

Celebrating Employee Ownership Month doesn't have to involve a big budget—it's about creating meaningful, memorable moments that connect employees to the ownership story. Keep these guiding principles in mind as you plan your celebration.

GUIDING PRINCIPLES

ENGAGE EVERYONE

Include remote, hybrid, and field employees through virtual games, mailed activity kits, and live-streamed events.

ANCHOR TO A CORE THEME

Pick a unifying slogan, seasonal theme, color scheme, or mascot and weave it into all activities.

TELL YOUR STORIES

Highlight employee milestones, retiree reflections, and day-in-the-life spotlights to bring ownership to life.

AIM FOR HIGH IMPACT AT A LOW COST

Trivia challenges, photo contests, themed dress days, and peer recognition cost little but create big energy.

MIX FUN & EDUCATION

Pair games and competitions with ownership education so employees connect celebration to their ESOP story.

MAKE IT UNIQUELY OURS

With a little creativity, you can make this month feel special, inclusive, and authentic to your company culture.



KEY SUCCESS FACTOR: Start planning 6–8 weeks in advance to ensure maximum participation and engagement across all company departments.

FOOD & TREATS

Meal Events

ESOP Brunch (Eggs, Sausage, Pancakes)

Pizza Party Celebration

Food Truck Friday

Oktoberfest Themed Lunch

Siesta Chips & Salsa Break

Potlucks

Sweet Treats & Refreshments

Ice Cream Social

Root Beer Float Day

Chocolate Fountain Event

"Do-nut" Forget About the ESOP

"Brownie for Your Thoughts"

"Have Your Cake and ESOP Too"



FOOD FUN: Create ESOP-themed treats and punny food names to make snack breaks memorable and shareable!

GAMES & COMPETITIONS

Trivia & Knowledge Games

ESOP Jeopardy Competition

Family Feud (ESOP Edition)

Company History Trivia Night

Trivial Pursuit (Anniversary Theme)

Minute to Win It with ESOP Content

Weekly Wordle with ESOP Terms

ESOP Crossword Puzzle Challenge

Bingo (ESOP & Charity Themes)

Interactive Games & Puzzles

Pictionary with Company Terms

Scavenger Hunt (Virtual or In Person)

Gamemaster Toolkits by Mail

Stock Price Reveal Game

Virtual Escape Room

ESOP Mystery Challenge

Creative Competitions

Logo Design Competition

T-Shirt Design Contest

ESOP Meme Creation Contest

“Shark Tank” Business Proposals

Photo Contest with Weekly Themes

Halloween Costume Contest

Pumpkin Carving Competition

Workspace Decoration Contest

Recognition & Photo Games

Meet the Boss Babies (Photo Match)

Employee Name to Photo Game

Superhero Personality Match

Photo Booth with ESOP Props

Regional Office Competitions

Team Building Challenges

Physical Activities & Tournaments

Color Wars Competition

Office Olympics

Pumpkin Bowling Tournament

Kickball Tournament

Cornhole Championships

Horseshoes Competition



PRO TIP: Create print-friendly activity toolkits that can be mailed to remote locations and brand offices for maximum impact.

EVENTS & CELEBRATIONS

Themed Celebrations

'80s Theme for Company Anniversary	ESOP-tober Month-Long Celebration
Fall Fest or "Fall into Ownership"	Spirit Week (Decades, Sports, Bands)
Flannel Fest with Food & Games	Southern Theme with Local Vendors

Social Events & Gatherings

Happy Hour at Local ESOP Brewery	Employee & Family Picnic
Associate Appreciation Day	Tailgate Party
Fall Festival with Dunk Tank	Team Spirit Day with Custom Shirts

Specialty Events

"Cruising into Ownership" Car Show	Trick-or-Treat for Employee's Kids
Oktoberfest Breakfast or Lunch	Chili Cook-Off Competition
Barbecue Cook-Off Competition	Baking Contest (Pies, Cakes, Cookies)
Family Day at Zoo or Amusement Park	Baseball Game Outing

EDUCATION & AWARENESS

Learning Sessions & Education

Kickoff Lunch & Learn Sessions	Brown Bag Learning Opportunities
Leadership "Why ESOP?" Presentations	Fireside Chat Series
Virtual ESOP Q&A Events	Trustee Training Sessions
ESOP Education Modules	Stock Valuation Education
"Think Like an Owner" Daily Tips	Friday Facts Newsletter

Storytelling & Communication

Employee-Owner Spotlight Series	Retiree Success Stories
Video Testimonials from Staff	Cross-Generational Dialogue Sessions
"Coffee with Coworkers" Updates	Time Capsule Activity
Ownership Experience Wall	Digital Story Collection Campaigns
Share Other ESOP Success Stories	Company Podcast Episodes

RECOGNITION & COMMUNITY

Recognition Events

Vesting Ceremonies

Employee Anniversary Recognition

Color-Coded T-Shirts by Vesting Year

Balloons with Years in ESOP

Hard Hat Stickers for Employee-Owners

ESOP Entry Breakfast

Coin-Based Reward System

Years of Service Celebrations

Community & Fundraising

Local Nonprofit Fundraising

Breast Cancer Awareness Walk

Sock-tober Donation Drives

Coat Drives for Community

Food Drive Competitions

ESOP Partnership Events

Volunteer Days for Employee-Owners

Invite Local Politicians for Tours

Accessibility & Inclusion

Offer Spanish-Language ESOP Resources

Create Short TikTok-Style Videos for Remote or Field Employees

Mail Communication Packages to Employee Households

Include Spouses and Families in All Events



PRO TIP: Remember that the best celebrations combine fun, education, and recognition, all while staying true to your company's unique culture and values.

NCEO 
Peer Networking Groups