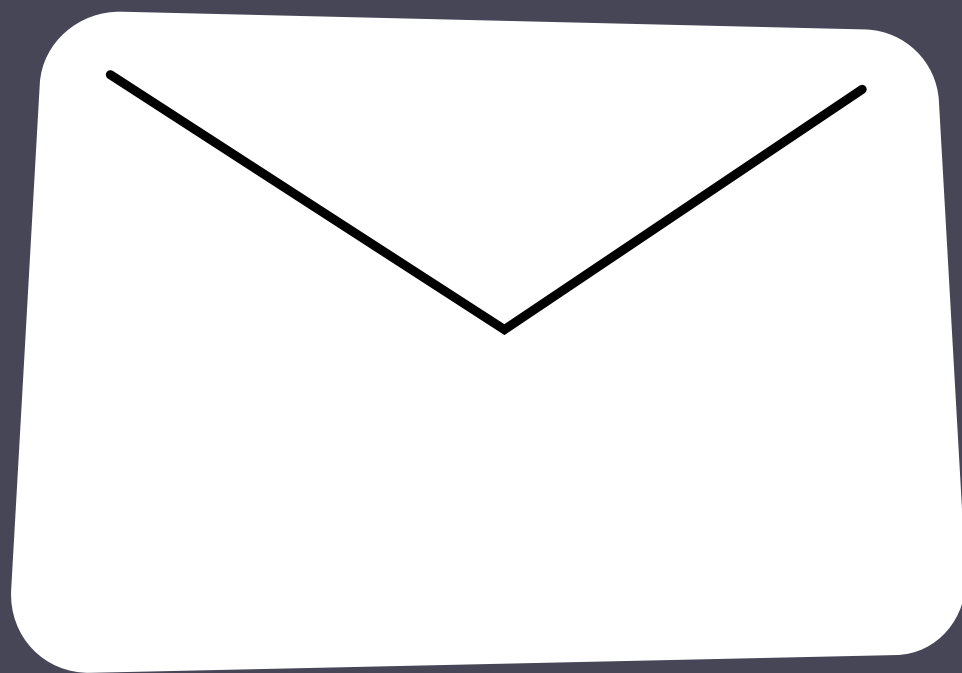


A BIG TEAM CHALLENGE GUIDE TO

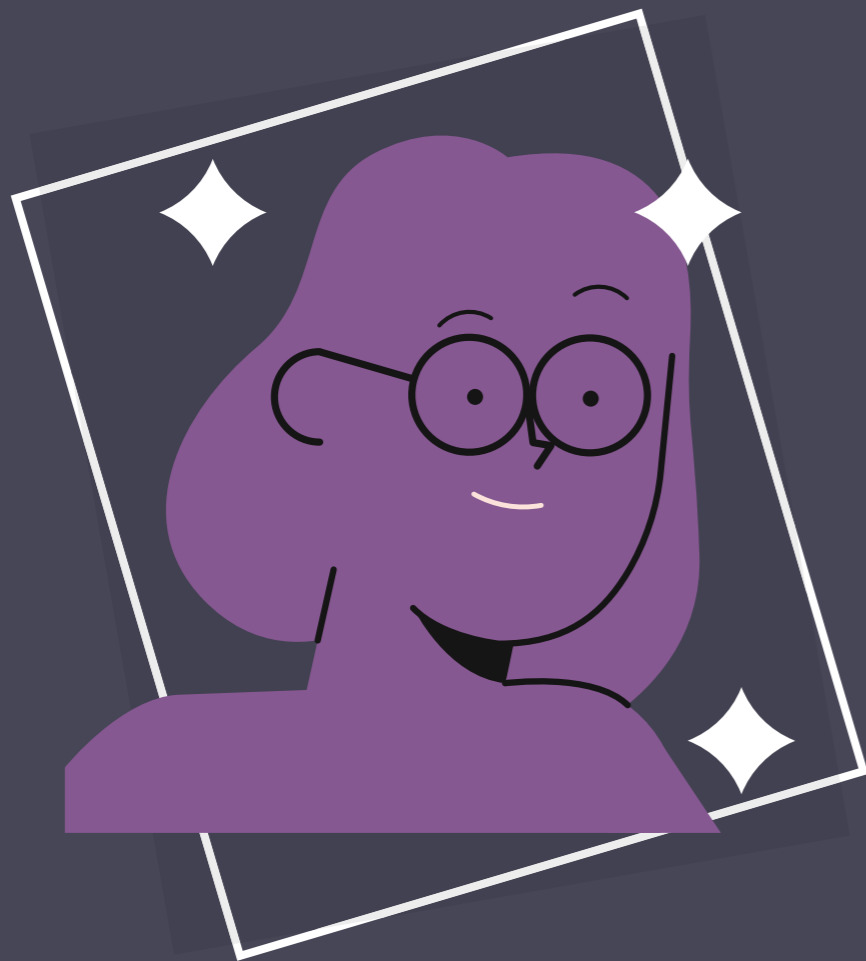
EMAIL AND COMMS.



