**Challenges: Email Templates**

**Directions:** Copy the image and verbiage below and paste into your email. We recommend attaching the “Challenges” flyer and FAQs to the email. Please remove the text in red and add your company’s information, challenge details, and contact information.

**Email 1: Send Before Challenge Start Date**

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**Subject Line:** Mark your calendars: [Challenge Name] Starts X/XX [Challenge Start Date]

Feeling stuck in a rut or in need of extra motivation to reach your health goals?

Sign up for the [Challenge Name] challenge to make your wellbeing a priority. [Add Challenge Details Here]

**How it Works:**

From X/XX to X/XX, complete any Wellbeats class or other activities you enjoy (such as running, hiking, or swimming) to earn wellness points. The team with the most points at the end of the challenge wins XX [add prize details if applicable]!

**1 class play minute = 1 point**

**Questions?** Contact [Add Contact Info Here].

**Email 2: Send on Challenge Start Date**

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**Subject Line:** [Challenge Name] Challenge Starts Now 🎉

Ready for a healthier you? The [Challenge Name] challenge at [Company Name] starts today!

Download the Wellbeats app or go to [portal.wellbeats.com](http://portal.wellbeats.com/) on a web browser to login.

[Add Login Details]

Go to **Team Challenge** in the main menu to start earning points! Play a Wellbeats class, log a run, make a healthy recipe—the options are endless.

**Remember:** The team with the most points at the end of the challenge wins XX [add prize details if applicable]!

**1 class play minute = 1 point**

**Questions?** Contact [contact info here].

**Email 3: Send Midway Through Challenge**

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**Subject Line:** Reminder: we’re halfway through the [Challenge Name] Challenge 🎉

We’re halfway there! This is a friendly reminder to log activities and play classes on Wellbeats to boost your team’s wellness points before the challenge ends on X/XX [Challenge End Date].

Download the Wellbeats app or go to [portal.wellbeats.com](http://portal.wellbeats.com/) on a web browser to login.

[Add Login Details]

Go to **Team Challenge** in the main menu to track your progress, view the leaderboard, and cheer on your colleagues.

**Remember:** The team with the most points at the end of the challenge wins XX [add prize details if applicable]!

**1 class play minute = 1 point**

**Questions?** Contact [contact info here].

**Email 4: Send After Challenge Ends**

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**Subject Line:** [Challenge Name] Challenge Recap 🎉

We are so excited to share the results from our [Challenge Name] challenge at [Company Name].

Big congratulations to the [Team Name] team for earning the most wellness points [add # of wellness points] and winning [add prize if applicable]! Amazing job 👏

**What next?** Create your own Wellbeats challenge or share with us what challenge you would like to see next at [Company Name].