

ESOPATHON

EMPLOYEE OWNERSHIP FOUNDATION

PARTICIPATION GUIDE 2026



CELEBRATING EMPLOYEE OWNERSHIP. GROWING OUR COMMUNITY.

What Is ESOPATHON?

ESOPATHON is the Employee Ownership Foundation's national engagement and fundraising campaign, held each fall. It's not about doing more; it's about connecting what you're already doing to a bigger purpose.

Whether you're hosting a lunch-and-learn, running a social media campaign, attending a happy hour, or simply reflecting on what ownership means to you, **ESOPATHON is a way to celebrate, amplify, and give back to the employee ownership community.**

Why Participate?

- **It's easy to integrate:** No need to start something new. Just connect your existing EOM efforts to ESOPATHON with a small fundraising or awareness component.
- **It strengthens the movement:** Your contributions fuel the research, education, and advocacy that make employee ownership possible and sustainable.
- **It supports your community:** By giving back, you're investing in more ESOPs, stronger employee owners, and a better future for workers and businesses.

How to Integrate ESOPATHON Into Your EOM Plans

For Companies

- Add a brief EOF spotlight to internal events like lunch-and-learns or kickoff meetings.
- Turn existing celebrations (e.g., golf outing, Waffle Wednesday) into fundraisers with small participation donations or raffles.
- Recognize past scholarship recipients and tie their stories to the Foundation's mission.
- Use newsletters or your intranet to share your ESOPATHON team page and encourage participation.
- Encourage company or leadership to match funds raised during these events.

For Professionals

- Offer a small discount or value-added service in exchange for client donations.
- Include ESOPATHON in your outreach: "I'm celebrating EOM by supporting the EOF. Join me!"
- Talk about how the EOF's work benefits your clients and the broader ESOP ecosystem.

For Individuals

- Share your story about being an employee owner and include a link to your fundraising page.
- Mention ESOPATHON during your company's EOM events or on social media.
- Use our "Easy Ask" framework: Explain, personalize, share your activity, ask, and follow up.

ESOPATHON Filming Guide: Share Your Story, Build Momentum

We're asking employee owners across the country to share how they're raising money for ESOPATHON. Whether it's a bake sale, a chili cook-off, a jeans day, or something bigger, we want to hear the story behind it. It takes just a few minutes to film, and your story could be the reason another team steps up their game, or another donor decides to give.

What to Talk About

You don't need a script — just speak from experience. Consider addressing:

- What is your team doing to raise money for ESOPATHON?
- What's the story behind your fundraiser: why this idea, why now?
- How has your team or company gotten involved?
- What does being an employee owner mean to you?
- Why should others support employee ownership through ESOPATHON?

Filming Guidelines

- Use your phone and record vertically.
- Record in 4K if your phone supports it.
- Find a quiet space with minimal background noise.
- Face a window or other light source so your face is well lit.
- Choose a background that feels natural and authentic to you.
- Hold your phone at about eye level and keep your face and shoulders comfortably in the frame.
- Look directly into the camera and speak naturally.
- Keep the phone as steady as possible.
- Leave a couple of seconds of silence before and after speaking.
- Keep it short: 30-60 seconds holds attention best.

Sharing Your Video with TEA

If you're willing to participate, please send us a video or written testimonial. If your video file is too large for email, you can share it through Google Drive, WeTransfer, or another file-sharing service.

Send to: marketing@esopassociation.org.

Final Thought

ESOPATHON is your chance to **celebrate Employee Ownership Month while helping grow the future of employee ownership**. It's not more work, it's more impact. Join the movement. Support the future.

Learn more about the Employee Ownership Foundation: employeeownershipfoundation.org

To register for ESOPATHON
please scan the QR Code
or visit esopathon.org



Helpful Resources

[Donate Now](#)

[Register](#)

[Information](#)

[Resources](#)

[More info on EOF](#)