BIG TEAM
CHALLENGE

INTRODUCTION

Congratulations on choosing Big Team Challenge! Now let's talk about how to keep users engaged and motivated with regular communication.



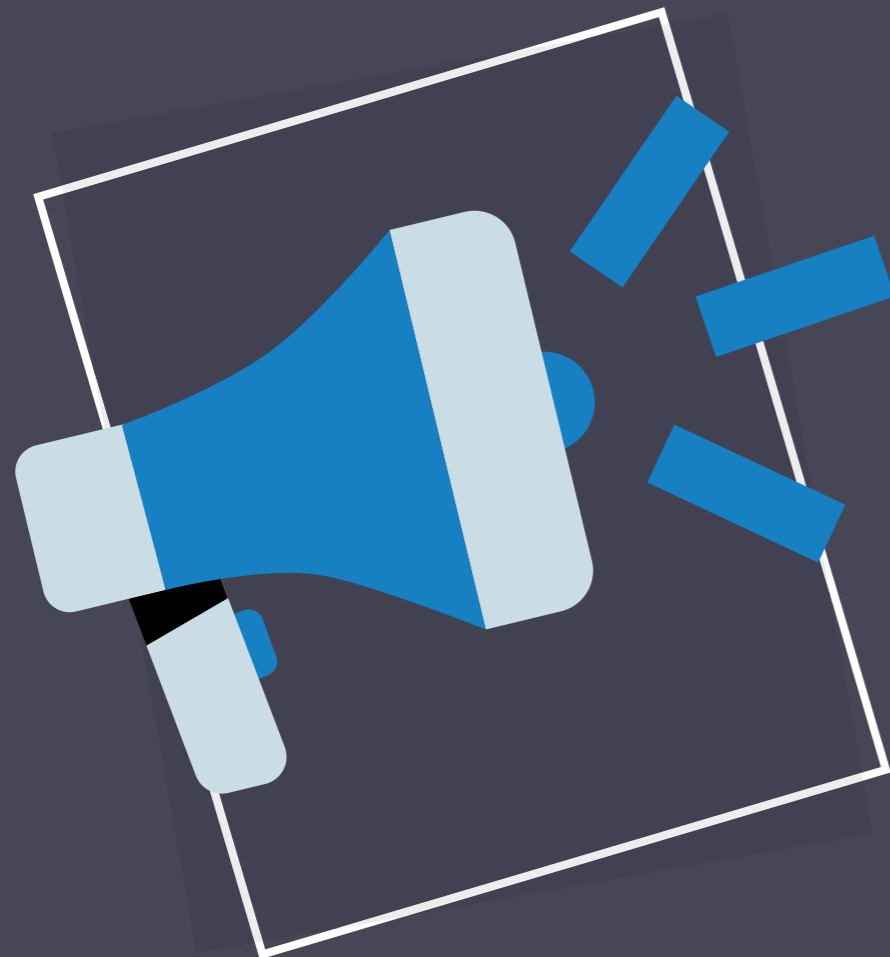
Communication between you and your participants is key when organising and running your Big Team Challenge.

Participants will need to know what they're signing up for, how to sign up and what to expect as the challenge progresses. You may also want to keep participants up-to-date with the overall progress, announce rewards/prizes if you're distributing these and ensure they've added their final steps before the challenge ends.

Every organiser has their own way of communicating with their participants. We've outlined below a suggestion of the types of updates you may wish to send and the cadence for sending them, but please feel free to change the language and content to best suit your own style.

