



How to Make the Business Challenge Work For Your Company

Start Planning

Upper Management Support. Get upper management on board. Ask if a manager would be willing to send an email encouraging employees to participate and/or get involved in the Business Challenge by creating a team of their own. You can even create teams within your organization to encourage internal competition!

Publicize the Business Challenge. Notify everyone in your company that your organization has joined the ***Fox Cities Marathon Business Challenge***. Send colleagues a link to the online registration and tell them your team name (be creative)! Promote the Challenge by using the customizable posters (sent with your welcome email) and email template announcing the program to employees. Place the posters promoting the Challenge in high traffic areas and distribute news via intranet and/or email. Use your company's social media and encourage employees to use their Facebook and Twitter to challenge other employees to participate - we've included sample posts for you to use!

Help People Join. Provide instructions on how to join. The Challenge begins NOW, but employees can register for an event anytime – even on race weekend. The earlier they register, the more money they will save!

Lunch 'n Learn. A "lunch 'n learn" is a chance for staff to get together and learn about the a variety of healthy topics or the event itself. Of course, this is optional for your company. We offer a list of lunch 'n learns that we can offer at your company. If on-site seminars don't work – then provide employees with online links we'll email you.

During the Challenge

Provide Organizational Incentives. Consider developing an internal prize program to provide additional incentives for participation. For example, have a drawing or an award each month for participants and/or volunteers. Prizes could include gift certificates, mugs, a department lunch, etc. Or they can be prizes with soft costs, such as a day off or a chance to park in a special spot.

Local Run/Walks. List local running and walking events on your organization's website or another place where staff can find it.

Leadership Involvement. Get your CEO/President and senior leadership staff to participate in one of the events on race weekend. This can be a fun way to get more people involved!

End it with Style!

Announce. Send an email or put up a poster announcing the top finishers in your workplace (ask permission from winners first).

Celebrate. Invite everyone who participated to a Challenge Celebration. Provide a presentation where acknowledgements can be made, thanks to upper management for their support, and a fun awards ceremony for the “slowest person” or “best costume”. Offer a breakfast or refreshments (everyone likes food!).

Evaluate. Provide evaluation findings to management. Include number of participants by department or location, ideas on increased participation next year and comments from participants.