

WHOLIVES CORPORATE



Race Against Time Event (RATE)

Your first “A Race Against Time” event:

- brings the information, excitement and awareness of the cause right to your employees
- is designed to spread the word and let others know about your Social Impact Cause
- gives others the opportunity to support your new challenge of making a difference

Goal:

Raise awareness and funds to drill two wells in a developing country, instantly changing the lives of over 2100 people! Giving them water for a lifetime!

- Each Team Member (employee) will get their supporters to **collectively** pledge a minimum of \$50 a month for 12 months
- It doesn't matter how many people it takes for each team member to reach their goal
 - Some employees will get 10 people to donate \$5 a month
 - Others may get 3 people: 2 pledges for \$20 and 1 Pledges at \$10 a month
- One rule that really makes a difference is that the whole group works together until everyone reaches their goal
 - If someone finishes fast they can gather more pledges and “apply” them to another person's goal.
- The cumulative effort of everyone working together is VERY Impactful. For example: 10 employees x \$50 x 12 Mo. = \$6000
- We never ask that people give until it hurts, but only give until it feels **REALLY GOOD!**

How it works:

Every team member will begin by calling (texting) family, friends, peers, anyone they know from their phones contact list and delivers the same message:

- “Hi _____! I’m participating in a *Race Against Time* social impact event at my work.”
- “We are raising money to drill two clean water wells for two school in Africa.”
- “I have been challenged to find (5, 10, etc.) people that can sponsor me for as little as (\$10, \$5, etc.) a month for 12 months. My goal is to raise a total of \$50/month for 12 months.”
- “**Do you think you can help me out?**”
 - I will text you the URL, that will give you secure instructions and a little more information about our social impact you are helping us with.
 - Once you fill it out it I’ll get a text to confirm your donation went through.
- Text to: 71777 the message: justSOLVEit__. (Add your ambassador number)

To-do’s for Company:

- Schedule the RATE event with the ambassador 1 to 2 weeks from initial meeting
- Make employees aware of the event through email, flyers and posters, etc.
- The event should take an hour or less, but plan on 90 minutes
- The event can be held nearly anywhere. Standing when calling/texting is best

To-do’s for Ambassador:

- Emcee the event
 - Give introduction, slide show and instructions
 - Pass out awards
 - Compile all the final tallies
 - Report back to Company Impact team