01. CHALLENGE LAUNCH EMAIL

Getting everyone excited and informed!



Hi everyone,

[Why have you decided to run your challenge? Do you have a specific event/goal?]

The challenge starts at [challenge start time] on [challenge start date] and runs for [num weeks] weeks. We'll be using the Big Team Challenge system and you'll need to register with them to take part (instructions below).

[Teams vs. teams version] Each team will be aiming to complete the [your chosen route] over the course of the challenge. That's a staggering [route length] in just [num weeks] weeks.

[One Big Challenge version] You'll be taking part in teams, but together we will be aiming to complete the [your chosen route] over the course of the challenge. That's a staggering [route length] in just [num weeks] weeks.

[What activity modes are you allowing?] Walking, running and cycling are all encouraged and you can either manually enter your activity or sync with Fitbit, Garmin Connect, Apple Health and Google Fit

Each team is limited to [max. num team members] members. [Who are you allowing to participate?] You can invite your colleagues/friends/family to take part in the challenge with you.

Follow the instructions below to register and get your team invited:

TEAM LEADERS

Go to [challenge website] and register yourself on the system. (You can also do this via our mobile apps, just search for "Big Team Challenge" in the App Store and Google Play).

Once on the dashboard, go to "My Team" and follow the instructions to create a new team.

Send out the invites to your team members (make sure they register using the email address you send the invite to).

Start inputting your distance from [challenge start time & date].

MOBILE APPS

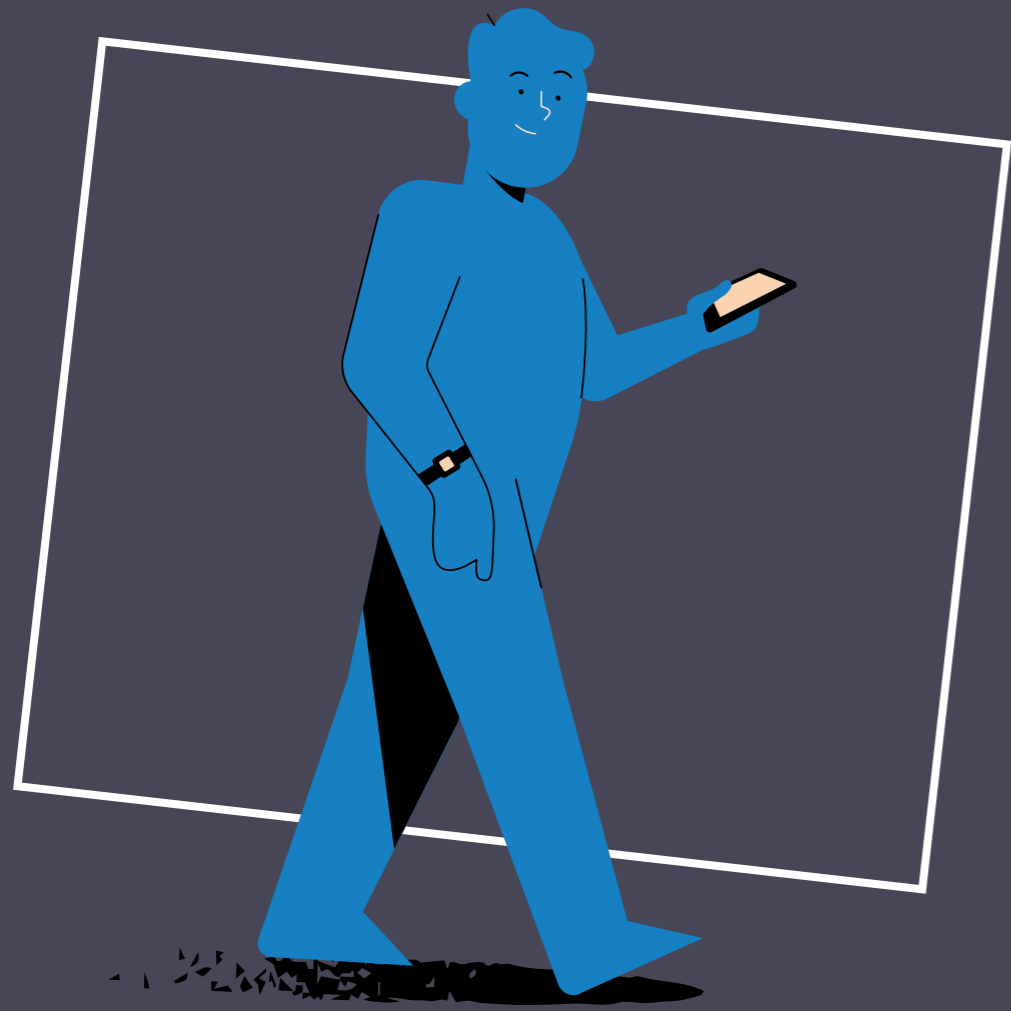
Once you've downloaded the "Big Team Challenge" app, use the challenge address [the first part of your challenge web address, eg. "demo" if using "demo.bigteamchallenge.com"] when prompted on the first screen.

