



The FitnessRace.com
National Invitational
MILLION MILE
CHALLENGE

MMC Coordinator
Manual

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Welcome!

We're glad you've chosen to participate in the 2004 **FitnessRace.com National Invitational *Million Mile Challenge***. This program is designed to help companies generate interest and enthusiasm for fitness among their employees, because healthy and fit employees make happy employees!

Beginning in May 2004 (National Sports & Fitness Month), and continuing throughout the rest of the year, companies' nationwide are planning ***Million Mile Challenge*** (MMC) activities. You can hold your ***Million Mile Challenge*** whenever it fits in your planning calendar. Companies across America have excited teams of employees walking, running, and biking around their neighborhoods, their town, their county... their state. Because of your quality decision to be the MMC Coordinator for your company, your employees will also be part of this National Invitational experience!

What if I miss it?

There's No Way to miss it! May is simply a focus month for many companies... many more will be holding events through the remaining months of the year. You can do YOUR OWN ***Million Mile Challenge*** this month, next month, or whenever it fits into your planning schedule!

The **FitnessRace.com *Million Mile Challenge*** is simple to set up, user-friendly for coordinators and participants, and includes a host of great benefits for your company. This manual, along with the other Free MMC Coordinator Materials, will take you step-by-step all the way through a successful fitness program for your company. And perhaps best of all, all of the tedious tracking of teams and participants, and the comparisons of cumulative totals -- you know, the job that nobody ever wanted! -- is all handled online, by the **www.FitnessRace.com Fitness Tracker System!** This means YOU have more time to have fun and participate with the other employees, instead of carrying around a clipboard, adding columns and rows of performance times!

We encourage you to read through this Manual thoroughly first, then review all of the other support materials. These are your tools for a successful **FitnessRace.com *Million Mile Challenge*** for your company, and perhaps your city as well.

We are here to help you! If you have any questions, suggestions, problems or concerns you may contact us at ***ceo@biketrip.com***, or call **763-350-2570, 9 a.m. - 6 p.m. CST.**

Now, if think you're up to it, go take on the ***Million Mile Fitness Challenge!***

Sincerely,

Dean Rice
CEO, FitnessRace.com

What you will find in this Manual

In this manual, we'll cover every aspect of setting up and running a successful *Million Mile Challenge*, whether for your company only, or as a community challenge with your company as the community leader! We'll also show you how many companies are using the **FitnessRace.com Million Mile Challenge** to **raise sponsorship funds for their favorite local charity**, and how they are receiving **incredibly positive publicity** from the local and state news media as a result (we even have the press releases prepared for you!)

There are several stages in the program, all designed to make it as super successful as possible for your company, your employees, and your community.

First, now that you have registered your company, you will find this manual and all the support materials are written assuming YOU are the MMC Coordinator. If you are not the MMC Coordinator, please pass this information on to that individual as soon as you can, to allow them the maximum time possible to make this a successful program!

YOU, as MMC Coordinator, should NOT be responsible for every aspect of this program!

By coordinating all activities with individual Team Captains, who can then work with their individual team members to make each event a success. We encourage you to share the responsibilities of this program with the Team Captains.

How to use the FitnessRace.com website

There Is No Charge For using the features of www.FitnessRace.com!

The official website, www.FitnessRace.com, contains detailed instructions for you, the MMC Coordinator, and all participants in your program. This includes a special online slide presentation describing the program and ways to utilize the resources on the site. There are also a lot of help threads to help participants through the details, and ask questions of others in the program. The site includes areas for:

Registration:

- for Team Captains
- for Team Members
- for Community Team Leaders
- Million Mile Challenge Participant Materials
- Over 1100 Bike 'n' Hike Trails
- Logging miles using the **"Fitness Tracker"** to measure your progress,
- Comparing to other companies and groups
- Discussion Threads for dozens of subjects
- Using FitnessRace.com's message boards and chat rooms
- Special accessories store for participants

And there is no charge to access any of these resources, for your company or any of your participants!

Using Your Million Mile Challenge Coordinator Materials

Your Coordinator Materials Pak includes everything you need to have a super-successful "user-friendly" program for your employees, including:

- **This complete MMC Coordinator Manual, with organizational guidelines, tips, ways to get the word out and motivate 100% involvement**
- **Promotional Poster**
- **Press Releases**
- **Fundraising ideas and forms**
- **Free Unlimited Use of the online Fitness Tracker at FitnessRace.com**

Throughout your **MMC Manual** and other support, we introduce each of the files with their suggested uses. Now that you've downloaded this Manual, create a file on your computer called "MillionMile" or "Challenge." Put this file in an easy-to-find location, like "My Documents." Next, download the other **MMC Coordinator Materials** and familiarize yourself with each one as you read your **MMC Manual**.

