

## Hosting Your Own Safelite Challenge

The Safelite Challenge is a one-of-a-kind charity event held in Las Vegas, Nevada.

We know that not everyone can make it to Las Vegas, that is why we want to support you in offering your own Safelite Challenge at your location.

Coordinating and organizing your own Safelite Challenge event, can be overwhelming, but don't worry, we've created this guide that will help you hit the ground running and have a successful event.

### ❖ 3 Months Prior- Choose a Race Date, Location & Route

- ✓ **Choosing your date-** ideally it would be best to have it around the Safelite Challenge, but sometimes that is not feasible. Choose a date that works locally for you.
- ✓ **Finding your location-** There are a few things you want to consider when picking your event location. You will want to decide if you want to have your event at your location or maybe a nearby park. Depending on the date of the event (during the workday or on a weekend) will help determine where to plan your event.
- ✓ **Setting your route-** After you determine your location, decide on the length of your route. Remember our goal is to get associates moving and engaging with others. Your local park may already have the route created for you, or why not create a Safelite Mile route at your location. That route can then be used after the challenge for team and associate engagement.

### ❖ 2-3 Months Prior- Gather a Reliable Planning Team

You can't do this all by yourself and no one expects you too. Remember, it's our associates that make Safelite So Great! Be sure your planning team includes individuals who are ready to have fun and are committed to the success of this event.

### ❖ 1-2 Months Prior- Recruit and Motivate Participants

Recruiting and engaging your associates/participants to raise money is one of the most important pieces of your planning process. Communication and recognition are key to a successful event. Communicate and promote the event.

- ✓ Use the My Safelite Challenge Poster and post it all over the office. (insert link)
- ✓ Have your participants register for your local challenge at: (link TBD)
- ✓ Consider giving a small incentive for getting registered to start and offer rewards such as Safelite Swag throughout the upcoming weeks to keep the momentum going
- ✓ Share training guides with participants (insert link)
- ✓ Order award medals or use this finisher certificate (inset link)
- ✓ Check with local vendors to see if they would donate food, water and/ or prizes for the event

### ❖ 1-2 Weeks Prior- Prep for Event

There are a number of tasks that can be divided amongst the planning committee.

- ✓ Arrange parking and security logistics
- ✓ Order route markers (if needed)
- ✓ Design finish line area
  - Confirm number of tables & chairs
  - Get tablecloths & trashcans
  - Coordinate food, water and/or prizes for event

### ❖ Day of the Event

Remind associates about the event. Be sure to mention specific details and other fun activities.

- ✓ Gather participant feedback
- ✓ Take photos, lots of photos
- ✓ Share your photos and celebrate your success! Be sure to send them to corporate communications [corporatecomms@safelite.com](mailto:corporatecomms@safelite.com) with details of your event so that we can share your event on The Wire

**Need help with your local event? Contact:**

Lanie Fraley (Sr. Benefits Specialist): [Melanie.Fraley@safelite.com](mailto:Melanie.Fraley@safelite.com) / 614-210-9488