MORE HELP

You can find lots of help about Big Team Challenge by reading their help articles here: <https://help.bigteamchallenge.com/en/collections/2662505-using-big-team-challenge>

02. DAY BEFORE LAUNCH

Make sure everyone is prepped and ready for the challenge beginning.



Are you ready for the [challenge title]? It starts at [time] tomorrow and will run for [num weeks] weeks, until [end date and time]. You'll need to be a member of a team to take part, so make sure you join or create a team as soon as you can, either via the challenge website or the Big Team Challenge app.

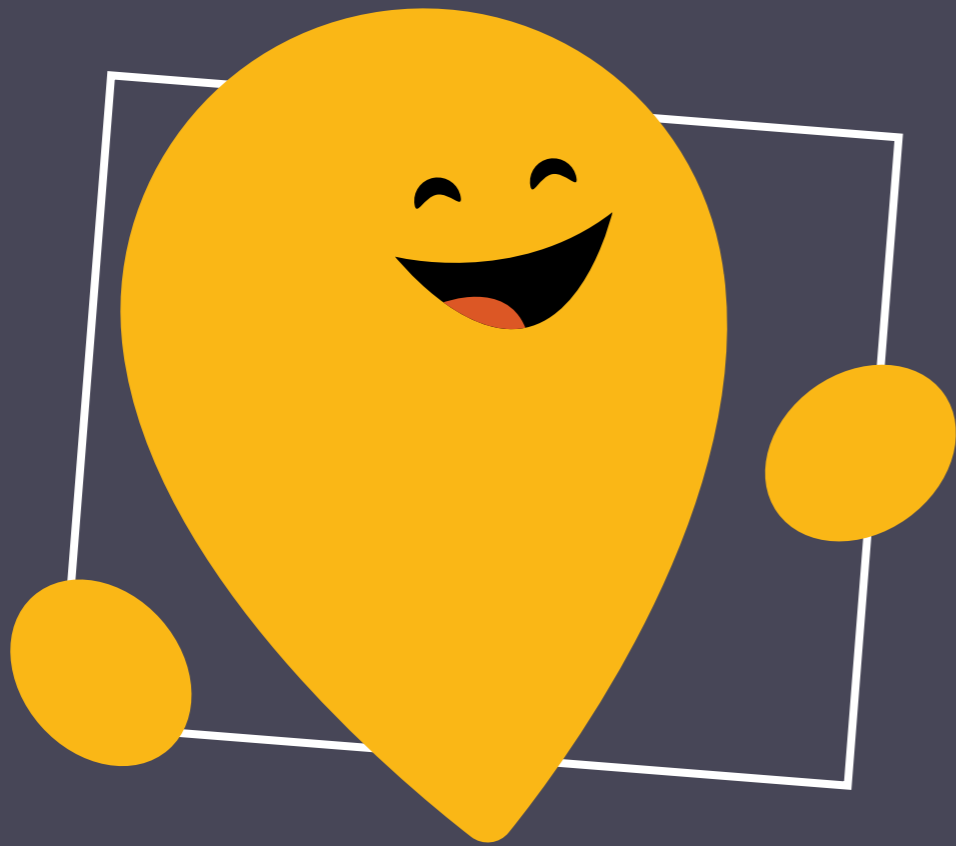
You can also set up your smart device to sync your steps automatically. If you don't have a smart device, you can manually log your activities. Read more about adding your steps here:

<https://help.bigteamchallenge.com/en/articles/4680230-how-do-i-track-my-steps>

Good luck with the challenge! If you do run into any technical issues, the friendly Big Team Challenge support team will be happy to help. You can contact them via the "Help" button on the challenge website and the "Help & Support" option in the Big Team Challenge app's Settings screen.

