

# ChampRally

## HOW-TO GUIDE



### CHAMP-RALLY: IGNITING LOCAL PRIDE

Designed for Community Connectors | WU 24/7 Accelerator



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# PURPOSE of The ChampRally

The Community Champion Rally (ChampRally) is a signature What'sUp 24/7 event designed to activate people, not systems.

While Leadership Roundtables focus on alignment and planning, the **ChampRally** focuses on momentum — equipping community minded individuals with simple tools to help local businesses and organizations get visible on What'sUp 24/7.

**THIS EVENT ANSWERS ONE ESSENTIAL QUESTION:**

**“WHO IS WILLING TO HELP MAKE  
CONNECTION VISIBLE — STARTING TODAY?”**



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## Who Should I INVITE?

### Invite People Who:



Love their community and talk about it often



Know local businesses, nonprofits, and leaders



Enjoy helping others succeed



Want to make a difference without needing technical skills

### For Example:

- Volunteers
- Chamber ambassadors
- Nonprofit supporters
- Community Connectors
- Retirees, educators, & civic leaders



# Who Should I INVITE?

## My Invite List:

Use spaces below to jot down people in your community that fit the criteria on the previous page.

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# OUTCOME

By the end of the ChampRally, participants will:



Understand how to use What'sUp 24/7 to help make their community more visible



Know what it means to serve as a Community Champion



Feel confident helping others plug in



Leave with a Connect Card identifying who they will connect with first



*“This Rally is to equip people who care about their community to help make information easy to find and easy to share.”*

# Rally **AGENDA**



**RECOMMENDED LENGTH: 30-45 MINUTES**

## **1. WELCOME & WHY THIS MATTERS:**

- Communities thrive when people are connected and have a place
- Visibility matters for quality of life and business retention
- Champions play a critical role in keeping information accurate and accessible

## **2. WHAT IS WHAT'SUP24/7?**

“What’sUp 24/7 is like a modern digital phone book — similar to Googling something locally — but designed specifically to showcase local businesses, organizations, events, jobs, and quality-of-life resources in one trusted place.”

## **3. WHAT IS A COMMUNITY CHAMPION?**

- Helps businesses and organizations get visible
- Keeps community information accurate
- Connects people to the platform either:
  - In person, or
  - By sending a simple invitation link

***Important Reminder: Champions are connectors, not salespeople. No technical skills are required***

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***Leadership sets the direction — Champions create the ripple.***



*“This Rally is to equip people who care about their community to help make information easy to find and easy to share.”*

# Rally **AGENDA cont.**



**RECOMMENDED LENGTH: 30-45 MINUTES**

## **4. CONNECT CARD:**

- Communities thrive when people are connected and have a place
- Visibility matters for quality of life and business retention
- Champions play a critical role in keeping information accurate and accessible

## **5. DURING THE RALLY:**

- Turn Subscribers into Champions
- Encourage Champions to make their first connection within 48 hours
- Share follow-up resources and/or schedule Business Blitz

*Leadership sets the direction — Champions create the ripple.*

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**Don't Forget to**  
**SHARE**