

Stress Challenge Campaign

Campaign goal

The Stress 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

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 Stressless Challenge

Earn [Reward Amount] with the Stressless Challenge

Get ready to Stressless

Headline: Stressless

Subhead:

Get rewarded for spending 5 minutes a day on stress-reducing activities for a happier you.

Body Text:

Dear [Fld:FirstName],

From [Challenge Start Date] to [Challenge End Date], you can earn [Reward Amount] by taking charge of your stress. All you have to do is take 5 minutes out of your day for at least 14 of 28 days to practice a relaxation activity and record your progress for 21 of the 28 days.

Reducing stress is easier said than done, so throughout the challenge, we'll give you tips and activities to help you stay on track.

Register by [Registration Deadline] at [Portal Name].

Call to Action: Sign up for the Stressless Stress Challenge

Include:

De-stress Tip: Stop and smell the roses. Getting outside and enjoying the beauty of nature can be a great way to reduce stress.

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):

Take 5 minutes for yourself

Take the Stress**less** Stress Challenge

Last chance to register for the Stress**less** Challenge

Headline: Stress**less**

Subhead:

There's still time to register for the Stress**less** Stress Challenge and earn rewards!

Body Text:

Dear **[Fld:FirstName]**,

Did you know that stress reduction is important to your physical health and overall wellness? When you participate in the Stress**less** Stress Challenge, you'll take a step towards better health and wellness on top of earning **[Reward Amount]**.

All you have to do is take 5 minutes out of your day for at least 14 of 28 days to enjoy something relaxing to you. Record your progress for 21 of the 28 days and you win.

Join the challenge – sign up by **[Registration Deadline]** on **[Portal Name]**.

Call to Action: Sign Up Now

Include:

De-stress Tip: Love is the answer. Giving and getting hugs can reduce stress!

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):

Stress**LESS** and earn rewards

Today begins the Stress**less** Stress Challenge

Journal away your stress and earn **[Reward Amount]**

Headline: Stress**less**

Subhead:

Today kicks off the Stress**less** Stress Challenge! Take 5 minutes to do something relaxing to you each day. Track your participation for 21 or more days of the 28 challenge days and meet the goal of spending 5 minutes on stress reduction for at least 14 of those days to earn **[Reward Amount]**.

Body Text:

Dear **[Fld:FirstName]**,

It's day one of the Stress**less** Stress Challenge. By making stress reduction a priority over the next 28 days, you'll be well on your way to **[Reward Amount]** – and a healthier, happier you.

Just follow these steps:

- Record whether or not you spent 5 minutes on a relaxation activity on **[Portal Name]** for 21 of 28 days.
- Record "Yes" for at least 14 of those 28 days.
- Enter your information before **[Recording Deadline]**.
- Earn rewards!

Set yourself up for success – get tips on how to reduce stress on **[Portal Name]**.

Call to Action: Record Your Progress

Include:

De-stress Tip: Dear Diary... journaling forces you to unplug from what's around you and offers a place to process your thoughts and emotions – all important in the quest for less stress.

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):

Stress**less** Stress Challenge tip: Give, give, give!
Reduce your stress through giving
Track your Stress**less** Stress Challenge progress

Headline: Stress**less**

Subhead:

Remember to enter your de-stress activity.

Body Text:

Dear **[Fld:FirstName]**,

With **[#]** days left in the Stress**less** Stress Challenge, you've still got time to reduce stress and earn **[Reward Amount]**. If you've forgotten to log a day's relaxation activity, it's okay – you can go back and enter it now. Just make sure to record all of your progress by **[Recording Deadline]**.

Track your progress at **[Portal Name]** – you'll also find more stress-reduction tips there.

Call to action: Track Your Progress

Include:

De-stress Tip: The gift that keeps on giving. Donating, community service and any act for someone else can help reduce stress.

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):

Stress**less** Stress Challenge tip: buddy up
Reduce stress with the buddy system
Track your Stress**less** Stress Challenge progress

Headline: You're Getting there!

Subhead:

Stay on track with the Stress**less** Stress Challenge and enjoy the endless benefits of reducing stress.

Body Text:

Dear **[Fld:FirstName]**,

There are countless ways to reduce stress. But did you know that certain activities are clinically documented to improve your overall wellness? Avoiding stimulants and sugar and getting enough vitamins can improve your physical health while also reducing stress.

Track your progress at **[Portal Name]** – you'll also find more stress-reduction tips there!

Call to action: Track Your Progress

Include:

De-stress Tip: Leverage the buddy system. Exercising with a friend is an excellent way to reduce your stress while improving your physical health.

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):

Stressless Stress Challenge tip: read a book

Pick up a book and turn down the stress

Track your Stressless Stress Challenge progress

Headline: You Relax. We Reward.

Subhead:

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

Body Text:

Dear **[Fld:FirstName]**,

It's week three of the Stressless Stress Challenge... hopefully you're feeling a bit less stressed. Aside from earning **[Reward Amount]**, the Stressless Stress Challenge is meant to help you improve your physical health and overall wellness.

Remember to track your progress before **[Recording Deadline]** to earn rewards.

Call to Action: Track Your Progress

Include:

De-stress Tip: Be a bookworm. Reading a good book can help reduce stress.

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 the Challenge
The Stress**less** Challenge is complete!
You've completed the Stress**less** Challenge

Headline: Three Cheers for You – You've Made It

Subhead:

With the Stress**less** Stress Challenge now officially over, be sure to log all of your activity to earn reward.

Body Text:

Dear **[Fld:FirstName]**,

Thanks for being part of the Stress**less** Stress Challenge! We hope you're feeling better and are experiencing the benefits of reducing and managing stress.

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

Congratulations to you and we hope you make those 'me moments' an ongoing part of your life even though the official challenge has ended.

Call to Action: Log Your Activity