03. LAUNCH DAY

We're off! Let's make sure everyone is aware and tracking their daily activity.



The [challenge title] is now live! We've got [num participants] across [num teams] all trying to [walk/run/cycle/move] from [the route] over the next [num days] days / [num weeks] weeks.

Whether you're just going to be tracking your daily steps, or if you're putting in some extra effort to take part in the challenge, every step counts. Make sure you've set up your smart device if it's compatible with Big Team Challenge to track your activity.

If you have any questions as the challenge progresses please get in touch with us here [contact email address] or if it's a technical question about Big Team Challenge, please use the Help section on the website and in the Settings screen of the app.

[Are you giving out prizes? You can remind people about the rules/conditions here.]

04. END OF DAY 1

Let everyone know how you've started and hope to continue.

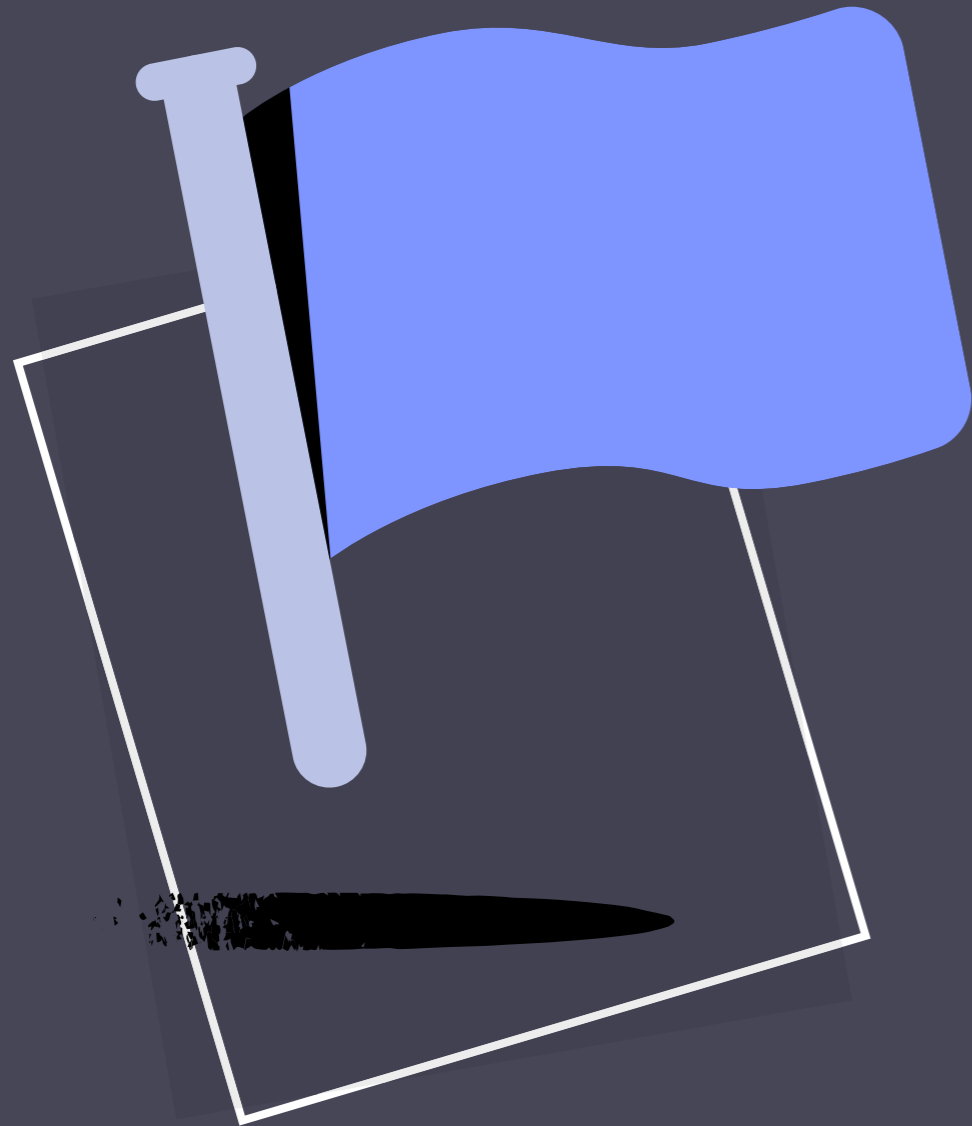