Here are the individual **MMC Coordinator Materials** files available at this time:

MMCMannual.pdf (*General Information*)

Poster1.pdf (*Promotional Poster*)

RulesandWaiver.pdf (*Rules, Guidelines & Waiver of Liability*)

Press Coverage

Gettingpress.pdf (*Tips And Ideas On Increasing Your Local Recognition*)

Pressrelease1.pdf (*Announcing Your Company's Program*)

Pressrelease2.pdf (*Challenging Other Organizations In Your Community*)

Pressrelease3.pdf (*Announcing Your Company's Kickoff Event*)

Pressrelease4.pdf (*Announcing Your Company's Fundraising Plans*)

Pressrelease5.pdf (*Challenging Other Organizations In Your Community To A Fundraising Goal*)

Pressrelease6.pdf (*Announcing Team Leaders/Fundraising Results & Announcing Fundraising Presentation Event*)

Pressrelease7.pdf (*Announcing Your Team Results To The Local Media*)

Fundraising

Fundraising.pdf (*Great Ideas For Turning Your Million Mile Challenge Into A Fundraiser For A Good Cause*)

Fundraisingform.pdf (*For Participants To Sign Up Sponsors*)

ParticipationForm.pdf (*Optional, For MMC Coordinator for internal records and tracking of fundraising activities*)

Letter1.pdf (*Letter To A Prospective Sponsor*)

Letter2.pdf (*Letter To A Prospective Business Sponsor*)

Participants

ParticipantManual.pdf (*Team & Individual Participant Manual*)

ParticipantFundraising.pdf (*Making The Million Mile Challenge A Successful Fundraiser*)

Using these materials, determine the scope and nature of your particular **Million Mile Challenge**. Then, get the word out as soon as you can, using your company email, newsletter, instant messaging system, and

placing posters prominently in break rooms and other areas. Gather together teams and choose Team Captains (these may be managers, department heads, or any other motivated employee).

The Most Frequently Asked Questions About The FitnessRace.com National Invitational Million Mile Challenge!

The **FitnessRace.com Million Mile Challenge** has been designed to be simple. Following this logic, this Manual is laid out in simple, point-by-point order, to help answer every conceivable question about the program... such as these "FAQ's:"

Does it have to be a month-long event?

No. We've found a month gives everyone enough time to get involved, and raises the interest level and excitement level dramatically. You can choose to have a single weekend of activities, or stretch them out for several months. Some companies are even considering a month-to-month program for employees and including other groups in their area, like school children or Special Olympics!

Why are only biking, walking or running included?

These are the simplest activities, requiring very few items of equipment and only very general physical skills. Even employees with physical handicaps can participate, alongside their fellow workers, whether walking with a cane or walker, riding a wheelchair, or riding tandem on a bicycle built for two! As we at **FitnessRace.com** considered other activities, we wanted to simplify the program so every employee could participate.

Remember, the overall goal is to get as many employees as possible involved in simple, fun, healthy activities.

**Not to have just a few very competitive athletes start a company running or bike racing team!
Healthy employees are happier, more productive employees!**

Why is the Challenge for a "Million Miles?"

We could have chosen any number. Frankly, we anticipate participants will log *many* millions of miles nationally! A "million miles" is a figurative way of saying, "Let's get out there and do it in a big way!" Plus, it's got a special "ring" to it!

How do I get the word out? I'm no writer!

We've provided emails, a poster, even press releases for you to use. All you have to do is plug in the information specific to your company, your area, and your program. Even if you have a Marketing or PR Department that handles all this for you, we've thought of all the pieces ahead of time, so you don't have to! All of the files are included as part of your MMC Coordinator Materials Pak.

Do we have to have Teams?

No. Individuals can participate as well. However, we've found that *Teams motivate and challenge each team member* (as well as other teams) to excel and achieve their fitness goals. Plus, *Teams are great exposure* for your company or organization! Many teams wear T-shirts or carry banners with their names and company logo proudly displayed. *Teams make a positive impact* wherever they go, 20 adults all walking, running, or biking together really get noticed... ESPECIALLY if they're all wearing the same company T-shirts! They generate community interest *and* media interest in your company and this program, so *Teams present your company's commitment to your employees in the best light*. As such, *Teams make great ambassadors for your company within your community*.

How Do We Set Up & Structure Teams?

