



How to Run A-MUCK!

To help build awareness and raise money for “The Race to Give,” we challenged our marketing team to create Hagyard’s own version of the “ALS Ice Bucket Challenge” that was so successful in 2014. While following the ALS formula, our goal was to connect the challenge to something that was intrinsic to the equine industry. Our idea? The “Run-A-MUCK Challenge” where participants challenge friends, family, colleagues, vendors – anyone who wants to raise money for Thoroughbred Aftercare – to either...

Donate money to “The Race to Give” or MUCK A STALL.

Your simple guide on how to participate is outlined below.

How to Issue a Challenge

1. Select 3-5 people to whom you would like to issue the “Run-A-MUCK Challenge.”
2. On your favorite social media platform (Facebook, Instagram, Twitter or all three) issue the challenge to all 3-5 of the people from Step 1 by name. Here’s an example of how it can be done:

“To help support the Race to Give, I am challenging Joe Smith of XYZ Farm, Janet Jones of ABC Stable and Mike Martin of Acme Corporation to either donate (\$ amount of money) or to muck the stall of my choosing.

So... Joe, Janet and Mike... you can either take your wallet out, or you can MUCK OUT!”

Feel free to put the challenge in your own words, but try to end the challenge with “*you can either take your wallet out, or you can MUCK OUT!*”

3. When you post your challenge, make sure you use the #aracetogive.

How to Confirm and Capture the Challenge Outcome

1. Once one or more of the people you have challenged responds and commits to the donation, stall mucking (or both, which gives us both the donated dollars and the awareness), document it in one or more of the following ways:

> Get a “picture” of the donation – or the act of them donating

- Screen capture or image/video of them filling out the online form
- Image/video of them writing the check
- Image/video of them opening their wallet

The goal to find a way capture the donation so each of you can post to show that the challenge was accepted and completed!

> Get a picture/video of them “Running-A-MUCK”... actually mucking the stall

- Series of pictures or video of the location of the stall (farm, stable, track, etc.), the name on the stall, the condition of the stall, and the actual “mucking,” of course

Again, find a way capture the donation so each of you can post to show that the challenge was accepted and completed!

2. Encourage them to post the images/videos online, then re-post them for all to enjoy

3. Finally – and most important – **thank them!** Sure, it’s OK to have a little fun at their expense in the spirit of friendly, good-natured competition. But make sure they also know how much you appreciate them for participating, and **making a difference for the horses that are moving on to exciting second careers!**