

BIG TEAM CHALLENGE'S

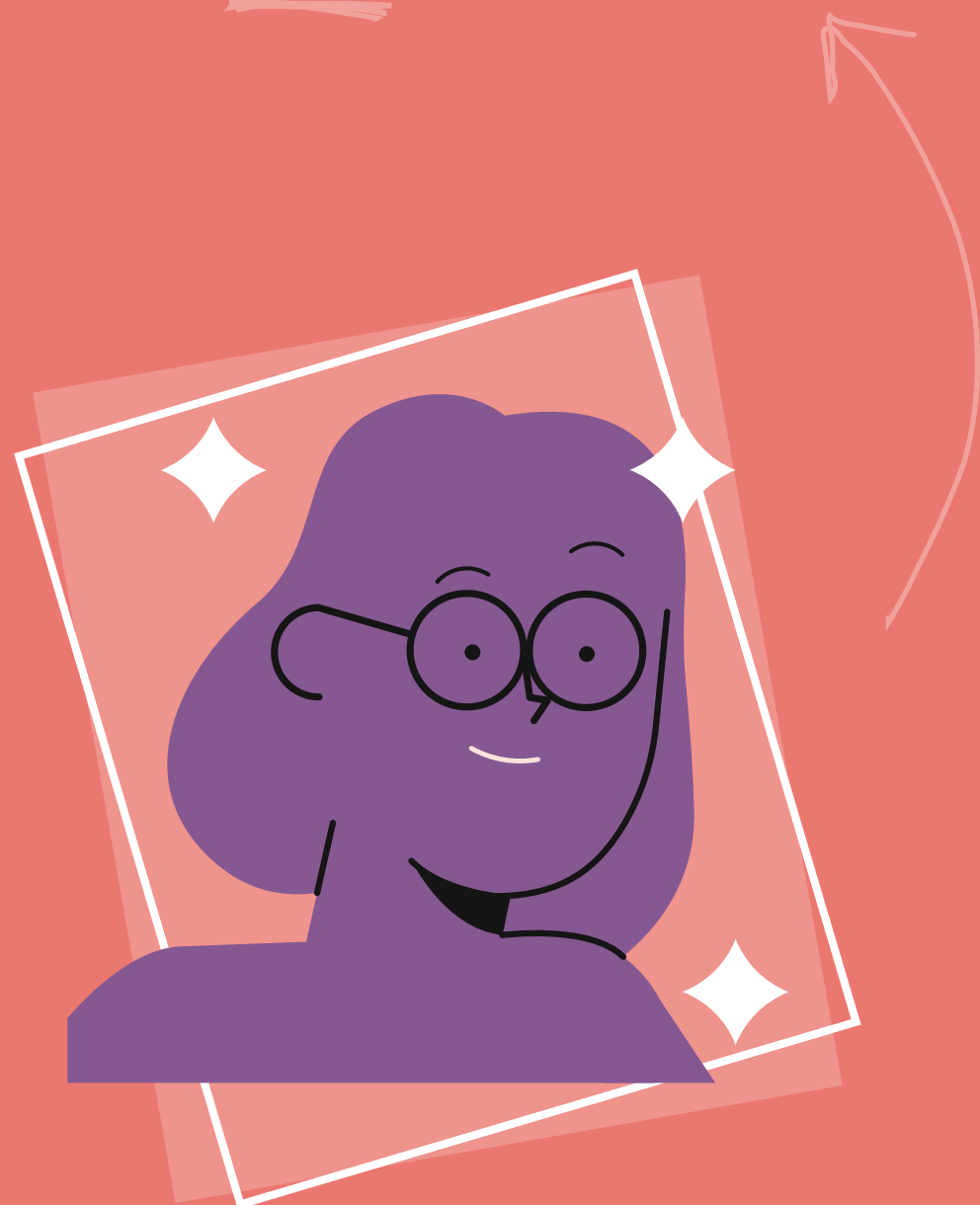
# REWARD STRATEGY.



BIG TEAM  
CHALLENGE

# 01. AN INTRODUCTION

Experience from previous clients tells us that individual and team-based rewards can add that extra level of team-bonding that's so vital.



## REWARDING YOUR PARTICIPANTS IS AN IMPORTANT PART OF THE CHALLENGE EXPERIENCE.

Working out your strategy before you launch your challenge and communicating the fact that there will be rewards to your likely participants will help drive uptake and boost motivation throughout the challenge's duration.

While rewarding your participants isn't necessary for running a successful challenge, experience from previous clients tells us that individual and team-based rewards can add that extra level of team-bonding that's so vital these days, and help push people to keep active during the final days and weeks of the challenge.