For the purpose of the **FitnessRace.com MMC**, Teams may be formed of up to 20 people each.

Team members can be:

Staff members and employees from the same department, building or division

Set up for interest groups such as singles or marrieds, women or men, by age, family groups... any way you choose!

Organized based on the activity they want to take part in: walking, running, or biking,

Made up of vendors and suppliers

Represent other community organizations, companies, or groups

Cross all segments: multi-departmental, employees and families, community members, etc.

You may choose to allow employees' teen or adult family members to join company Teams. Likewise, you may open your Team membership to vendors and suppliers, or to others in your community who want to participate (more on this later).

Each individual participant, including those on a specific Team, must go to www.FitnessRace.com and register to be included in the mileage total for your *Million Mile Challenge*!

What about Team Names?

It's only natural that Teams create their own identity, including their own Team Name. For example, some companies have specific lunchtime "Walking Teams" with creative names like the "Gumshoes," "Lunchtime Losers," and "Hot to Trot!" Some have biking teams with names like "Fenderbait" or "Sidewinders;" or jogging teams like "Road Runners" and "Phast and Phurious." All of this adds to the fun and "buzz" of the Challenge!

Where Do We Do It All?

Depending on your company's location and layout, employees may have parks and grounds nearby for lunch outings. Having company picnics throughout the month offers other opportunities. Encourage your employees to use this opportunity to explore your community after work, and discover the beauty of the parks and trails nearby with their Team members and family. Or, for those going on vacation, encourage them to take along their bike or jogging shoes... and be sure to bring back pictures showing them taking the Challenge with style! **FitnessRace.com has the world's largest listing of *Bike 'N' Hike Trails* -- over 1100 and growing all over America!** (By the way, if you find that we're missing a favorite local trail on our website, let us know)!

You'll also find all sorts of ideas and suggestions from other companies and participants around the country, using **FitnessRace.com's *Message Boards And Chat Rooms***. Here, your Team members can share their experiences with other groups all over America, and learn about ways other companies are incorporating the *Million Mile Challenge*. If you choose, you can even post images of your activities and events online in your company's own **Discussion Thread at FitnessRace.com** so all your employees can enjoy them.

What about liability?

We've included some general rules and guidelines, as well as a copy of our release of liability, which you are free to use. Every participant agrees to this when they sign in at ***www.FitnessRace.com***. Feel free to run it past your Legal Department and get their input as well. If your company has any other areas of concern, add them into your program as well.

How do I keep up with all the stats?

Using the unique "**Fitness Tracker**" at www.FitnessRace.com it's easy for everyone to log their own individual miles, so there's **No Paperwork For You** to handle. Our **Fitness Tracker** will tally total activity miles for each participant, each Team, and even the totals for your company. We have included an optional *ParticipationForm.pdf* for internal records and tracking purposes, but this is primarily for internal use for any *fundraising activities* (more on this later). Even if you choose to use the *ParticipationForm.pdf*, participants **MUST** register at www.fitnessrace.com to be included and have their progress automatically tracked.

Can I change the rules, forms and other information? What about Copyright?

Yes, by signing up in the program, you are free to add your own event information, special rules, dates, whatever you wish to customize your materials. All materials must include, in at least 8 point type, our copyright information:

© 2004 FinessRace.com and BikeTrip.com. All rights reserved.

NONE of the *Terms & Conditions* may be deleted or changed (in wording or by additions that change the original intent), with the exception of additions your company may wish to add. Bear in mind, when they register at FitnessRace.com, each participant agrees to abide by these rules and *Terms & Conditions*.

Throw Down The Gauntlet!

To encourage participation, challenge each employee and each Team to log up the most Challenge Miles during your *Million Mile Challenge!* (some groups are already logging up practice miles!).

The unique "**Fitness Tracker**" at www.FitnessRace.com let's everyone to log his or her own individual miles, so you don't have to! We will automatically tally total activity miles for each participant and Team, as well as your company. If you choose, you can even see how your company compares with others in the program!

This takes the biggest burden of all off the MMC Coordinator. In the past, to run a program like this within a company, well, it was a lot like a second job for the person in charge! The **Fitness Tracker** takes all the information (entered by the individual Team participants and captains), and tallies it on a real-time basis. As soon as the information is entered in, each participant can see just how he, she, and their Team, are stacking up!

Set Goals!

