

Feel Great, Hydrate! Wellness Challenge Template

Use this template to guide you in the creation of a Wellness challenge. The examples used in this template were for a Hydration Challenge put on by the LinkedIn Wellness Team for their global employee base.

Objective

To encourage participants to learn more about hydration and the impact it has on them. This challenge will provide employees with useful tips they can add into their daily routine to focus on their own hydration needs.

Target Audience

All global employees

Dates and Duration

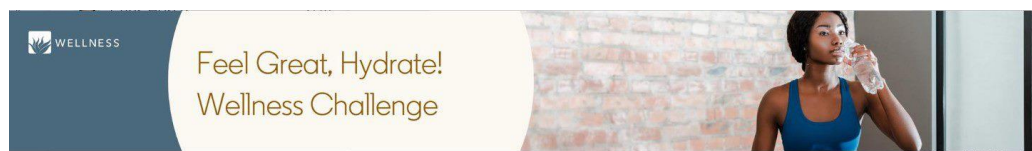
2 weeks

Location

Virtual

Marketing Materials

Email
Teams/Slack
Global Weekly Newsletter
All Hands
Digital Displays



Comms Plan

Promotional communications sent two weeks prior to the challenge start date
Weekly communications to registered employees via email and Teams/Slack
Post-challenge survey provided to measure success

Challenge Details

Employees are asked to complete a self-guided assessment each day of the challenge. Assessments are not shared with the company; they are for the employee's use only. The goal is for the participants to look back at their checklist daily to compare how they felt in all the categories provided to determine what days they are hydrated.

Weekly engagement activities:

- Monday – Email with hydration facts and tips
- Tuesday – Photo contests to participate in through the Teams/Slack channel
- Thursday – Hydration polls to answer in the Teams/Slack channel
- Employees meet the challenge by engaging in the weekly activities and completing the post-event survey.

Prizes

Wellness points and raffle

Success Metrics

of registered employees
of completed challenges
of new participants

Post Event Survey

NPS Score
Effectiveness of the challenge
Open feedback

Wellness Challenge Pre and Post Survey Questions

The questions asked in the pre-survey are designed to establish a baseline for the individuals, have them state an intention for their participation, and identify the number of new employees the initiative has reached. The post-survey questions are designed to show change in the baseline and understand the initiative's impact to help the employee meet their stated intention.

Pre-Challenge Survey

How well do you currently hydrate?

- 1 – Poor
- 3 – Average
- 5 – Excellent

What outcome(s) are you looking to achieve?

- Educate myself about hydration
- Improve my hydration
- Feel more energized and focused
- Support my health

Is this your first time participating in a LinkedIn Wellness offering?

- Yes
- No

Post Challenge Survey

Net Promoter Score

How likely are you to recommend a LinkedIn Wellness offering to a colleague?

0 - Not at all likely to 10 - Extremely likely

Did the challenge help you achieve your intended outcome?

Think back to your intended outcome when starting this challenge.

- Yes
- No

How well do you hydrate after completing the challenge?

- 1 – Poor
- 3 – Average
- 5 – Excellent