



**The Challenge is to get 21% of  
your workforce to participate!**

Saturday, June 23, 2012

## **Employer Checklist**

Two key concepts to help reach your goal:



- ❖ Employees may participate at 3 levels, a 15K race, a 5K run/walk timed race, or a 5K Community Fun Walk.
- ❖ When an employee's family participates it drives up your numbers. For example if you have 100 employees your goal is 21 participants if you get just 6 families of 4 to participate you have 24 and beat your goal!

How to get started:



1. Decide if you will offer incentives to employees and possibly their family members for participation. Ideas from other companies are:
  - ❖ Pay all or a portion of the registration fee. Some companies may tier their contributions, i.e. if they get 10% they will pay \$5 of the fee, if they get 21% they will pay \$10 of the fee. If the company will be contributing toward the fee; then you either need to collect money from the employees and submit one company check or reimburse the employees after the race.
  - ❖ Put all participating employees in a drawing for prize(s).
  - ❖ Awards for the best times.
  - ❖ Purchase company logo shirts that say I finished the Seaway Run for [Your organization]. These shirts are \$6
2. Choose the best way for your employees to register for the event – online or a company sign-up form.
  - ❖ Online will be the easiest to administer if access to the Web is not an issue.
  - ❖ If using a company sign-up form the company will need to submit a weekly Excel spreadsheet of participants to date and be sure to collect signed waiver from each participating employee and their family members. [Get the Paper form and Excel Spreadsheet – click here](#)
3. Post posters and provide appropriate sign-up information.
4. Encourage training for participants (resources will be provided). Consider organizing fun preparation events at the workplace. For example, after work walks or meet and walk the bike trail from the Muskegon YMCA to Pere Marquette and back!
5. Have fun – get creative with your promotion and incentives. Encourage experienced runners/walkers to share stories and tips or even buddy with new participants.
6. For more ideas and resources contact [Lisa Sabourin](#), Employers Association, 231-759-0916.



*The Mercy Health Seaway Run is a premier health and wellness event from:*

