

By Wayne Halm

The Situation

Everyone in my family has a birthday. I want every one of them to feel special on their birthday. That's a big job, and I do try, but to be honest, I frequently fail. Making everyone feel special on every birthday is simply beyond me. But I have had a few successes - this Article is about one of them

The Basic Idea

My wife works in an office and that office has a fax machine. So I sent her a Happy Birthday Fax - a lot of them.

The Execution

The day before her birthday I got on the phone. I called everyone I could find who had ever known her. I reminded them of her birthday, gave them the fax number, and asked them to send her a Happy Birthday Fax - on their company letterhead if possible.

On the first couple of calls I felt awkward asking - but people loved the idea and their enthusiasm wiped out any hesitation on my part, I just kept calling.

The Results

On her birthday the faxes started coming in - and kept coming in. She got over 70 faxes. Everyone in the office heard about it and came to see her faxes, add their birthday wishes, and tell her how special that was. She loved it, she was getting birthday wishes from people she hadn't heard from in a while and everyone in the office was talking about it. That made her feel special.

Why Faxes?

I chose to send her faxes because they are physical, like flowers or balloons, everyone sees them and knows what's going on. She would have enjoyed phone calls or emails but everyone else in the office wouldn't know she was getting them - faxes came out on the office machine and had to be delivered to her, word quickly got around. Everyone in the office would have also seen flowers from me, but that would have just been from one person - this way it was obvious that 70 different people thought she was special. And that made her special.

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