with permission from the Martinelli family.

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 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 Global Cardboard Challenge and helping us foster creativity in kids around the world!



Making & Science



**Thanks for reading!
Happy Planning :-)**



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 problems solvers who have the tools they need to build the world they imagine.

www.imagination.org | twobitcircus.org/cardboard-challenge.com | [#cardboardchallenge](https://twitter.com/cardboardchallenge)