

# WebMD Walking Challenge Campaign

## Campaign Goal

The walking 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 adapt and use in a variety of formats: monitor ad, poster, flyer 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 Strive portal and your audience.
- ❖ Your challenge is setup 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 1:** Up for a Challenge **[FId:FirstName]**?  
**Preheader:** Log your steps and earn rewards.

**Subject 2:** The Steps Challenge Is Coming!  
**Preheader:** Register today.

**Headline:** Saunter  
Swagger  
Mosey  
Meander

**Body Copy:** **[FId:FirstName]**, no matter how you move about—you can improve your well-being and earn **[X]** in rewards with the **[PROGRAM NAME]** Steps Challenge!

Think you have what it takes to win? To participate, register for **[PROGRAM NAME]** and sign up for the challenge before **[REGISTRATION DEADLINE]**.

**CTA:** Register now

**[INCLUDE]**

**Have a fitness device?**

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

# Email – Registration Reminder #1

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

**Subject 1:** Step Into Rewards

**Preheader:** Register for the **[PROGRAM NAME]** Steps Challenge.

**Subject 2:** The Steps Challenge Starts Soon!

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

**Headline:** Find *Your* Stride

**Body Copy:** **[Fld:FirstName]**, whether you're a fast walker, foot shuffler or anything in-between—walking can help ease stress, improve sleep and provide a more positive outlook on life. Plus, it can earn you rewards through the **[PROGRAM NAME]** Steps Challenge!

The first step is to register at **[PROGRAM NAME]** by **[REGISTRATION DEADLINE]**. Then, log an average of **[#]** steps each day from **[START DATE]** through **[END DATE]** to earn **[X]** in rewards.

**CTA:** Register now

**[INCLUDE]**

**Have a fitness device?**

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

## Email – Registration Reminder #2

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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 1:** Walk Your Way to Health

**Preheader:** The **[PROGRAM NAME]** Steps Challenge starts soon!

**Subject 2:** Did You Register for the Steps Challenge?

**Preheader:** Act by **[REGISTRATION DEADLINE]**!

**Headline:** Step up to the Challenge

**Body Copy:** **[Fld:FirstName]**, the **[PROGRAM NAME]** Steps Challenge is coming soon!

It's a fun way to get more steps in each day—which can help lower your blood pressure, strengthen your heart and improve your overall well-being.

To get started, register before **[REGISTRATION DEADLINE]**. Then, log an average of **[#]** steps each day from **[START DATE]** through **[END DATE]** to earn **[X]** in rewards!

**CTA:** Register now

**[INCLUDE]**

**Have a fitness device?**

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

## 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 1:** Ready, Set, Get Stepping!

**Preheader:** The **[PROGRAM NAME]** Steps Challenge starts today.

**Subject 2:** Walk Your Way Toward **[X]** in Rewards

**Preheader:** Start recording your steps!

**Headline:** Ready to Strut Your Stuff?

**Body Copy:** **[Fid:FirstName]**, get ready to strut, shimmy and sashay your way toward better well-being and rewards—the **[PROGRAM NAME]** Steps Challenge begins today!

**Get off on the right foot**

To get started, log an average of **[#]** steps each day from **[START DATE]** through **[END DATE]** and you'll earn **[X]** in rewards! If you have a Fitbit or similar device, connect it with the **[PROGRAM NAME]** portal to automatically upload your steps to the challenge. Sync up your device >

Remember, every step counts!

**Button:** Record your steps

## 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 1:** Stand Tall and Step On  
**Preheader:** Remember to record your steps!

**Subject 2:** **[PROGRAM NAME]** Steps Challenge Tip  
**Preheader:** Pay attention to posture.

**Headline:** Don't Slouch as You Step

**Body Copy:** **[Fld:FirstName]**, mosey about any way that feels right—but to get the most benefits from walking, stand tall and pay attention to your posture. Keep your head up, stomach in and shoulders relaxed. Then, lift your chest and engage your abs as you begin walking.

**Keep on stepping!**

Remember, log an average of **[#]** steps each day from **[START DATE]** through **[END DATE]** to earn **[X]** in rewards from the **[PROGRAM NAME]** Steps Challenge.

**Button:** Record your steps

## 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 1:** Get More Steps In  
**Preheader:** Bring your dog into the challenge!

