Communications Timeline

Pre-Challenge
Early October

Lead Up
Build hype and raise awareness about the challenge. Get leadership, managers and champions involved.

Leadership Email
Whether it's from your CEO or someone else, the leadership email should go out before registration, the week of October 2.

Registration period
October 9 – October 23

Challenge Announcement Card
Post the Announcement Card message to generate momentum and let members know challenge registration is open.

Challenge Invite Email
October 9

Challenge Join Reminder Email
October 20

During Challenge
October 23 – November 26

Challenge Kickoff Email
October 23

Challenge Halfway Email
November 9

Challenge Wrap-up
October 6 – October 20

Challenge Ends/Upload Reminder Email
November 26

Challenge Wrap Up
November 29

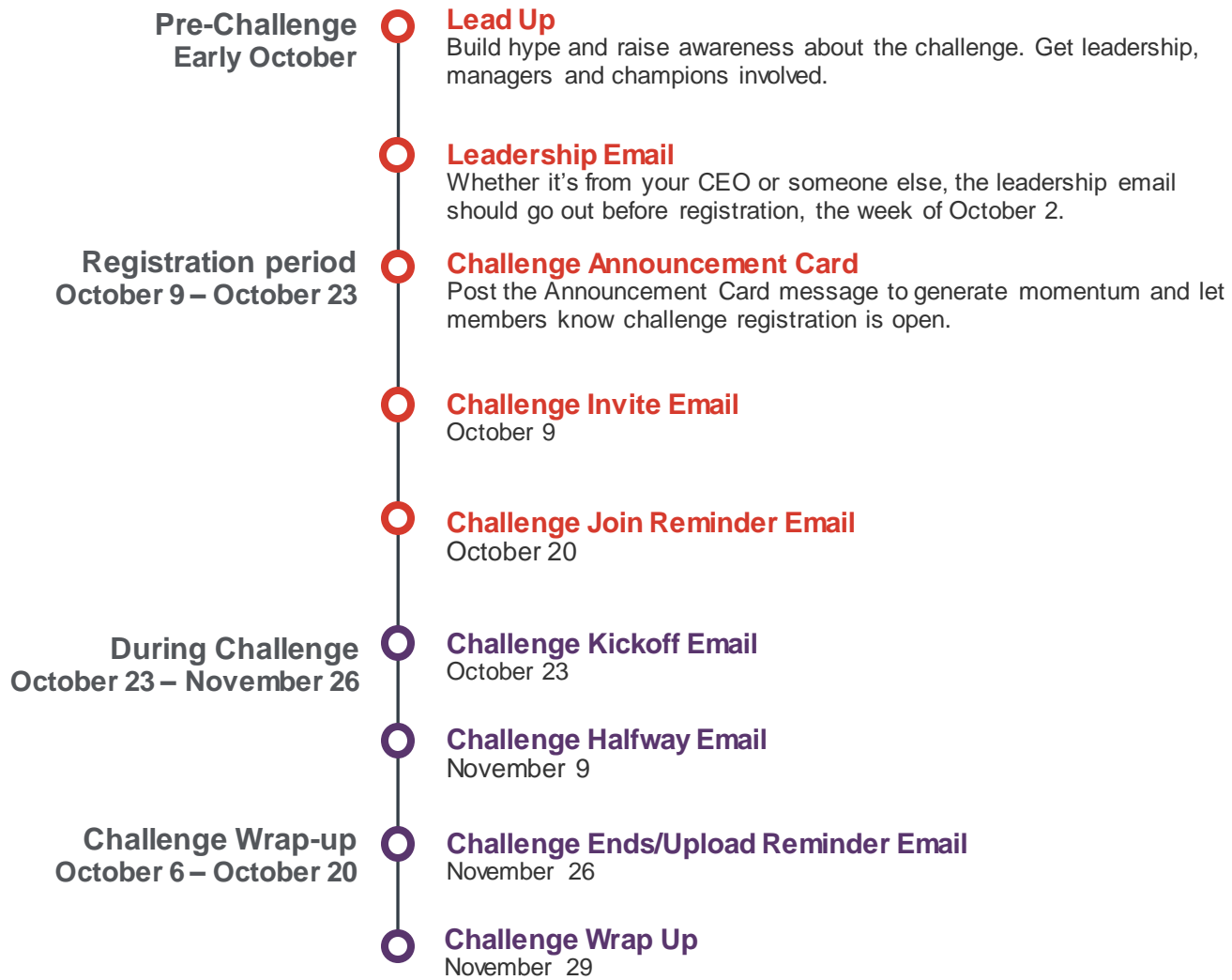## Additional In-Challenge Emails:

Team Invite
Sends when member is invited to join a team

Team Captain Message
Sends when the team captain messages teammates

Team member has left
Sends to captain when member leaves the team

Virgin pulse