

WebMD Activity Challenge Campaign

Campaign Goal

The activity challenge campaign helps spread awareness of your upcoming challenge, encourages users to sign up on your WebMD portal and keeps them engaged in the challenge once it begins.

We Make Promoting Your Wellness Challenge Easy

This material is for you to adapt and use in a variety of formats: monitor ad, poster, flyer, t-shirt, badge and a variety of emails. Just copy and paste, and you'll be on your way.



Useful
tips

Before you get started, make sure that:

- ❖ All the links work and URLs are accurate.
- ❖ All text (especially text in bold) is customized to match your WebMD portal and your audience.
- ❖ Your challenge is set up and activated on your WebMD portal.

Email - Registration

When challenge registration opens, send this email to all employees who are eligible for the challenge (dependents/spouses too, if applicable).

Subject 1: The **[PROGRAM NAME]** Activity Challenge Is Coming
Preheader: Register by **[REGISTRATION DEADLINE]**.

Subject 2: Take on the **[PROGRAM NAME]** Activity Challenge
Preheader: Earn rewards for being active.

Headline: Make Your Move

Body Copy: **[Fid:FirstName]**, can you *dance* like no other? Do you *shoot* a mean game of basketball? Or maybe you can *lift* more than anyone in your gym. No matter where you shine, you can earn **[X]** in rewards from the **[PROGRAM NAME]** Activity Challenge!

Think you have the right moves? To participate, register for **[PROGRAM NAME]** and sign up for the challenge before **[REGISTRATION DEADLINE]**.

CTA: Register now

[INCLUDE]

What next?

Record at least **[#]** minutes of activity each day for **[#]** of **[#]** days during the challenge, from **[DATE]** to **[DATE]**. If you do, you'll earn **[X]** in rewards!

[INCLUDE]

Have a fitness device?

Connect a Fitbit or similar device with the **[PROGRAM NAME]** portal to automatically upload your activity to the challenge. Sync up your device now >

Email – Registration Reminder

Give your challenge registration one final push—send this email to all eligible employees/dependents/spouses who have not yet registered. We recommend sending it two days before registration closes.

Subject 1: Move Your Way Toward **[X]** in Rewards

Preheader: The **[PROGRAM NAME]** Activity Challenge starts soon.

Subject 2: Ready for the Activity Challenge **[FId:FirstName]**?

Preheader: Register by **[REGISTRATION DEADLINE]**.

Headline: What Moves You?

Body Copy: **[FId:FirstName]**, looking for a mind-body connection? Give yoga a try. Want to get in shape and in touch with nature? Grab your hiking boots and hit the trail.

No matter what inspires you to stay active, you can earn **[X]** in rewards from the **[PROGRAM NAME]** Activity Challenge! The first step is to register at **[PROGRAM NAME]** by **[REGISTRATION DEADLINE]**. Then, record at least **[#]** minutes of activity each day for **[#]** of **[#]** days during the challenge, from **[DATE]** to **[DATE]**.

CTA: Register now

[INCLUDE]

Have a fitness device?

Connect a Fitbit or similar device with the **[PROGRAM NAME]** portal to automatically upload your activity to the challenge. Sync up your device now >

Email – Challenge Begins

Announce the start of your challenge with this email. Send it on the first day of the challenge to everyone who has signed up.

Subject 1: The **[PROGRAM NAME]** Activity Challenge Has Begun!
Preheader: Start recording your minutes.

Subject 2: Welcome to Day One
Preheader: The **[PROGRAM NAME]** Activity Challenge is on!

Headline: Ready, Set, Get Moving!

Body Copy: **[Fid:FirstName]**, ready to work your way toward better well-being and **[X]** in rewards? The **[PROGRAM NAME]** Activity Challenge begins today!

You can walk, bike, swim or something else—all that matters is you get your body moving and make a habit of it. To get started, record at least **[#]** minutes of activity each day for **[#]** of **[#]** days during the challenge, from **[DATE]** to **[DATE]**.