Determine your company's overall activity mileage goal for the Challenge and break it down by department, division or Team. Each Team or group can then establish their OWN Team Goal (using the stated company goal as their minimum). Encourage Teams to make goals that will cause them to stretch a bit, but to also keep them fun! Remember, too, *Goals Should Always Be Believable, Measurable And Achievable*. Encourage friendly competitive challenge goals between Teams. This helps foster the sense of the Team as a unit and a family... and generates Team pride to motivate them to achieve their goals.

To make it *really* interesting, challenge other companies and groups in your city, and see who hits the streets and trails the most!

You can make a positive impact in your community with little or no additional work, using the same basic program you coordinate within your company.

Tips To Encourage Participation

Tie In Other Company Events

Does your company have occasional family weekend activities, such as company picnics or family adventures? We encourage you to tie in employee families wherever possible. Using the month of May as an example, early in the month are May Day and Cinco de Mayo, both great themes for a company wide event. Memorial Day is a natural at the end of the month, and a great time to give out Team awards. Or, you could choose to have the 4th of July be your kickoff, and Labor Day the culmination of your own *Million Mile Challenge*. Whatever works for you!

Employees may rack up miles during lunchtime, in the evening, or at other times. Some companies already have specific lunchtime walking and jogging teams that are easy to incorporate into the program. Some teams prefer the fun and fellowship of meeting at a local bike trail for an adventure after work. Either way, every activity counts!

Looking for something a little more extreme? Take along your bike or walking shoes with you on your next ski trip, diving trip, beach or theme park trip, retreat, or vacation. Participants can use our extensive database of **over 1100 Bike 'n' Hike Trails** and get ideas from participants all over America at *FitnessRace.com*. We even have trails in other countries around the world! You can have prizes for the most exotic miles logged by a team or individual, to encourage your team members to explore ways to make their personal fitness fun!

Employee recognition: Everyone Wins!

Everyone likes being recognized! Make sure your participants are noticed in your company newsletter or video feed. Have special features on employees who took part on vacation, or overcame a physical obstacle to participate. Have each Team assign one member to take photos, and another to submit brief reports on their progress. Keep the whole company up to date on Team or individual standings. If your company is national, get your articles to the editor of your national newsletter, or national event/videoconference director as well. Use *pressrelease7.pdf* to announce your results to the local media, as well.

We strongly recommend offering company awards for the Team with the most miles, the best name, or most overall participation. These could be annual pass-along awards to be placed in the company Awards display case, such as "Most Team Miles" for each category, "Most Exotic Team Event," or "Most Funds Raised" (if you are tying in a fundraiser). Include some awards for presentation that the employee can take home, or display at their desk.

There's no rule that every award has to be tied into performance, either! You can have presentation awards for individuals on Teams as well, and let the Teams determine their recipients. These could include "Most Enthusiastic", "Most Improved, " "Best Overall Team Member"... you get the idea.
Everyone Wins!

Some awards can be serious, some just outright fun. Having a "Best Team Name," "Most Often Lost," "Most Blisters," or "Most Flat Tires," "Most Stylish" awards make the Challenge fun for everyone. If your company has a weight loss contest or goal, tie this into the program as well, with recognition for pounds lost as well as miles gained (a "Biggest Loser" award!).

At FitnessRace.com you will find numerous awards, clothing and other incentives you can incorporate into your company Challenge.

Other incentives for participants.

You already know the kinds of things that motivate your employees... use your proven incentives to help them get in shape! Printed hats, T-shirts or jerseys, drink bottles or coolers, all carrying the company logo, for example. Top performers may get soft awards such as a dinner for two, babysitter for an evening, round of golf, tickets to a ballgame for their family, vacation trips or weekend in a local hotel, Entertainment book, birthday or extra paid day off, or hard awards such as televisions, computers, bikes, coolers, computers, PDA's, wireless or mobile phone service ... any incentive works! The top Teams may get their own office party or cookout.

Does your company have a point system for other incentives, such as paid days off? Establish points for different levels of accomplishment, that the employee can "cash in" later.

Don't forget "Bragging Rights!"

Little things like getting the top parking spaces or special "2004 Million Mile Challenge Leaders" golf shirts for champions or top Teams help generate pride and enthusiasm among employees. Again, make some of your awards "pass-along," and display them in a central location. These become goal awards for next year's teams as well as a source of pride for your current team members.

Getting The Word Out: *Do It Now!*

The best way to have a winning program such as the *Million Mile Challenge* is to get going early. Don't wait until a few weeks before the kickoff date to get the word out to your employees and community, do it now!

Everything you need to promote your *Million Mile Challenge* is included in your MMC Coordinator Materials Pak at FitnessRace.com.

