

# MotivAction's Bike-Building Event Rewards, Engages and Gives Back

**Crystal Winner:** MotivAction LLC, Minneapolis, Minnesota, USA

**Client:** MotivAction LLC, Minneapolis, Minnesota, USA

**Program:** MotivAction Bike Building



**MotivAction**  
W O R L D W I D E



MotivAction is a global, full-service performance marketing agency. In addition to providing complete incentive services for its clients, it runs its own reward program, the President's Council. President's Council recognizes and rewards the company's top performers. The annual reward is a trip for two; this year's trip took place in Cancun, Mexico.

When MotivAction holds its own reward trips, it usually receives complimentary and discounted services with the faith that MotivAction will return the favor with new business. MotivAction understands that tourism is the backbone of the Cancun economy and truly appreciates the courtesies it receives. However, it wanted to add something to the trip to show its gratitude immediately and to have an impact on the community beyond the resorts. Thus, when planning this year's trip, it set goals to find a way to immediately show appreciation, contribute in a way that respects the local environment and allow President's Club honorees to have one-on-one interaction with local people.

First, MotivAction needed to conceive an event that would have a significant positive impact on the community, one that the traditionally proud local people would be receptive to. It partnered with Friends of the Maya, a local organization that provides relief to impoverished Mayan communities. Together, they decided to organize a bike-building event for one of the local villages.

Bikes would be a major benefit to the village children. They currently had to walk an average of five miles to the nearest school. Bikes would allow the children to get to school quicker, freeing up valuable time they could use to study and help out at home. A bike-building event would also allow the MotivAction participants to engage directly with the people they were helping.



On the fourth day of the President's Council trip, the attendees boarded buses at their hotel and traveled an hour to the village. MotivAction had paid for and shipped a bicycle for every child in the village. When the MotivAction participants arrived, in the midst of a festive atmosphere provided by a balloon-bedecked tent and upbeat music, the bikes were each sitting by a child, ready to be assembled. The MotivAction travelers chose the child they wanted to help with assembly and got working.

None of the children spoke English and very few of the MotivAction guests spoke Spanish. And at first, the children were quite shy. But as they worked together to build the bikes, using gestures and smiles to communicate, they became a real team. The children warmed up and began to get very excited about their new bicycles. After about an hour, each child in the village had a brand-new, assembled bicycle to ride. This small act of giving was about to make their lives a little easier.



The bike-building event was a moving, enjoyable experience for everyone involved. The children's bikes will have a significant impact on life in the village. The five-mile walk used to take the children up to an hour and a half each day. Using the bicycles, they will be able to save between one and two hours a day—150 to 300 hours per year. Even if they use just a fraction of that time to study or contribute to the village, it will increase their productivity and have a positive effect on everyone in the community. The event was also extremely well received among MotivAction participants. In the post-trip survey, travelers consistently mentioned it as a highlight. With this fantastic activity, MotivAction was able to demonstrate that sustainable elements are a wonderful, uplifting way to enhance and differentiate an incentive event. ●