Button: Record your minutes

[INCLUDE]

Make a move, any move

A little bit of activity can go a long way. An exercise as simple as brisk walking can be just as effective as running at reducing your risk of high blood pressure, high cholesterol and diabetes.

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Have a fitness device?

Connect a Fitbit or similar device with **the [PROGRAM NAME]** portal to automatically upload your activity to the challenge. Sync up your device now >

SOURCE

American Heart Association: “Walk, Don’t Run, Your Way to a Healthy Heart”

Email – Ecard Tip #1

Encourage participation in the challenge by sending weekly tip emails to everyone who has signed up. Send the first tip during week 1 of the challenge, preferably 2-3 days after the Challenge Begins Email.

Subject 1: [PROGRAM NAME] Activity Challenge Tip

Preheader: Get creative with your workout.

Subject 2: Do You Love Your Workout Routine?

Preheader: You should and could!

Headline: Discover What Works for You

Body Copy: [Fld:FirstName], find an activity you love! You can hit the gym, take to the wilderness or simply run around with your kids. All that matters is you find something you enjoy and stick to it.

Haven't discovered the right activity yet?

- Research local gyms and keep and keep an open mind. You could try a rock climbing gym, kickboxing gym or any other kind of gym.
- Most towns offer adult recreational sports. Get in touch with your local community center and find out what they offer.
- Think back, is there an activity you enjoyed as a child? Try giving it another go!

Keep track of your activity

Record at least [#] minutes of activity each day for [#] of [#] days during the [PROGRAM NAME] Activity Challenge to earn [X] in rewards!

Button: Record your minutes

[INCLUDE]

Have a fitness device?

Connect a Fitbit or similar device with the [PROGRAM NAME] portal to automatically upload your activity to the challenge. Sync up your device now >

Email – Ecard Tip #2

Encourage participation in the challenge by sending weekly tip emails to everyone who has signed up. Send tip #2 during week 2 of the challenge.

Subject 1: Get Active On-The-Go

Preheader: Pack your gear ahead of time.

Subject 2: Smart Exercise Tip

Preheader: Have your gear ready-to-go!

Headline: Keep Workout Gear Handy

Body Copy: **[Fid:FirstName]**, keep your running shoes, boxing gloves, tennis racquet or whatever fitness gear you may need handy. You never know when you'll be able to squeeze some activity into your schedule!

Not sure where to stash your equipment? Try these convenient spots:

- The trunk of your car.
- Your desk at work.
- A locker at your gym.
- In a packed, ready-to-go bag.

Stay on track with the [PROGRAM NAME] Activity Challenge

Remember, you must record at least **[#]** minutes of activity each day for **[#]** of **[#]** days during the challenge to earn **[X]** in rewards.

Button: Record your minutes

Email – Ecard Tip #3

Encourage participation in the challenge by sending weekly tip emails to everyone who has signed up. Send tip #3 during week 3 of the challenge.

Subject 1: The Right Food for your Workout
Preheader: **[PROGRAM NAME]** Activity Challenge tip.

Subject 2: Fuel Your Activity
Preheader: Eat these energy-boosting foods.

Headline: Eat Food That Energizes You

Body Copy: **[Fid:FirstName]**, no matter which activity you're into, you'll be your best if you eat a balanced diet that includes unrefined carbohydrates, proteins and fats—with an emphasis on vegetables, whole grains and healthy oils.

But beyond that tried and true advice, keep these energy-boosting tips in mind:

- Don't rely on energy bars to keep you going. A recent study shows they are no better than a candy bar at providing sustained energy.
- To maintain your energy level during a workout, drink an 8-ounce glass of water before you start and another after you finish.
- You can use caffeine to get an energy boost, but be sure not to overdo it or you can crash. A cup of coffee or tea is enough to do the trick.

