

# Sleep Challenge Campaign

## Campaign goal

The Sleep 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 - Registration

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*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 Seize the Zzzz Sleep Challenge  
Earn **[reward]** with Seize the Zzzz Sleep Challenge  
Get ready to get some rest

**Headline:** Sleep tight, feel right

## Subhead:

Snooze your way to a healthier, happier you and earn rewards with the 28-day Seize the Zzzz Sleep Challenge.

## Body Text:

Dear **[Fld:FirstName]**,

From **[Start Date]** to **[End Date]**, you can earn **[Reward]** by getting a good night's rest. All you have to do is hit the hay and record how you slept for 21 of 28 days of the challenge. Sleep well for 14 of those nights, and you'll reap the rewards.

Getting enough sleep isn't always easy, so throughout the challenge, we'll provide you with tips and tricks for getting more shuteye.

Visit **[Portal Name]** to register by **[Registration Deadline]**.

**Call to Action:** Register for Seize the Zzzz

## Include:

*Sleep Tip:* Don't let your bedroom get too hot or too cold. Sleep can be disrupted at temperatures below 54 F or above 72 F.

## Email – Registration Reminder

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*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):

Make your sleep count for more  
Skip the sheep: get better sleep today  
Last chance to register for Seize the Zzzz

**Headline:** Sleep tight, feel right

### Subhead:

There's still time to register for the Seize the Zzzz Sleep Challenge and earn rewards!

### Body Text:

Dear **[Fld:FirstName]**,

Did you know that getting enough sleep may lead to better health, weight loss, improved mood, and clearer thinking? When you participate in the Seize the Zzzz Sleep Challenge, you can get all this on top of **[Reward]**. All you have to do is record how you slept 21 of 28 nights, getting a good night's rest for 14 or more of those nights.

Register on **[Portal Name]** by **[Registration Deadline]** to join the challenge.

**Call to Action:** Register Now

### Include:

*Sleep Tip:* Resist the snooze button. Sleep caught in between alarms affects the REM cycle, leaving you feeling groggier when you wake up.

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# Email – Challenge Begins

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*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):

Get ready to get some Zzzz

Seize the Zzzz Sleep Challenge begins today

Track your sleep and earn rewards

**Headline:** Ready, Set, Snooze

## Subhead:

Today kicks off Seize the Zzzz Sleep Challenge! Record your sleep for 21 days and sleep well for 14 of those nights to earn rewards.

## Body Text:

Dear **[Fid:FirstName]**,

It's day one of Seize the Zzzz. By making sleep a priority over the next 28 nights, you'll be well on your way to **[Reward]**, and a healthier, happier you.

Here's how it works:

- Record how you slept on **[Portal Name]** for 21 of 28 nights
- Record a good night's sleep 14 of those 28 nights
- Enter your information before **[Recording Deadline]**
- Earn rewards!

Set yourself up for success with tips to sleep better on **[Portal Name]**.

**Call to Action:** Record Your Progress

## Include:

*Sleep Tip:* You spend 1/3 of your life sleeping, so the quality of your mattress matters. Invest in a durable mattress that's right for your sleep style and enjoy better sleep – and better days

## Email – Ecard Tip #1

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*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):

Seize the Zzzz tip: create a routine  
Create a bedtime ritual  
Track your Seize the Zzzz progress

**Headline:** Sleep tight, feel right

### Subhead:

Stay on track with your Seize the Zzzz Sleep Challenge to see the endless benefits of getting a good night's sleep.

### Body Text:

Dear **[Fld:FirstName]**,

Going to bed and waking up at the same time every day, even on weekends, is one of the simplest ways to ensure you're getting enough sleep. Sticking to a schedule helps regulate your body's internal clock and can help you fall asleep and stay asleep through the night. Your body will thank you for it.

Track your sleep and get more sleep tips at **[Portal Name]**.

**Call to Action:** Track Your Sleep

### Include:

*Sleep Tip:* Create a bedtime ritual that you follow each evening to get your body and mind in the mode to sleep.

## Email – Ecard Tip #2

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*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):

Seize the Zzzz tip: don't toss and turn  
Can't fall asleep quickly? Get out of bed  
Track your Seize the Zzzz progress

**Headline:** Dream big

### Subhead:

Don't forget to record your progress.

### Body Text:

Dear **[Fld:FirstName]**,

With **[X]** days left in the Seize the Zzzz Sleep Challenge, you've got plenty of time to sleep well and earn **[Reward]**. If you've forgotten to log one night's sleep, it's okay – you can go back and enter it now. Just make sure to record your progress by **[Recording Deadline]**.

Visit [Portal Name] to track your progress and find more tips on getting a better night's sleep.

**Call to action:** Track Your Sleep

### Include:

*Sleep tip:* Can't fall asleep within 20-30 minutes? Quit counting sheep, and leave your bedroom or read. Then go back to bed when you start to feel tired again.

## Email – Ecard Tip #3

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*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):

Seize the Zzzz tip: try white noise

Want to fall asleep? Turn up the volume

Track your Seize the Zzzz progress

**Headline:** Sleep tight, feel right

### Subhead:

Stay on track with the Seize the Zzzz Sleep Challenge and see the endless benefits of getting a good night's sleep.

### Body Text:

Dear **[Fld:FirstName]**,

If you're having trouble falling asleep at bedtime, try creating a nighttime ritual to let your body know it's time to wind down. Spend the last hour before bed doing something you find relaxing, like reading a book or taking a warm shower or bath. Avoiding electronics, heavy meals or alcohol before bed can also help you sleep better and wake up feeling refreshed.

Visit **[Portal Name]** to track your process and get more tips on sleeping well.

**Call to action:** Track Your Sleep

### Include:

*Sleep Tip:* All noise isn't bad noise. If you live in a city or noisy environment, consider using a white noise machine or app to drown out loud noises that interrupt sleep.

## Email – Ecard Tip #4

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*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):

Seize the Zzzz tip: exercise early

Exercise early and sleep better

Track your Seize the Zzzz progress

**Headline:** When you snooze, you win

### Subhead:

It's the last week of the Seize the Zzzz Sleep Challenge! Track your progress by **[Recording Deadline]** to earn **[Reward]**.

### Body Text:

Dear **[Fld:FirstName]**,

It's week three of the Seize the Zzzz Sleep Challenge ... how has your sleep changed since day one? Aside from earning **[Reward]**, the Challenge is meant to help you see how much better you feel when you sleep get a good night's sleep.

Don't forget to track your progress before **[Recording Deadline]** to earn rewards.

**Call to Action:** Track Your Sleep

### Include:

*Sleep tip:* Exercise early in the day or evening to ensure it doesn't interfere with your sleep.



## Email – The Challenge Is Complete

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*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 the Challenge!  
The Seize the Zzzz Sleep Challenge had ended  
You've completed the Seize the Zzzz Sleep Challenge

**Headline:** You've reached the finish line!

### Subhead:

The Seize the Zzzz Sleep Challenge may officially be over, but there's still time to track your progress.

### Body Text:

Dear **[Fid:FirstName]**,

Thanks for being part of Seize the Zzzz! We hope you're feeling better and have experienced the benefits of a good night's sleep.

Now that the challenge is over, make sure to track your progress on **[Portal Name]** by **[Recording Deadline]** to earn **[Reward]**.

Great job, and keep sleeping!

**Call to Action:** Log Your Sleep