Congratulations on walking over [number of steps] in our first day! What an amazing achievement! Let's try to keep up this momentum for the rest of the challenge.

[Are you sharing anything on your social media channels? You can remind your participants about that here.]

05. END OF WEEK 1

Keeping momentum up.



One week into the challenge and you're already collectively added more than X km / Y miles, equivalent to Z million steps. Congratulations!

[Are you giving out prizes/rewards? If you're announcing prizes on a weekly basis, explain the prizes you'll be handing out next week.]

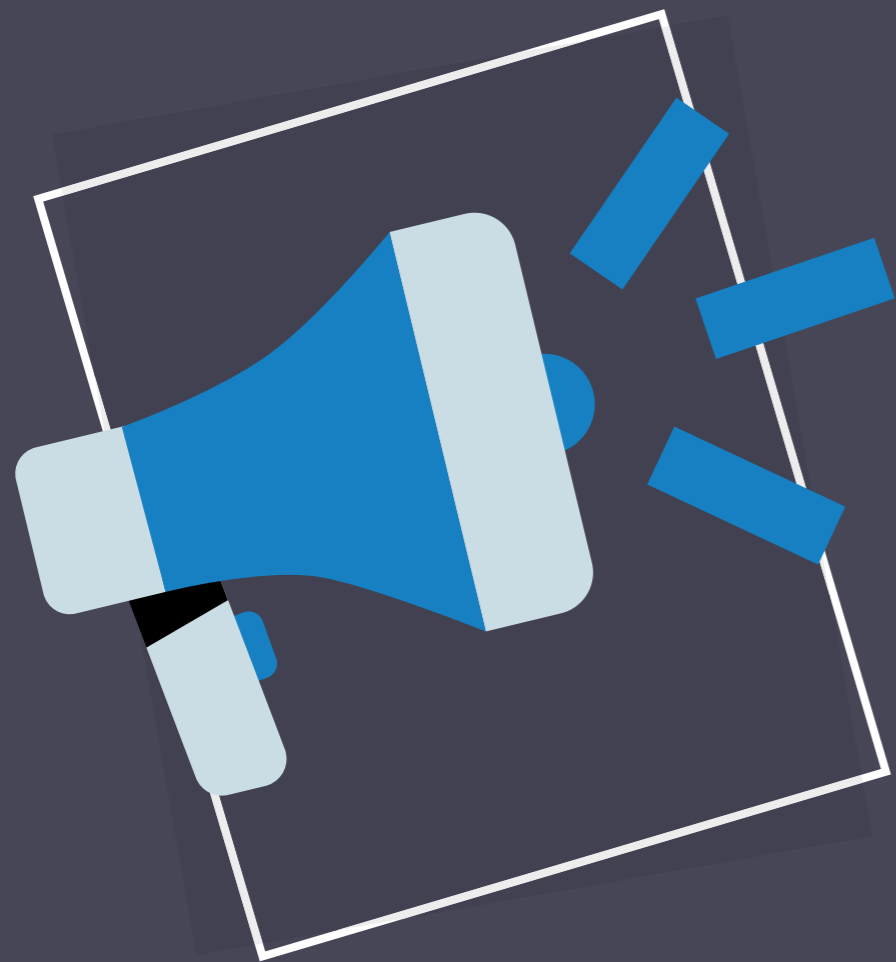
[You can highlight individuals/teams that did particularly well in week 1]

[The website/app shows the team leaderboard, but you may wish to copy in the individual leaderboard from the admin page or csv export.]

We hope you're all enjoying the challenge and congratulations again on getting off to such a good start!.

06. END OF WEEK X

Keep up the communications to keep users motivated and engaged.