Remember to track your activity

Record at least **[#]** minutes of activity each day for **[#]** of **[#]** days during the **[PROGRAM NAME]** Activity Challenge to earn **[X]** in rewards!

Button: Record your minutes

SOURCE

Harvard Health Publishing: "Eating to boost energy"

Email – Ecard Tip #4

Encourage participation in the challenge by sending weekly tip emails to everyone who has signed up. Send tip #4 during week 4 of the challenge.

Subject 1: Quick Activity Tip
Preheader: Challenge yourself!

Subject 2: Keep up with the **[PROGRAM NAME]** Activity Challenge
Preheader: Remember to record your activity.

Headline: Create Personal Challenges

Body Copy: **[Fid:FirstName]**, over the course of the challenge—try to gradually lift more weight, run a faster mile, serve a better game of tennis, or work toward whatever personal goals you have. It can help keep your activity routine interesting and can even help to make it more effective.

Go slow and steady

Make sure your goals are attainable and use caution when increasing your activity. People with chronic disease or who have not been active should talk to their doctor about what types and amounts of physical activity are appropriate.

Record your activity to earn rewards!

Record at least **[#]** minutes of activity each day for **[#]** of **[#]** days during the **[PROGRAM NAME]** Activity Challenge to earn **[X]** in rewards!

Button: Record your minutes

SOURCES

Harvard Health Publishing: “Do you need to see a doctor before starting your exercise program?”

Center for Disease Control and Prevention: “Getting Started with Physical Activity for a Healthy Weight”

Email – Ecard Tip #5

Encourage participation in the challenge by sending weekly tip emails to everyone who has signed up. Send tip #5 during week 5 of the challenge.

Subject 1: Rest and Be Your Best

Preheader: **[PROGRAM NAME]** Activity Challenge tip.

Subject 2: Work Hard and Sleep Hard

Preheader: Give yourself time to recover.

Headline: Make Rest a Part of Your Routine

Body Copy: **[Fid:FirstName]**, want to improve your backstroke, three-point shot or another move? Be sure to get plenty of rest. Studies show good sleep can help improve speed, accuracy and reaction time in athletes.

Keep in mind

Exercising immediately before bedtime can have a stimulant effect on the body and may keep you awake. If you feel that working out at night is keeping you from a good night's sleep, then try to finish exercising at least three hours before you plan to go to sleep.

Record your activity by [RECORDING DEADLINE]

Record at least **[#]** minutes of activity each day for **[#]** of **[#]** days during the **[PROGRAM NAME]** Activity Challenge to earn **[X]** in rewards!

Button: Record your minutes

SOURCES

WebMD: "Can Sleep Improve Your Athletic Performance?"

WebMD: "10 Tips to Beat Insomnia"

Sleep.org: "Exercise at This Time of Day for Optimal Sleep"

Email – The Challenge Is Complete

Congratulate all challenge participants for taking part in the activity challenge. Send this email 3-5 days after the challenge ends but before the deadline to record activity minutes.

Subject 1: The **[PROGRAM NAME]** Activity Challenge Is Over

Preheader: Record your minutes now!

Subject 2: **[Fid:FirstName]**, That's a Wrap!

Preheader: The **[PROGRAM NAME]** Activity Challenge is complete.

Headline: Time's Up, Record Your Minutes!

Body Copy: **[Fid:FirstName]**, congratulations on taking part in the **[PROGRAM NAME]** Activity Challenge! We hope you had fun as you moved your way toward better well-being and discovered new activities that will continue to be a part of your life.

Be sure to record your activity minutes on **[PROGRAM NAME]** by **[RECORDING DEADLINE]**. If you recorded at least **[#]** minutes of activity each day for **[#]** of **[#]** days during the challenge, you'll earn **[X]** in rewards!

Button: Record your minutes

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What's your next move?

We hope you're inspired to continue your active routine. Going forward, try new activities to keep your routine fresh and visit **[PORTAL NAME]** for more resources that can help keep you moving toward well-being.