Once you have registered your company and reviewed the free MMC Coordinator materials, brainstorm some of the ideas we've discussed and decide how you see your company participating. Then, let your people know about the Million Mile Challenge as soon as possible. Here are some ideas to help you get started.

- 1) **Print the *Million Mile Challenge* Poster (*poster.pdf*)** and place it around your company.
- 2) **Email** a copy to everyone's inbox with a brief note from you, such as:

Subj: "Million Mile" Fitness Challenge

We are forming teams to take part in the 2004 Million Mile National Fitness Invitational Challenge this coming (month you are having your program). Companies all over America are participating. Please read over the attached file for more details.

(if applicable) The miles we log will be used to help raise money for our company project, (name of charity).

We will have teams for biking, jogging, and walking. We will be scheduling activities all around our area, including the (name any local trails or parks you may want to include). If you would like to help form a team or captain a team, please let me know as soon as possible.

I hope you will join me in making this a great, healthy and fun company wide activity for (month you are having your program).!

- 3) **Add** any additional company-specific information to your communications, such as:

- Picnics or other activities planned
- Inter-departmental, inter-company or inter-industry challenges
- Challenges with other companies in your area
- If the company is putting sponsorship money against miles, or offering matching funds
- If the company is providing awards, etc.

- 4) Send a special email to Department/Division Heads, encouraging them to "Throw Down The Gauntlet" themselves, and challenge other departments/divisions in a friendly competition to see which department can rack up the most miles!
- 5) Include a write-up in the company newsletter, including an image of the poster
- 6) **Send *Pressrelease1.pdf*** (announcing your company's program) to your local media. When the kickoff date arrives, follow this up with ***Pressrelease3.pdf*** (announcing your company's Kickoff Event).
- 7) **Contact key media** in your area personally, and ask them to cover your larger company ***Million Mile Challenge*** events (see ***GettingPress.pdf*** for more tips and ideas on increasing your local recognition). Better yet...
- 8) ***Get your Marketing/Public Relations Department involved!***

Some tips to get your community involved.

- 1) You can invite other companies, organizations and individuals to join your company teams, or to form their own teams and participate with your company in the ***Million Mile Challenge***. Use ***Pressrelease2.pdf*** (challenging other organizations in your community) to accomplish this. Any organizations or groups that respond would simply be treated as part of your overall company Challenge. You may choose to provide T-shirts, jerseys or other promotional materials (or not), and to include them in certain awards or events along with your employees.

Remember, independent participants can simply login at FitnessChallenge.com and log their own miles... there is NO additional paperwork for you to handle!

- 2) Or, you may simply use your company's leadership to challenge your community to independently join you in the Million Mile Challenge. Either way, you can make a positive impact on health and overall fitness of your community, and enhance your company's positive image at the same time.
- 3) Regardless of how you include your community, we suggest you contact your city programs or events director and share your plans with them. In many cases, they will get behind your community program and help you promote it (more free publicity for your company!)

Turning The *Million Mile Challenge* Into A Successful Fundraiser For Your Favorite Charity

Many companies have a local charitable organization that they support on an ongoing basis. Groups like Habitat For Humanity, The American Cancer Society, Muscular Dystrophy, and many more locally-based groups depend on corporate employee participation to meet their annual budgets. Summer is traditionally a tough time for charities... So why not ***Challenge your employees*** to use the ***Million Mile Challenge*** as a double opportunity and log up more than miles?

Using the **Fitness Tracker** feature at **www.FitnessRace.com**, your teams can easily and automatically log miles, earning sponsor dollars (or quarters, dimes, nickels, pennies) for each mile achieved! You'll be raising money as you enjoy the outdoors... and each other! Or, if your company regularly donates to charity already, ***Challenge Your Community*** by offering matching funds to encourage other groups to join you in a ***Million Mile Challenge For Charity!*** Other Teams in your city can also log in independently, so ***you will have NO additional paperwork***, regardless of how many people participate!

We'll discuss this more later. We've included special fundraising materials your can download and use, including ***fundraising.pdf*** for some great ideas to turn your Fitness Challenge into a fundraiser, and ***fundraisingform.pdf*** for signing up sponsors. You'll find these and other free materials in your MMC Coordinator file at **www.FitnessRace.com**.

Conclusion

Using these resources, you will have a *Million Mile Challenge* program that will be a great success! We are here to help you! If you have any questions, suggestions, problems or concerns you may contact us at ceo@biketrip.com, or call 763-350-2570, 9 a.m. - 6 p.m. CST.

Now, go take on the *Million Mile Challenge!*