

Water Challenge Campaign

Campaign goal

The Water 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 Rethink Your Drink Water Challenge
Earn **[Reward Amount]** with Rethink Your Drink
Raise a glass to good health

Headline: Water First for Thirst

Subhead:

The benefits of choosing water are endless and include getting rewards for our Rethink Your Drink Water Challenge.

Body Text:

Dear **[Fld:FirstName]**,

From **[Challenge Start Date]** to **[Challenge End Date]**, opt for water instead of other beverages throughout the day. All you have to do is enter whether or not you had 6 or more glasses of water on 21 of 28 days. When you do that for at least 14 of those days, you will earn **[Reward Amount]**.

Drinking water in lieu of other beverages may be easier said than done. We'll be at your side every step of the way with tips and advice on how to help you stay on track.

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

Call to Action: Join Rethink Your Drink Water Challenge

Include:

Hydration Tip: Save cash and calories by ordering water instead of soda or other high-calorie beverages when you eat out.

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 Rethink Your Drink
Turn up the heat with Rethink Your Drink
Rethink Your Drink and earn **[Reward Amount]**

Headline: H₂Awesome

Subhead:

There's still time to join the Rethink Your Drink Water Challenge and earn **[Reward Amount]**.

Body Text:

Dear **[Fld:FirstName]**,

Did you know that drinking enough water can help boost your metabolism, reduce the look of wrinkles and fine lines and keep you energized? When you participate in the Rethink Your Drink Water Challenge, you can feel better on top of earning **[Reward Amount]**. All you have to do is drink 6 glasses of water a day for at least 14 of 28 days, and record your progress for 21 of the 28 days.

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

Call to Action: Sign Up Now

Include:

Hydration Tip: Turn up the heat! Instead of ordering a soda with your spicy meal, opt for water as a better way to balance the heat.

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):

Drink up for good health

Rethink Your Drink Water Challenge begins today

Rethink Your Drink and earn rewards

Headline: Think Water First

Subhead:

Today kicks off the Rethink Your Drink Water Challenge! Track your water consumption for 21 of the 28 challenge days and drink 6 or more glasses for at least 14 days to earn rewards.

Body Text:

Dear **[Fld:FirstName]**,

It's day one of the Rethink Your Drink Water Challenge. By choosing water instead of other drinks over the next 28 days, you'll be well on your way to earning **[Reward Amount]**, and enjoying a healthier, happier you.

Earn rewards when you:

- Record whether or not you drank at least 6 glasses of water for 21 of 28 days
- Record "Yes" for at least 14 of those 28 days
- Log your progress by **[Recording Deadline]**

Set yourself up for success with tips to drink more water on **[Portal Name]**.

Call to Action: Enter Your Progress

Include:

Hydration Tip: Drinking a glass of water before a meal may help you avoid overeating.

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):

Rethink Your Drink tip: keep a water bottle in your car

Drink to good health: Keep a water bottle in your car

Track your water consumption and earn rewards

Headline: Water First for Thirst

Subhead:

Stay on track by opting for water over other beverages and enjoy the benefits.

Body Text:

Dear **[Fld:FirstName]**,

Need a little motivation to refill your glass? One study found that people who drank water before meals ate an average of 75 fewer calories at each meal. Multiply that by 365 days in a year and you'd consume 27,000 fewer calories just by drinking water before dinner.

Track your progress in the Rethink Your Drink Water Challenge and get more tips at [Portal Name].

Call to Action: Track Your Progress

Include:

Hydration Tip: Keep a water bottle in your car and make sure you fill it before each trip.

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):

Rethink Your Drink tip: buddy up

Raise a glass with friends with Rethink Your Drink

Track your water consumption and earn rewards

Headline: Every Drop Counts

Subhead:

Track your water choices on **[Portal Name]** to earn **[Reward Amount]**.

Body Text:

Dear **[Fld:FirstName]**,

It's week two of the Rethink Your Drink Water Challenge, so you've got plenty of time to keep choosing water and earn **[Reward Amount]**. If you've forgotten to log a day's activity, it's okay – you can go back and enter it now. Just make sure to enter everything by **[Recording Deadline]**.

Track your progress at **[Portal Name]** – and learn more about the benefits of drinking water.

Call to action: Track Your Progress

Include:

Hydration Tip: Raise the stakes by making a water wager with friends or co-workers to help you stay on track.

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):

Rethink Your Drink tip: eat your water

Did you know you can eat your water?

Track your water consumption and earn rewards

Headline: Ready, Set, Quench!

Subhead:

Stay on track with the Rethink Your Drink Water Challenge and enjoy the benefits of making water your go-to thirst quencher

Body Text:

Dear **[Fld:FirstName]**,

Water composes about 70% to 80% of your brain, so when you're dehydrated, your mind feels the stress. Drinking enough water helps you lower stress levels, stay energized and feel better.

Call to action: Enter Your Progress

Include:

Hydration Tip: Eat your water (yes, we said eat) by choosing fruits and veggies with a high water content, like watermelon or cucumbers.

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):

Rethink Your Drink tip: associate water with other activities

Try association: tie water drinking with other activities

Track your water consumption and earn rewards

Headline: Say “Yes” to Water

Subhead:

It’s the last week of the Rethink Your Drink Water Challenge! Enter your activity by **[Recording Deadline]** to earn **[Reward Amount]**.

Body Text:

Dear **[Fld:FirstName]**,

It’s the final week of the Rethink Your Drink Water Challenge and we hope you’re feeling better for substituting water for other beverages. Aside from earning **[Reward Amount]**, this challenge can be a way to improve your health and wellness.

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

Call to Action: Track Your Progress

Include:

Hydration Tip: Start a habit of connecting water with some of your most common daily activities, like drinking a glass after every bathroom break.

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 Rethink Your Drink
You've completed Rethink Your Drink!
The Rethink Your Drink Water Challenge has come to an end

Headline: Cheers! You've Made It!

Subhead:

With the Rethink Your Drink Water Challenge officially over, now's the time to enter all of your activity.

Body Text:

Dear **[Fld:FirstName]**,

Thanks for participating in the Rethink Your Drink Water Challenge! We hope you're feeling better and are enjoying the benefits that water has to offer.

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

Call to Action: Log Your Progress