**Subject 2:** Step up Your Game  
**Preheader:** Your pooch can help!

**Headline:** Find a Four-Legged Companion

**Body Copy:** **[Fid:FirstName]**, studies show people who have dogs walk more—and may experience improved cardiovascular fitness, lower blood pressure, stronger muscles and bones and decreased stress.

If you don't have a four-legged friend, volunteer to walk dogs from a local shelter. And remember, log an average of **[#]** steps each day from **[START DATE]** through **[END DATE]** to earn **[X]** in rewards from the **[PROGRAM NAME]** Steps Challenge!

**Button:** Record your steps

**[INCLUDE]**

**Have a fitness device?**

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

### **SOURCES**

Harvard Health Publishing: "6 tips to help you keep a walking regimen on track"

Victoria State Government: "Dog walking – the health benefits"

## 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 1:** Quick Walking Tip  
**Preheader:** Take an audiobook with you.

**Subject 2:** Wish You Had Time to Read?  
**Preheader:** Listen to audiobooks while you walk.

**Headline:** Bring a Book on Your Stroll

**Body Copy:** **[Fid:FirstName]**, listening to audiobooks on an MP3 player can add entertainment to your walks. Get lost in a mystery, swept away by a romance novel or captivated by any audiobook of your choice—all while you get steps in.

**Find your footing?**

If you haven't yet, there's still time! Just log an average of **[#]** steps each day from **[START DATE]** through **[CLOSE DATE]** to earn **[X]** in rewards from the **[PROGRAM NAME]** Steps Challenge!

**Button:** Record your steps



## 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 1:** Get More out of Every Step  
**Preheader:** Be aware as you move.

**Subject 2:** Walk Mindfully  
**Preheader:** Meditate on the move.

**Headline:** Be Mindful as You Mosey

**Body Copy:** **[Fid:FirstName]**, be mindful and stay in-tune with your surroundings. It can make your walks more enjoyable and help you experience the benefits of meditation on the move. To get started, all you need to do is fully engage your senses while walking and breathe in smoothly through your nose, taking deep breaths.

**Step to it!**

The deadline is getting closer! Remember, log an average of **[#]** steps each day from **[START DATE]** through **[CLOSE DATE]** to earn **[X]** in rewards from the **[PROGRAM NAME]** Steps Challenge!

**Button:** Record your steps

**SOURCE**

Helpguide.org: "How to Start a Walking Program"

## Email – Ecard Tip #5

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*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:** [PROGRAM NAME] Steps Challenge Tip  
**Preheader:** Go on a walking adventure.

**Subject 2:** Are Your Walks Instagram Worthy?  
**Preheader:** Find destinations near you.

**Headline:** Where Do Your Steps Take You?

**Body Copy:** [Fid:FirstName], you can discover some amazing places on two feet. Make your walks memorable and find the most Instagramable trails, neighborhoods and must-see destinations near you. Then, share photos of them with your loved ones!

**Your [X] in rewards is waiting**

Be sure to log an average of [#] steps each day from [START DATE] through [END DATE] to earn [X] in rewards from the [PROGRAM NAME] Steps Challenge!

**Button:** Record your steps

## Email – The Challenge Is Complete

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*Congratulate all challenge participants on taking part in the Set to Get Fit walking challenge. Send this email 3-5 days after the challenge ends but before the deadline to record steps.*

**Subject 1:** The **[PROGRAM NAME]** Steps Challenge Has Ended

**Preheader:** Thanks for taking part!

**Subject 2:** All Good Things Must End

**Preheader:** Record your steps by **[RECORDING DEADLINE]**!

**Headline:** Walk Toward the Finish Line

**Body Copy:** **[Fld:FirstName]**, congratulations on taking part in the **[PROGRAM NAME]** Steps Challenge! We hope you enjoyed strutting your stuff, getting your swagger on and sashaying your way toward better well-being.

Be sure to record your steps on **[PROGRAM NAME]** by **[RECORDING DEADLINE]**. If you recorded an average of **[#]** steps each day between **[START DATE]** and **[END DATE]**, you'll receive **[X]** in rewards!

**Button:** Record your steps

**[INCLUDE]**

**Take it a step further**

Keep up your walking routine! It will help you maintain any health benefits you may be experiencing from the **[PROGRAM NAME]** Steps Challenge. But don't stop there. Find more challenges and resources to help improve your well-being on **[PORTAL NAME]**.