



Strong starts here _____.



Group Administrator Checklist

Thank you for registering for the Blue & You Fitness Challenge. Now's the time to have fun and get excited about building your Fitness Challenge "Dream Team." Use the following guidelines to help get your team started strong and stay on track.

Early Preparation – Prepare to win!

- Decide if you want to award prizes/incentives to your team members
- Determine budget for prizes (if applicable)
- Prepare an email campaign to recruit team members

Pre-Challenge – Recruit your team!

February 1-28

- Share this link <http://app.wellable.co/blueandyoufitnesschallenge> with your team members and encourage them to register. They can find your Group/Team name in the drop-down menu
- Decorate office or shared spaces with posters, etc., or host virtual fitness parties
- Select a group administrator and/or leader who will encourage participants during the Challenge
- Remind participants to sign up using <http://app.wellable.co/blueandyoufitnesschallenge>
- **February 28** – individual registration ends
- Host a virtual kick-off party to motivate your participants

During Challenge – Keep them motivated!

March 1 – May 31

- **March 1** – Challenge begins
- Send weekly, biweekly or monthly updates of your team's progress
- Remind participants to log workouts
- Organize virtual team workouts
- Share your teams progress on social media and tag Arkansas Blue Cross. Use the Challenge hashtags: [#strongstartshere](#) [#BYFC2022](#)
- Promote prizes (if applicable) to team members to encourage them to stay active and log activity
- **March 14** – last day for participants to log at least one exercise (or they risk being dropped from the Challenge)
- Order prizes for participants who complete the Challenge (optional)
- **May 31** – Challenge ends

Post-Challenge – Celebrate your team's success!

- Attend the "wrap" party hosted by Arkansas Blue Cross (TBD, possibly a virtual event)
- Distribute prizes and certificates (if applicable)
- Share success stories about your group on social media by tagging Arkansas Blue Cross, Arkansas Department of Health and Arkansas Department of Human Services
- Share a post-Challenge survey link with team participants