[As the challenge progresses, some teams may reach the final milestone. You could highlight these teams in a weekly bulletin. Remember to tell them that they can continue adding activity until the challenge ends and their team's position on the leaderboard will continue to change.]

07. DAY BEFORE CHALLENGE ENDS

Get those last minute steps in and really motivate your participants!



We're in the final stretch now! 24 hours to go to log your activity and help your team move up the leaderboard.

[One Big Challenge mode: It's the final push to [last milestone]! You're X% of the way, and with a good day of walking, running, swimming and cycling ahead of you, reaching the final milestone before the challenge ends should be possible. There are [distance remaining] remaining on the route, and with [participant number] of you taking part, that's X km / Y miles each. Some people might not be able to log that amount of distance this weekend, so if you are able to do any extra to help the team reach [last milestone], please do!]

[Teams vs Teams mode: The team leaderboard will continue to update until the challenge ends, so even if your team has completed the route, keep adding your activity today to make sure you don't drop down the leaderboard!]

The challenge ends at [challenge end time], so remember to log all of your activity before then!

08. AFTER CHALLENGE ENDS

Congratulations are in order!



X million steps later... the challenge is complete! Together you logged an incredible X km / Y miles, the equivalent of Z steps. What a fantastic achievement!

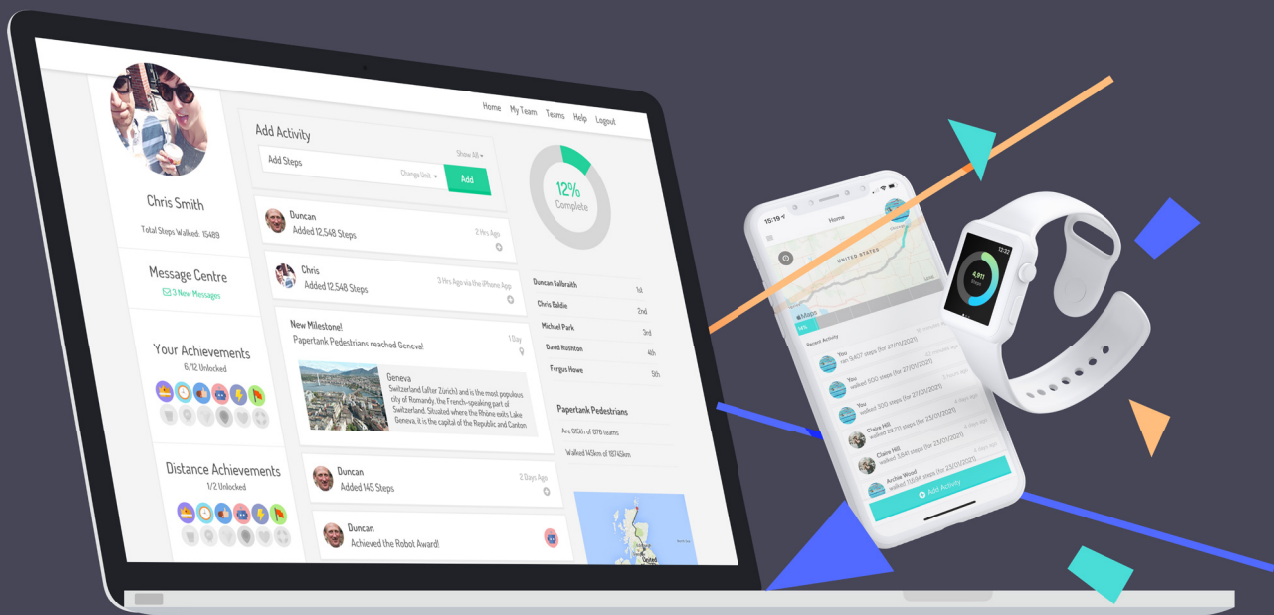
[One Big Challenge mode: How far did the group get along the route? If they completed it, how quickly did they do it and how much extra did they do?]

[Are you awarding prizes? Announce the final ones here.]

[Highlight the top teams and individuals (info available from your admin page).]

Thanks for taking part, we really hope you've enjoyed the challenge and that it's helped motivate you to keep active and feel connected to the team.

LET'S GET EVERYONE MOVING.



**BIG
TEAM
CHALLENGE**