

Invitational Wellness Challenge Campaign

Campaign goal

The Invitational Wellness Challenge Campaign helps spread awareness of your upcoming challenge, encourages users to sign up on your Strive powered by WebMD ONE portal and keeps them engaged in the challenge once it begins.

We make promoting your wellness challenge easy

This material is for you to customize and use as needed. 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 Strive portal and your audience
- ❖ Your challenge is set up and activated on your Strive portal

Email- Coming Soon Announcement

Announce that the challenge is coming soon with this email. Send it one week prior to registration start date to all challenge eligible users.

Subject Line: Coming Soon: The Invitational

Headline: Can you feel the anticipation in the air?

Subhead: The Invitational Team Steps Challenge is coming soon. Register between **[start date]** and **[end date]**.

Body Text:

How it works:

You will be part of a five-person team that competes against a new team each week for five consecutive weeks. The team that walks the most steps each week wins! The challenge starts **[start date]**.

Team matchups are based on performance, for more fair competition. Weekly rounds start each Sunday. Through your Strive portal, be sure to enter your steps for each round by the following Sunday to count towards the previous round. You can sync your fitness device or enter your steps manually.

Invite people to join your team! Keep in mind that you must send the invite to the same email address the person used when registering for the site, so reach out to them if you are unsure of the email address that should be used.

Email- Challenge is Open/Registration Reminder

Let employees know that registration is open with this email. Send this on the challenge open date to all challenge eligible users.

Subject Line: [Fid:FirstName], Register Now for The Invitational

Headline: Register today for the Invitational Team Steps Challenge

Subhead: Registration is open between [start date] and [end date].

Call to Action (button with link): [Register Now]

Body Text:

You will be part of a five-person team that competes against a new team each week for five consecutive weeks. The team that walks the most steps each week wins!

Then the official start is [start date], with the first of five weekly rounds.

Team matchups are based on performance, for more fair competition. Weekly rounds start each Sunday. Through your Strive portal, be sure to enter your steps for each round by the following Sunday to count towards the previous round.

Invite people to join your team! Keep in mind that you must send the invite to the same email address the person used when registering for the site, so reach out to them if you are unsure of the email address that should be used.

Email- Mid-way Point Registration Reminder

Remind employees to register for the challenge. Send this 3 days after the registration start date to challenge eligible users that have not signed up yet.

Subject Line: Reminder: Register for The Invitational

Headline: Don't forget to register for The Invitational Team Steps Challenge

Subhead: Registration ends on **[end date]**- after that you won't be able to join the fun.

Call to Action (button with link): [Register Now]

Body Text:

You will be part of a five-person team that competes against a new team each week for five consecutive weeks. The team that walks the most steps each week wins!

Then challenge starts **[start date]**, with the first of five weekly rounds.

Team matchups are based on performance, for more fair competition. Weekly rounds start each Sunday. Through your Strive portal, be sure to enter your steps for each round by the following Sunday to count towards the previous round.

Invite people to join your team! Keep in mind that you must send the invite to the same email address the person used when registering for the site, so reach out to them if you are unsure of the email address that should be used.

Email- Registration Warmup Reminder (only for 3-week registration)

Remind employees that registration for the challenge is ending soon. Send this 7 days before the last day to register to challenge eligible users that haven't signed up yet.

Subject Line: Last Chance: warmup week is about to begin

Headline: Don't miss the fun! Warm-up week starts tomorrow

Subhead: Registration for The Invitational Team Steps Challenge is ending soon! Make sure you join before registration ends. You don't want to miss your chance to join the fun during the five weekly rounds of the challenge.

Call to Action (button with link): [Register Now]

Body Text:

Achievements:

You can win every week! Earn achievements in each round for individual and team steps, including:

- Participation (weekly)
- Team Win (weekly)
- High Stepper (top 10 percent of all players each week)
- 10,000 steps for 3, 6, 9, 12, and 15 days

Teams are equally matched in each round based on performance. Through your Strive portal, you must enter or sync your steps each week for them to count in each round. You will have 24 hours after a round ends to enter steps for that round.

Invite people to join your team! Keep in mind that you must send the invite to the same email address the person used when registering for the site, so reach out to them if you are unsure of the email address that should be used.

Email- Participation Warmup Reminder (Only for 3-week registration)

Use this email to remind participants about the warm-up week. Send this 7 days before the last day to register to challenge registered users.

Subject Line: Last Chance: warmup week is about to begin

Headline: Get your shoes ready! Warm-up week starts tomorrow

Subhead: The warm-up week will help you get ready for next week's challenge. Start tracking tomorrow and prepare to take on your opponents.

Call to Action (button): [Go to The Invitational]

Body Text:

Achievements:

You can win every week! Earn achievements in each round for individual and team steps, including:

- Participation (weekly)
- Team Win (weekly)
- High Stepper (top 10 percent of all players each week)
- 10,000 steps for 3, 6, 9, 12, and 15 days

Teams are equally matched in each round based on performance. Through your Strive portal, you must enter or sync your steps each week for them to count in each round. You will have 24 hours after a round ends to enter steps for that round.

