



sprout

20X20 CHALLENGE

Aim for 20 minutes of physical
activity each day for 20 days!



What's in this wellness toolkit?

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Challenge Summary

Regular exercise can reduce the risk of chronic disease, help manage weight and increase your energy level. The **20 X 20 Challenge** inspires making physical activity a part of your daily routine.

Use the communication tools in this package to connect with your workforce and provide tips for them to make time for their health. Remember to look for our “Best Practice” recommendations. See you at the finish line!

Communications | Suggested Timeline

| | |
|-----------------------|------------------------------|
| Week 1 | Wellness Champions Email |
| Week 1 | Challenge Announcement Email |
| Week 2 | Challenge Reminder Email |
| Week 2 & 3 | Notifications |
| Week 2 & 3 | Content Postings |
| Week 4 | Wrap-Up Email |





Wellness Champions or Team Leads Email



Get the email
templates here!

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Best Practice: Communicate with your C-Suite, existing wellness group and/or team leads prior to the announcement to your broader employee base.

Subject: A new challenge is coming. Let's get moving!



Good Morning,

New working conditions and strained homelives can mean many of our employees are feeling additional stress during these unprecedented times. This is our time to come together as a company, support one another and keep wellbeing top of mind.

Beginning on **[date]**, we will be hosting a company-wide fitness challenge. Let's get moving for 20 minutes a day for at least 20 days — it may be the single best thing we can do for our health. This is not about how hard, fast, or far you go — it's just about putting in the time. Fitness is always fun when your speed, intensity and skill aren't on the line.

We will be announcing the goal to our workforce on **[date]** and providing tips throughout the goal period to encourage our employees to make time for their physical health.

Here's how you can help your colleagues:

- Spread the word about the upcoming goal
- Share with you teams about how you are personally making time for fitness.

Thanks for taking the lead!



Goal Announcement Email

Best Practice: What is your most successful way to communicate with your employees? Email, Slack, Zoom? Use all channels available to reach your workforce.

To: All Employees

Subject: Make time for the most important person — you!



Good Morning!

With days, weeks and hours blended into one another during these unprecedented times, we want you to take care of the most important person — you!

Making time for your physical health can help you manage your stress, sleep better and have the energy to enjoy your day. Beginning on **[date]**, we are launching a company-wide challenge: 20 X 20. Your goal is to aim for 20 minutes of exercise each day for 20 days.

Book 20 minutes into your calendar every day for the next 20 days. Use that time to sweat along to an online workout video, perform a yoga routine, practice some weight-bearing exercises or enjoy a gentle dynamic stretch. The choice is up to you!

Let us know how you are staying active. Send us your tips and photos to be included in the company emails that will be sent throughout the challenge. **[insert email address]**

A great workout needs great fuel. Everyone who submits a tip or photo will be entered into a drawing for a chance to win a healthy lunch delivered to their home.

Are you ready for 2020?



Challenge Description

Best Practice: Share the challenge details with your employees -- e-newsletter, email, create a Slack channel for the goal. Get creative!

| COMPANY GOAL 20 X 20 | |
|-------------------------|--|
| EVENT NAME | 20 x 20 Fitness Challenge |
| TIME OF DAY | Anytime |
| LOCATION | Your Home |
| DESCRIPTION | Book 20 minutes into your calendar everyday for the next 20 days. Use that time to sweat along to an online workout video, perform a yoga routine, practice some weight-bearing exercises, or enjoy a gentle dynamic stretch. The choice is up to you! |
| SHARING IS CARING | Let us know how you are staying active. Send us your tips and photos to be included in our company emails to be sent during the challenge period. |
| GRAND PRIZE | A great workout needs great fuel. Everyone who submits a tip or photo will be entered into our prize draw for a chance to win a healthy lunch delivered to their home. |





Email Communication from Sprout

To: All Employees

Subject: The 20 X 20 Challenge starts today!



Good Morning,

The 20 X 20 challenge begins today!

Whether it's your first 20 minutes or you're an experienced mover, we're launching a movement for movement and it's all at your own pace! Your goal is 20 minutes a day for at least 20 days!

Discover all that you can achieve! The finish line is only 20 minutes away!





Notifications

Best Practice: Share notifications throughout the challenge to remind your workforce (through your pre-existing communications channels). Include personal tips whenever possible. Everyone loves to see the leadership team involved and contributing!

Day 1

Today is the start of the 20 X 20 Challenge! Choose to get moving in any way you want. Consider becoming more active during your workday by standing up from time to time and performing some dynamic stretches. Remember to share your tips and photos with **[insert email]** to be included in our drawing for a healthy lunch sent to your home.

Day 10

You just passed the half-way point in the 20 x 20 challenge. Great work! How do you stay motivated? Share your tips and photos with **[insert email]** to be included in our challenge emails.

Day 18

The finish line is in sight! **[Insert date]** is the last day of the 20 x 20 challenge. Remember to make time for yourself and enjoy the benefits of a regular exercise routine. Thank you for sharing your fantastic tips and photos. Remember to keep them coming!



Content

Best Practice: Share content regularly with your employees to keep them engaged and to demonstrate your commitment to their physical health.

We have created a number of posts that you can share electronically with your company.

We encourage you to also create your own, share the online workouts you have found, or even photos of yourself in action. We are all in this together, and the more we share, the stronger and more resilient we become.



Get the
assets here!

DOWNLOAD





Wrap-Up Communication

To: All Employees

Subject: Congratulations on completing 20 X 20!



Congratulations!

You have completed the 20 X 20 Challenge! You should be proud of yourself for putting in the extra effort to get moving every day.

Keep up the great work and continue to capitalize on opportunities to be active every day! You are guaranteed to reap the benefits in all spheres of your life, whether it be at work, at home or in your training.

Thank you for all your incredible photos and tips and a special shout-out to our winner of the healthy lunch - **[insert name]**.

Stay tuned for our next challenge: 10 to Zen.

Up Next:

10 to Zen

Chronic stress can take a serious toll on both our mental and physical health. The 10 to Zen challenge encourages employees to take 10 minutes for 10 days to relax and recenter. Challenge prompts include:

- Meditation
- Journaling
- Practicing self-compassion

After 10 days, your team will be de-stressed, rejuvenated and ready to tackle the next challenge.



It's difficult to carry out a personalized wellness program (or even get the data to get started) in a homegrown way.

That's why a partner with tailor-made solutions who understands the challenges of getting engagement initiatives adopted by the workforce is critical.

Ready to invest in wellbeing to see happier, more productive and profitable employees?

Request a Demo today to see how we can move the wellness needle in your organization.

[Request a Demo](#)