



Tips for Success

We've put together our best practices to ensure your members stay engaged and excited throughout the COVID-19 Relief challenge.

- **Get Creative:** Leverage the whole suite of assets and resources. Use them in internal newsletters, as desktop backgrounds, zoom backgrounds and more!
- **Timeline + Strategy Recommendations:** See our communication timeline and micro-strategies to keep engagement high throughout the challenge. Your client success manager is here to support you every step of the way.
- **Involve Senior Leadership:** How you do it is up to you. Whether you use quotes from leadership in communication campaigns. Or have them give personalized shout outs around key destination or engagement stats. What matters most is that they're supporting it from the start.
- **Involve your wellness champions:** On your next Champion check-in webinar, present the Champion toolkit and give the green light for the team to start promoting the event! Have your champions or onsite wellness coordinator host a meeting to promote the event on a company webinar or town hall.



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Use Your Communication Channels

- **Social Media:** Posts, hashtags and campaigns are a fun way to build excitement about **#ConnectingForGood**. Create a hashtag or social media campaign to help promote the challenge. Think team dress up days, photo competitions—this is your chance to be creative.
- **Intranet:** Images can be integrated into your company intranet. Use them to remind members to stay active and have fun!
- **Digital displays:** Share digital displays on the intranet or as a screensaver. If you're in the office, you can also print them out and hang them in high-traffic areas like the kitchen or bathroom.
- **Announcement cards:** Add videos or content on the homepage to pump up members, remind them to keep stepping and regularly check the leaderboard.

Manager Support & Buy-In

- Ask managers and leaders to help spread the word during the registration period and incorporate challenge details into team meetings.
- If they have a large team, they can divide into smaller groups to create teams of up to 5 for the challenge.
- Equip leaders with member marketing and educational asset to help field any questions during registration.
- Get into the competitive spirit! Challenge different departments or teams - just make sure to everyone feels included.