

Getting Employees Involved in the Corporate Challenge

Getting Started:

- Start small. Set a target number that's achievable.
- Find individuals who actively walk, run, or walk/run and have a passion for these activities. These are water cooler and hallway conversations.
- Start a "group leader" program. Ask a couple of individuals to "lead" the walking or running groups. Help them motivate their groups.

Communication:

- Create posters and send email blasts about the walking and running groups.
- Hold Lunch 'n Learns and invite everyone. Below are some ideas:
 - Meet the group leaders
 - Ask the CEO to speak
 - Bring in Sue Jones from Phidippides to talk about the benefits of running/walking and proper shoes and attire. Entice people to join the sessions with gifts and discount coupons.
 - Host a "what to expect on race day" & a little race "expo" with packet pickup.

Registration Motivation:

- Provide "training" T-shirts to anyone registered.
- Participate in the Kaiser Permanente T-shirt contest by hosting your own T-shirt design contest and award prizes for the best one.
- Play departments off one another. They can compete for who has the most registrants.