



**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**

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## Welcome!

We're thrilled that you and your organization have decided to share the **You Matter** message within your community.

You have joined a robust community of over 1500 groups from around the world who have spread this vital **You Matter** message with people in their companies, schools, and extended community.

This Guide is offered as a resource to support your efforts in running a successful and rewarding **You Matter Marathon** (YMM). Feel free to send any comments, questions, and feedback to [Cherylrice210@gmail.com](mailto:Cherylrice210@gmail.com).



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

**—Gwendolyn Brooks**

## 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.

Since 2016 almost two million **You Matter** cards have been given out by more than 180,000 people in 85 countries.



## **YMM Vision, Mission and Core Beliefs**

### **Vision**

*We envision a world where individuals naturally and regularly affirm the significance and value of one another.*

### **Mission**

*The You Matter Marathon is a global initiative that creates positive connections within and between individuals and communities.*

### **Core Beliefs**

*We believe that the world would be a more peaceful and joyful place if every person knew they mattered.*

*We believe that the path to a more peaceful and joyful world begins with daily acts of connecting in positive and sincere ways that honor our common humanity.*

*We believe that one way to affirm our own significance is to regularly affirm the significance of others.*

*Consistent with the You Matter Marathon mission, we stand with the Black community, and all people of color, and support the Black Lives Matter movement as a way to shine a light on racial inequities and injustices.*



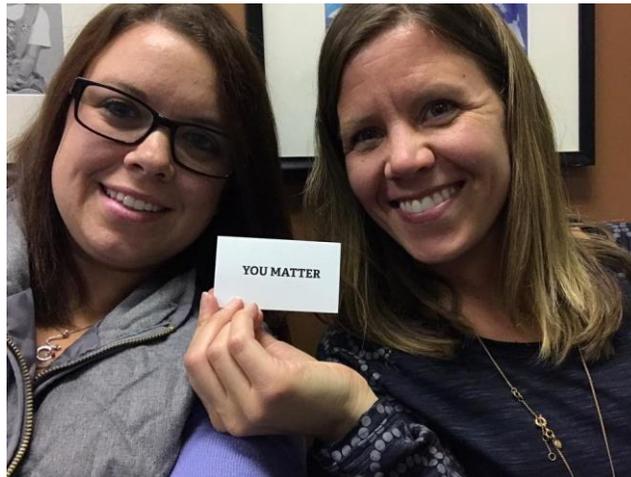
## Benefits of Sharing You Matter Cards as Reported by YMM Participants

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



***“What a wonderful addition to our Patient Experience program, and a great way to recognize each other during our Penn Medicine Experience Week.”***

**—Craig Loundas, Associate Vice President, Penn Medicine Experience**

## Steps to Run a Successful You Matter Marathon (YMM) in Your Organization

### 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 your 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 rewarding and retaining top talent."

### Set Your Intentions

Consider what you most want to achieve by running the YMM. Is it greater engagement? Increased employee happiness? Improved interpersonal connections? All of the above? Clarifying this for yourself and your key stakeholders will help gain buy-in and commitment.

### Choose Your 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)?
- ❖ 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, patients, staff or anyone they choose? While generally there is no right or wrong answer, we suggest referring back to your purpose to determine who will receive a **You Matter** card. We also recommend giving people as much autonomy as possible in deciding who to give a card to.
- ❖ Also consider how many **You Matter** cards each card giver will be invited to share.

## **Decide if You Will Run a Digital or Physical YMM – or both!**

If you want employees sharing cards with people in multiple locations, or you're concerned about physical distancing, you may want to use our [Digital You Matter](#) card.

Digital cards can be downloaded and shared via email or internal communication channels like Slack. Sharing cards digitally may also allow more cards to be shared as the cost of cards is eliminated.

Physical YM cards work well for co-located employees or employees sharing cards with customers with whom they physically interact. They also create immediate mementos as most people keep the cards close to them – either on their desk or in their wallet or even on their home refrigerator!

Whether you use digital or physical YM cards, we will still send you 30 cards for free and tell you how you can [purchase](#), [print](#), or [download](#) all the cards you'll need. We also have links in the Resource Section of this Guide.

### **Parameters**

- ❖ Decide when your official YMM will begin and end. Many companies continue sharing the YM message even after the event is over.
- ❖ Consider if/how you will track the number of cards given out. We've found that even one card share can change two lives so don't feel pressure to measure success only by the number of cards shared.

### **Communication**

- ❖ Consider a kick-off webinar or in-person event to launch the YMM.
- ❖ One best practice is to first share a YM card with each of the card givers (either before or during the official kick-off) so they experience the power of receiving a card before being asked to share them.
- ❖ Consider designating a private online portal for communication, stories, photos, videos. We also have a public [YMM Facebook group](#) that you are welcome to post in.

