



## Tips for Success: Companies

**1. Get personally involved!** Success for your scorecard is driven by your passion and commitment. The first box to be checked is your box. You should be the first to sign up to take the challenge!

**2. Appoint your Team Manager:** We highly recommend that you appoint one person in your company to drive this challenge, post updates on your social media and intranet, in staff meetings and to drive your company's success and spirit for your SIMPLE Service Project. Your team manager will report to Champions for Kids your overall participation, which we will record on your official score card!

**3. Motivate Your Employees:** You have a platform of influence—so why not leverage this platform to be a force for good in this world for kids? Tip number two: Reach out for 100% participation from your employees. Offer a motivating reward for MVP—the employee who is your company's most valuable player and engages the most people. Fuel the fire of competition. Why not when your heart is so big and the need is so great?

**4. TPI is Critical!** TPI is Total People Involved. You may have 75 employees, whatever the number employees who participate, this number will go under "E." But here is where you can score big: Your employees engage their family and friends to join them! One person in London took a challenge. He had absolutely no connection to the sponsoring company. This person just believed in the Abbott Nutrition 30 Day Challenge, brought the challenge to London, and already has signed up 166 people to join this effort. And he is still enlisting others. If one person in your company engages other people, these people are added to your team's TPI. Imagine how HUGE this number could be? And for companies that drive information by facebook and social media, your efforts could be staggering! TPI is critical! This is where you and your employees can engage a much larger team—your families, friends, faith communities, students, etc.

**5. Build Your Team Spirit:** Offer fun incentives. See who emerges to the top as your MVP. Your MVP is your most valuable player---the person who engages the largest number of people.

**6. Social Media!** Your scorecard can be huge once you tap into the power of social media. Encourage all of your participants to extend the challenge to their friends and family via social media platforms.

**7. Celebrate Children's Lives Touched (CLT):** Your team manager will gather the data for your scorecard. Your company/team will want to celebrate this number. It is why they took the challenge!

**8. Send your reports to Champions for Kids!** Your reports and stories help fuel efforts to mobilize MILLIONS of people to improve the lives of children. ([champion@championsforkids.org](mailto:champion@championsforkids.org))

**9. Start and Stop dates:** Many challenges will likely be one day opportunities. Some may be longer in duration such as the Abbott Nutrition 30 Day Challenge. We recommend that you place a time frame around the challenge and then have your team manager record and report the results to Champions for Kids.

**10. First Steps!** We highly recommend that the first step in taking a challenge is for participants to go to the Champions for Kids' website and download the selected challenge. When a participant clicks "sign up" for the challenge, this allows Champions for Kids to keep participants motivated and connected with updates and stories happening for kids across America and beyond.

# Sample Scorecard!

Company Stat Card	P	E	TPI	CLT	MVP
P: Personally Involved					
E: Total Employees Involved					
TPI: Total People Involved					
CLT: Children's Lives Touched					
MVP: Most Valuable Player					
Team Manager:					



**Duncan Mac Naughton, EVP Walmart and Ann Bordelon, CFO Sam's Club**, accepted the mantle as commissioners for the Champions for Kids 2020 Campaign at the Henkel Global Leadership Conference. They challenged and encouraged suppliers to drive winning scorecards for each of the SIMPLE Service initiatives. Mac Naughton reminded suppliers that at Walmart, scorecards are important. Each SIMPLE Service Card will have back end score cards reflecting each project's participation and impact score. As a CFO, Bordelon is interested in numbers and inspired participants to imagine where we will be one year to date when we report the success of our Mobilizing MILLIONS scorecards.