

Nutrition Challenge Campaign

Campaign goal

The Nutrition 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.

Before you get started, make sure that:



**Useful
tips**

- ❖ 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 - Registration

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

Subject Lines (Choose One):

Join the Five to Thrive Nutrition Challenge
Earn **[Reward Amount]** with Five to Thrive
Take a bite into better nutrition

Headline: High Five!

Subhead:

Eat your way to a healthier, happier you and earn rewards with the 28-day Five to Thrive Nutrition Challenge.

Body Text:

Dear **[Fld:FirstName]**,

From **[Challenge Start Date]** to **[Challenge End Date]**, you can earn **[Reward Amount]** by eating more colorfully. All you have to do is track your servings of fruits or veggies for 21 of 28 days and eat 5 or more servings each day for at least 14 of those days. When you do, you'll reap the rewards. To help you stay on track, we'll give you tips and tricks along the way to make eating healthier easier for you.

Sign up by **[Registration Deadline]** at **[Portal Name]**.

Call to Action: Join the Five to Thrive Nutrition Challenge

Include:

Nutritious Tip: Swap out your usual dessert for a baked apple. It tastes like dessert and provides the same vitamins and fiber as its fresh counterparts.

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 Lines (Choose One):

Last Chance to Register for Five to Thrive

Join Five to Thrive and Earn **[Reward Amount]**

New-trition For A New You

Headline: New-trition for a New You!

Subhead:

There's still time to join the Five to Thrive Nutrition Challenge and earn rewards!

Body Text:

Dear **[Fld:FirstName]**,

Did you know that adding nutritious fruits and veggies to your diet may lead to better health, improved weight management, reduced stress and more energy?

When you participate in the Five to Thrive Nutrition Challenge, you can get all this on top of **[Reward Amount]**. All you have to do is track how many fruits and veggies you eat 21 of 28 days, eating 5 or more servings per day for at least 14 of those days.

Sign up by **[Registration Deadline]** on **[Portal Name]**.

Call to Action: Sign Up 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 Lines (Choose One):

Five to Thrive Begins Today

Freeze Your Fruit for a Tasty Treat

Make the Most From Your Meals

Headline: High Five!

Subhead:

Stock your fridge with fruits and veggies because the Five to Thrive Nutrition Challenge has officially begun!

Body Text:

Dear **[Fld:FirstName]**,

It's day one of the Five to Thrive Nutrition Challenge, so you can get started on earning your rewards – and enjoying a healthier, happier you. All you have to do is track whether or not you ate 5 or more fruits and veggies for 21 of 28 days, answering “yes” at least 14 of those days.

Call to Action: Track Your Progress

Include:

Nutritious Tip: Freeze grapes and bananas for a refreshing and cool treat.

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 Lines (Choose One):

Five to Thrive Tip: Try Prepared Fruits and Veggies

Treat Yourself to Prepared Fruits and Veggies

Track Your Five to Thrive Progress

Headline: High Five!

Subhead:

Reap the rewards on top of a healthier, happier you with the Five to Thrive Nutrition Challenge – and earn **[Reward Amount]** at the same time.

Body Text:

Dear **[Fld:FirstName]**,

Did you know that fruits and vegetables are packed with weight-control benefits? Since they contain plenty of fiber and water to help you feel full, you'll be less likely to overeat. Substituting fruits and vegetables for "empty calorie" foods that offer little nutritional value are shown to help aid in weight management.

Log your progress at **[Portal Name]** to stay on track with your challenge.

Call to Action: Track Your Progress

Include:

Nutritious Tip: Is washing, chopping, and prepping fruits or veggies getting in the way of your progress? Opt for pre-cut fresh or frozen options to help you save time and stay on track.

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 Lines (Choose One):

Five to Thrive Tip: Follow “Cheats” with Fruity Treats

Nutrition Isn't All or Nothing

Track Your Five to Thrive Progress

Headline: New-trition for a New You!

Subhead:

Eat your way to a healthier, happier you and earn rewards with the 28-day Five to Thrive Nutrition Challenge.

Body Text:

Dear **[Fld:FirstName]**,

As we approach the midway point of the Five to Thrive nutrition challenge, there's still plenty of time to earn **[Reward Amount]**. If you've forgotten to log in one day, it's okay – simply go back and enter it now. Just be sure to make all of your entries before **[Recording Deadline]**.

Track your progress at **[Portal Name]** – and get more healthy eating tips.

Call to action: Track Your Progress

Include 1:

Nutritious Tip: Sometimes you just have to give into your cravings! When you do, just make the conscious choice to follow that with a healthy, nutritious meal or snack.

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 Lines (Choose One):

Five to Thrive Tip: Shop the Grocery Perimeter

Shop Fresh, Eat Fresh

Track Your Five to Thrive Progress

Headline: What's Your Pick of the Day?

Subhead:

Remember to track your healthy eating on **[Portal Name]**.

Body Text:

Dear **[Fld:FirstName]**,

There's plenty of evidence to document the health benefits of fruits and vegetables. Brimming with disease-fighting properties, antioxidants, vitamins, minerals, fiber, water, complex carbohydrates and protein, both fruits and vegetables help to rid your body of free radicals that can damage cells. Now that's food for thought.

Track your process at **[Portal Name]** and get more tips on eating well there.

Call to action: Track Your Progress

Include 1:

Nutritious Tip: Shop the perimeter of the grocery store – that's where you're more likely to find fresh fruits and vegetables. Many of the center aisles contain unhealthy, processed foods.

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 Lines (Choose One):

Five to Thrive Tip: Eat The Rainbow

Add Color to Your Plate

Track Your Five to Thrive Progress

Headline: Color Your Plate!

Subhead:

It's the last week of the Five to Thrive Nutrition Challenge! Track your progress by **[Recording Deadline]** to earn **[Reward Amount]**.

Body Text:

We're three weeks into the Five to Thrive Nutrition Challenge, and we hope you notice a positive difference since day one. Aside from earning **[Reward Amount]**, this challenge is meant to help you feel better and learn how you can make better eating habits.

Enter your activity at **[Portal Name]** before **[Recording Deadline]** to earn rewards.

Call to Action: Track Your Progress

Include 1:

Nutritious Tip: Eat colorfully! Aim for a plate packed full of fruits and veggies with at least four different colors.

Email – The Challenge Is Complete

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

Subject Lines (Choose One):

Congratulations on Completing Five to Thrive

You've Completed Five to Thrive

The Five to Thrive Nutrition Challenge has Come to an End

Headline: You've Reached the Finish Line!

Subhead:

The Five to Thrive Nutrition Challenge ends today – enter your progress to earn your rewards.

Body Text:

Dear **[Fld:FirstName]**,

You did it! Thanks for challenging yourself to eat better over the last few weeks. We hope you're feeling better and are enjoying the benefits of balanced eating.

Remember to enter all of your progress before **[Recording Deadline]** to earn **[Reward Amount]**.

Call to Action: Track Your Progress