- ❖ Determine a closing event or communication where the impact is shared, stories are told, and thoughts about moving from a Marathon to a way of being are shared.
- ❖ Assess impact. Some organizations implement a formal survey to get feedback on the impact of sharing You Matter cards.



## Frequently Asked Questions

### **Can cards be given anonymously? For instance, left on someone's desk when they aren't there?**

Ideally, we encourage people to share the cards person-to-person but there can also be great joy in leaving a card for someone to find on their own. Our best advice is to mix it up.

### **Can we print our company logo on the back of the card?**

Technically yes. Our preference is no and here's why. Most people's first reaction when given a **You Matter** card is to turn it over. They're primed to look for the catch. Only when they realize there is no catch do they lower their shoulders and breathe in the message. Putting anything on the back turns the card into a promotional product and dilutes the impact. That said, some people do find value in writing a personal handwritten note on the back of the card.

## **How Does the YMM Relate to the Black Lives Matter movement?**

The You Matter Marathon exists to foster positive connections within and between individuals by encouraging people to see and value the significance of every person they encounter. We believe that the world would be a more peaceful and joyful place if everyone knew that they mattered.

Consistent with the You Matter Marathon mission, we stand with the Black community and all people of color, and support the Black Lives Matter movement as a way to shine a light on racial inequities and injustices.

### **A Few Case Studies**

- ❖ Amazon ran a very successful digital YMM. Click [here](#) to learn more.
- ❖ UPMC shared over 5000 cards within their hospital system.
- ❖ Capitol Refrigeration shared cards with employees and customers. Click [here](#) to learn more.

***“Those sharing the message benefited from their actions as much as the receiver of the You Matter message did.”***

**—David Murray, Amazon leader**

## Additional Resources

### YMM 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](#)

### Books

- ❖ [HumanKind](#) by Brad Aronson
- ❖ [The Rabbit Effect](#) by Kelli Harding
- ❖ [Together](#) by Vivek Murthy, M.D.
- ❖ [The War for Kindness](#) by Jamil Zaki

## Connection with You Matter Marathon

- ❖ If you haven't already done so, please sign up as an Ambassador Organization on our [website](#) and receive 30 free **You Matter** cards.
- ❖ To get additional YM cards or masks:
  - <https://minuteman-press-13.square.site/>
  - Print You Matter cards here by clicking this [link](#)
  - Download our [Digital You Matter card](#)
- ❖ If you want even more free cards and media recognition, consider [Sponsoring](#) the **You Matter Marathon**
- ❖ Join our **You Matter Marathon** [Facebook](#) community
- ❖ We'd love to share your You Matter experience with others. Contact Cheryl to learn how or for answers to any of your questions. [CherylRice210@gmail.com](mailto:CherylRice210@gmail.com).



## Corporate Sponsorship Opportunities

If you want to take your involvement to the next level and make an even bigger impact, then please consider being one of our YMM Sponsors.

### **Diamond level: \$10,000**

- An in-person seminar by CEO and Founder, Cheryl Rice, to discuss the power of You Matter for your organization
- An exclusive one-month media spotlight on your sponsorship in our email and social media
- Blog post featuring your organization's commitment to the **You Matter** message
- Your company logo in premiere placement on our website and social media platforms viewed by nearly 30,000 people
- 10,000 free **You Matter** cards for your organization to distribute

### **Platinum level: \$5,000**

- A virtual seminar by CEO and Founder, Cheryl Rice, to highlight the power of You Matter for your organization
- An exclusive one-month media spotlight on your sponsorship in our email and social media
- Your company logo prominently placed on our website and social media platforms viewed by nearly 30,000 people
- 5,000 free **You Matter** cards for your organization to distribute

**Gold level: \$2,500**

- An exclusive one-month media spotlight on your sponsorship in our email and social media
- Your company logo prominently placed on our website and social media platforms viewed by nearly 30,000 people
- 2,500 free **You Matter** cards for your organization to distribute

**Silver level: \$1,000**

- An exclusive one-month media spotlight on your sponsorship in our email and social media
- Your company logo prominently placed on our website and social media platforms viewed by nearly 30,000 people
- 1,000 free **You Matter** cards for your organization to distribute

**Copper level: \$500**

- Name recognition for your company on our website and social media platforms viewed by nearly 30,000 people worldwide
- 500 free **You Matter** cards for your organization to distribute

**Bronze level: \$250**

- Name recognition for your company on our website and social media platforms viewed by nearly 30,000 people worldwide
- 250 free **You Matter** cards for your organization to distribute

***For maximum visibility and recognition, please make your contribution as early as possible so we can begin featuring your organization in our digital marketing efforts.***

If you would like to sponsor the **You Matter Marathon**, click [here](#) to make your gift.