



## HOW TO RALLY YOUR COMPANY TO GET INVOLVED

We would love to see your company become involved to help us continue to grow and expand the Jackalope Jumps, and raise more funds to support Special Olympics Wyoming. The following are several ways your company can help spread the word about the Jackalope Jump, and get your employees excited about being a "Below Zero Hero":

- Advertise the Jackalope Jump around your office by displaying the following\*:
  - Jump Brochures
  - Posters
- Host a Jackalope Jump booth. Recruit team members or pledges by handing out Jump materials.
- Ask for support by posting your team information on the company's website or intranet with a link to your Jackalope Jump team page.
- Email employees information about the Jackalope Jump and instructions on how to join the team. • Include Jackalope Jump information in your email (e.g. email tag line).
- Social Media: Use Facebook, Twitter, LinkedIn, etc. to recruit team members, bring awareness to your Jump, and ask for pledges!
- Feature a team member, a.k.a. Jumper, weekly/monthly. Highlight their Jackalope Jump story, pledges raised, the 2018 Jump plan including costume and more!
- Hold Jackalope Jump contests within the company to see who can raise the most pledges. E.g. Frost the Boss: Management will Jump if a certain amount of pledges are raised or the President will Jump if a certain number of employees will Jump and/or raise a certain amount of pledges. Don't forget to make the contest competitive yet fun!
- Form teams within your company to raise the competitive spirit. Set goals such as recruiting the most Jumpers or raising the most pledges. Increase the excitement by offering incentives!
- Dress for the Jump Day: employees who pledge can dress casual, in their Jump costume, etc.
- Challenge another company to follow your lead and join the Jump. Everyone enjoys friendly competition.
  - Remember: Your Jackalope Jump team does not need to consist of only employees. Invite your family and friends to join in to be a "Below Zero Hero", as well.

**The options are endless to spread the word out about the Jackalope Jump and support Special Olympics Wyoming!**