

MINDFUL MOMENTS CHALLENGE .

COORDINATOR'S GUIDE

The Mindful Moments Challenge encourages employees to be more present in their daily lives. This guide will help you plan and implement a successful campaign around the challenge.

How it works

Employees will receive an activity tracker with weekly themes. Each week, they can use the activity tracker to keep tabs on their progress and read the flyers for tips. Once the challenge ends, they will turn in their activity tracker.

The goal

The goal of the Mindfulness Challenge is to teach employees simple techniques they can use to be more focused, present, and at ease. As they learn and practice these strategies, you can set a goal for employees to aim for and even tie an incentive to their results. For example, you can set a goal of trying at least 3 techniques each week for a total of 12 points to complete the challenge.

Communication toolkit

The Mindfulness Challenge comes with a communication toolkit to help you promote the challenge and encourage employees along the way. The toolkit includes:

- Four flyers with health tips (most often administered on a weekly basis)
- Informational poster
- Email templates to accompany the flyers
- Activity tracker

Incentives

You choose how you'd like to reward employees for meeting the goal of the Mindfulness Challenge, though offering an incentive is not required. Employees can be offered different degrees of rewards based on participation or one reward for completion. Below are suggestions for incentives you may wish to offer your employees.

Level One

- Healthy lunch or snacks
- Water bottle
- Jeans day

Level Two

- Edible Arrangements fruit bouquet
- Eight hours of paid time off
- Cover the cost of a gym membership sign-up fee

Planning and communication timeline

The key to any successful wellness initiative is planning and effective communication. Review the planning and communication timeline below, keeping in mind the date you'd like to start the challenge. This is a recommendation and can be adjusted to best fit your organization.



2 weeks out

Choose a coordinator. Recruit a challenge leader or wellness team that represents all areas of the company to implement and communicate the challenge.

Develop a budget. Consider costs for printing, supplemental activities (i.e., lunch 'n learns), and incentives.

Hold a planning meeting. Discuss specifics for the challenge, such as incentives, activities, individual roles, and the kickoff.

Promote the challenge. Hang the informational poster in high traffic areas, send the kick-off email, and include details about the challenge in other internal communications.



4-week challenge

Distribute the activity tracker. Make the activity tracker available for participants to use, whether you want to make copies to stack in the break room or send it with the first email.

Check in weekly. At the beginning of each week, send an email to participants with the corresponding weekly tips flyer. By maintaining a weekly cadence, employees will be more likely to stay engaged throughout the four-week challenge.



After the challenge

Congratulate participants. After the challenge ends, celebrate their success. Send a congratulatory email outlining how you want to celebrate them.



2 weeks after

Distribute incentives. For participants who meet the challenge goal, give out the appropriate incentive.

Hold a celebration event. Go beyond the incentive by celebrating with a luncheon or social hour. In addition to being fun for participants, this gives non-participants a way to celebrate their co-workers.

Questions?

If you have any questions regarding the planning and implementation of the Mindful Moments Challenge, please contact your FirstPerson Wellness Specialist.