



Bonus Material



- Want to start segmenting by “driver of participation?”
- Configure a drop-down menu question at registration:
 - I support [Nonprofit Organization]
 - I care about [mission in general]
 - I enjoy running, triathlons, and cycling
 - I enjoy the company of the people I’m participating with
 - I’m on a company team

*5. Please tell us the primary reason you are participating in the

Please select response

*6. I am supporting

I care about the movement to end

I enjoy running or walking

I enjoy the company of the people I'm participating with

*7. My workplace or organization formed a team

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