Email- Last Day Registration Reminder

Use this email as one last reminder to sign-up. Send on the last day of registration to challenge eligible users that haven't signed up.

Subject Line: Last Chance: Register for The Invitational

Headline: Don't miss the fun!

Body Text:

Today is the last day to register for The Invitational Team Steps Challenge. You don't want to miss your chance to join the fun during the five weekly rounds of the challenge.

Invite people to join your team! Keep in mind that you must send the invite to the same email address the person used when registering for the site, so reach out to them if you are unsure of the email address that should be used.

Call to Action (button): [Register Now]

Email- Round 1 Reminder

Use this email to remind participants about Round 1. Send on the Round 1 start date to challenge registered users.

Subject Line: [Fid: FirstName], The Invitational Has Begun!

Headline: The first day of The Invitational is finally here!

Body Text:

The time has time: The Invitational Team Steps Challenge starts today. Get moving and start counting your steps!

Visit The Invitational to see the details about your Round 1 matchup, record your steps and check the team standings throughout the week.

Call to Action (button): [Go to The Invitational]

Include:

Helpful Hint: Have a meeting with your coworkers? Turn it into a walking meeting and get your steps in while being productive. Or start a walking group at work: Find a few friends and walk during lunch each day. Having set times to meet will help you stay accountable.

Email- Round 2 Reminder

Use this email to remind participants about Round 2. Send on the Round 2 start date to challenge registered users.

Subject Line: The Invitational: Round 2 Starts Today

Headline: Round 2 of The Invitational starts today

Body Text:

[Fid: FirstName], check into The Invitational for details about how your team is doing and make sure all your steps are in for Round 1 today.

Round 2 starts today and your team matchup this week is based on your performance in Round 1, for more fair competition. Your Round 2 opponent will be revealed tomorrow.

Call to Action (button): [Go to The Invitational]

Include:

Helpful Hint: Entertain yourself. Download a talking book or create a music playlist that you can listen to while you're out there racking up more steps.

Email- Round 3 Reminder

Use this email to remind participants about Round 3. Send on the Round 3 start date to challenge registered users.

Subject Line: Round 3 of The Invitational Starts Today

Headline: Round 3 of The Invitational starts today

Body Text:

[Fid: FirstName], check into The Invitational for details about how your team is doing and make sure all your steps are in for Round 2 today.

Round 3 starts today. To keep things fair, your team will be matched up this week with another team that has performed similarly so far. Your Round 3 opponent will be revealed tomorrow.

Call to Action (button): [Go to The Invitational]

Include:

Helpful Hint: Make it a family event: Get other members of your household and family involved. Even if it's just a casual walk, it can also serve as time to catch up and enjoy each other's company.

Email- Round 4 Reminder

Use this email to remind participants about Round 4. Send on the Round 4 start date to challenge registered users.

Subject Line: Round 4 of The Invitational Starts Today

Headline: Round 4 of The Invitational starts today

Body Text:

[Fid: FirstName], check into The Invitational for details about how your team is doing and make sure all your steps are in for Round 3 today.

Round 4 starts today. To keep things fair, your team will be matched up this week with another team that has performed similarly so far. Your Round 4 opponent will be revealed tomorrow.

Call to Action (button): [Go to The Invitational]

Include:

Helpful Hint: To get extra steps, do something you don't normally do. Take the dog on an additional walk each day. Go on a hike with your family. Enter a 5K with your kids. Get up from your desk every two hours for a 10-minute walk.

Email- Round 5 Reminder

Use this email to remind participants about Round 5---the final round. Send on the Round 5 start date to challenge registered users.

Subject Line: Round 5 of The Invitational Starts Today

Headline: Round 5 of The Invitational starts today

Body Text:

[Fid: FirstName], the final round of The Invitational starts today. Make sure all your steps are in for Round 4 today. Your Round 5 opponent will be revealed tomorrow.

Call to Action (button): [Go to The Invitational]

Include:

Helpful Hint: Need a little extra motivation? Reward yourself. Set a small goal (for instance, an extra 2,000 steps per day). Once you reach your goal for enough days in a row, treat yourself to a massage, a new gadget or a healthy snack-like a fruit smoothie.

Email- Final Results Revealed

Use this email to let participants know about the final results for the challenge. Send this 2 days after Round 5 ends to challenge registered users.

Subject Line: Congrats, **[Fld:FirstName]**! You Completed The Invitational

Headline: Victory!

Body Text:

After five weeks of competition, The Invitational draws to a close. Thank you for joining the challenge. You can see your results and the official standing for The Invitational until **[date]**.

Call to Action (button): [Go to The Invitational]

Include:

Keep it up! Whether you walk, swim, bike, climb the stairs, hula hoop or put on some music and dance around your living room (we don't judge!), we hope you'll stay active even now that the challenge is over. One of the easiest ways to make it a habit is to make it fun.

Keep visiting your health and wellness site to take advantage of valuable tools to help you step forward along your path to well-being.