



**No Running Required!**

# **Implementation Guide for Organizations**

*“The first responsibility of a leader is to define reality.*

*The last is to say thank you.”*

*— Max DePree*

**Founded by Cheryl Rice, MS, CAPP**  
**[www.youmattermarathon.com](http://www.youmattermarathon.com)**

## **Introduction**

Welcome: The **You Matter Marathon** (YMM) is an empowering, cost-effective, and impactful opportunity to create positive connection between individuals and within communities and organizations.

## **History**

The **You Matter Marathon** – No running required - was founded in 2016 by Cheryl Rice. Cheryl was so touched when she received a business-sized card with only the words, You Matter, on it that she ordered her own set of cards and began giving them to others. One particularly moving experience giving a card to a stranger in a grocery store inspired Cheryl to take the card sharing to the next level and invite others to share **You Matter** cards. In 2016 almost half-a-million **You Matter** cards were given out by people in all 50 states and 59 countries.

## **Benefits as reported by 2016 YMM Participants**

What value did people achieve as a result of participating?

- ❖ 61% achieved greater sense of gratitude
- ❖ 61% achieved enhanced connection with others
- ❖ 51% achieved enhanced compassion for others
- ❖ 50% achieved enhanced levels of personal happiness

Also:

- ❖ 86% said they would continue giving out You Matter cards on their own
- ❖ 93% said they would participate in the YMM again

## **Steps to Run a Successful You Matter Marathon in Your Organization**

### **I. Determine Your Purpose**

The **YMM** will be most effective if it ties into a specific aspect of your organization's culture. Consider what strategic imperative, company value(s), or aspect of the company mission the YMM aligns with. Some examples: "The YMM aligns with our value of honoring differences," "The YMM is an opportunity to support our mission of valuing our customers/patients," or "We plan to tie the YMM into our strategy for internal reward and recognition."

## II. Audience

- ❖ Which segment(s) of your organization will be involved?
- ❖ Who will be the **You Matter** card givers in your organization (# and title, e.g., 60 nurse managers)?
- ❖ Is it mandatory or voluntary to be a card-giver?
- ❖ How many **You Matter** cards will each card giver have to share?
- ❖ Who do you want the **You Matter** cards shared with? For instance, if the card “sharers” are nurse managers, do you want them to give the cards to nurses or patients or staff or anyone they choose? While generally there is no right or wrong answer, it would be wise to refer back to your purpose to determine who may receive a **You Matter** card and also to give people as much autonomy as possible in deciding who to give a card to.
- ❖ Can cards be given anonymously? For instance, left on someone’s desk when they aren’t there? Yes!

## III. Parameters

- ❖ When will the YMM begin and end?
- ❖ How, if at all, will you track the number of cards given out?

## IV. Communication

- ❖ Kick-off event with a webinar or in-person event.
- ❖ As part of kick-off event, give all of the card givers a **You Matter** card so they experience receiving a card before being asked to share them.
- ❖ Consider a private online portal for communication, stories, photos, videos.
- ❖ Closing event where impact is shared, speakers, “Move from marathon to way of being.”

## Resources

- ❖ Logo – feel free to cut and paste from our [website](#)
- ❖ Cheryl's YMM TEDx, [You Matter: Changing The World with Two Words](#)
- ❖ 3-minute [video](#) of the YMM in action
- ❖ 1-minute YMM highlight [video](#)
- ❖ [T-shirts](#)

## Connection with You Matter Marathon

- ❖ If you haven't already, sign-up as an Ambassador Organization on our website and receive 30 free **You Matter** cards, and a link to Vistaprint for discounted cards
- ❖ If you want even more free cards and media recognition, consider [Sponsoring](#) the **You Matter Marathon**
- ❖ Join our **You Matter Marathon Facebook** community
- ❖ Contact Cheryl at [Cherylrice@comcast.net](mailto:Cherylrice@comcast.net)

***We are each other's harvest; we are each other's business; we are each other's magnitude and bond."***  
**Gwendolyn Brooks**