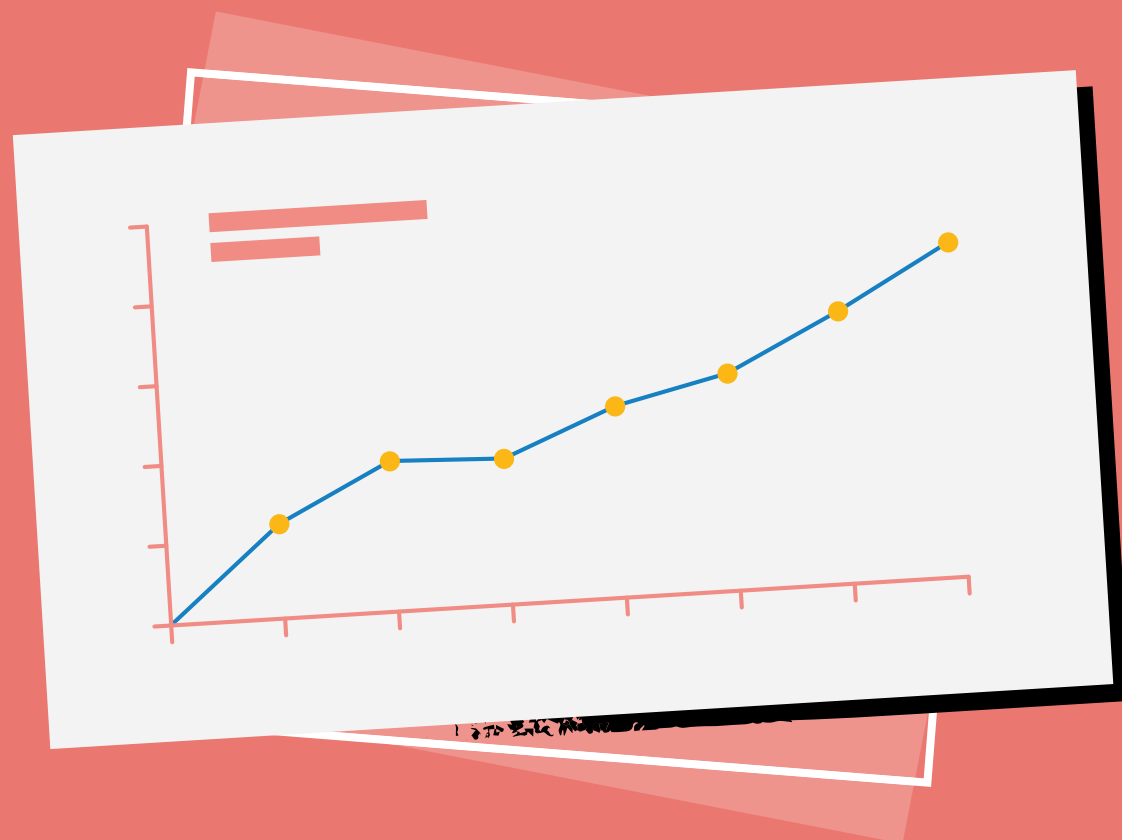


### DID YOU KNOW?

From your admin area you can download your user data as a CSV file and extract more information than simply the team or user with the greatest total distance?

## 02. WORK WITHIN YOUR BUDGET

A little bit of effort goes a long way!



## FIRSTY, REWARDS DON'T NEED TO HAVE A MONETARY VALUE.

If your budget is limited, rewarding people with digital/paper certificates, handing out (relatively cheap!) trophies and medals, mentioning them in an email message, even just tagging them in your Slack channel - anything that highlights their achievement will be appreciated.

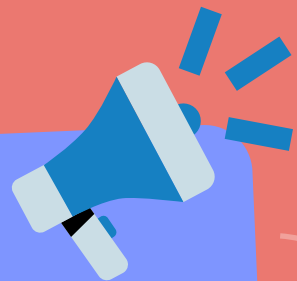
If your organisation uses an internal points/rewards/loyalty system, consider using them as your Big Team Challenge rewards. A major hotel chain awarded participants with points for their reward system, distributing small amounts of points on a weekly basis before handing out enough points for an overnight stay to every

member of the winning team. Assigning part of your budget for buying rewards with a monetary value may provide the most incentive for your participants. Vouchers for online stores or experience days are popular choices, and you may already know what works for your organisation from running other engagement initiatives.

## 03. REWARD IDEAS

Here are some of our suggestions, but you should get creative and engage with what you know your audience will really appreciate.

### CHALLENGE LAUNCH



- Add 5 miles (8 km) every day for the first 5 days to be entered into a prize draw.
- Send a selfie from your first walk/run/cycle/etc. to be entered into a prize draw.
- Award the best/funniest team name. You could send out a link to an online poll for everyone to vote.

### REMEMBER! REWARD EVERYONE

It's the taking part that counts. No, seriously. Research has indicated that "targets reached may be less important than participation itself". So instead of just awarding prizes to the team that adds the most distance, try to create a reward strategy that gives everyone a real chance to win a prize.

Use some of the ideas in this document to develop a strategy which requires an amount of effort that the majority of your participants will manage.

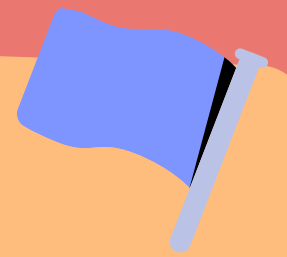


### DURING THE CHALLENGE



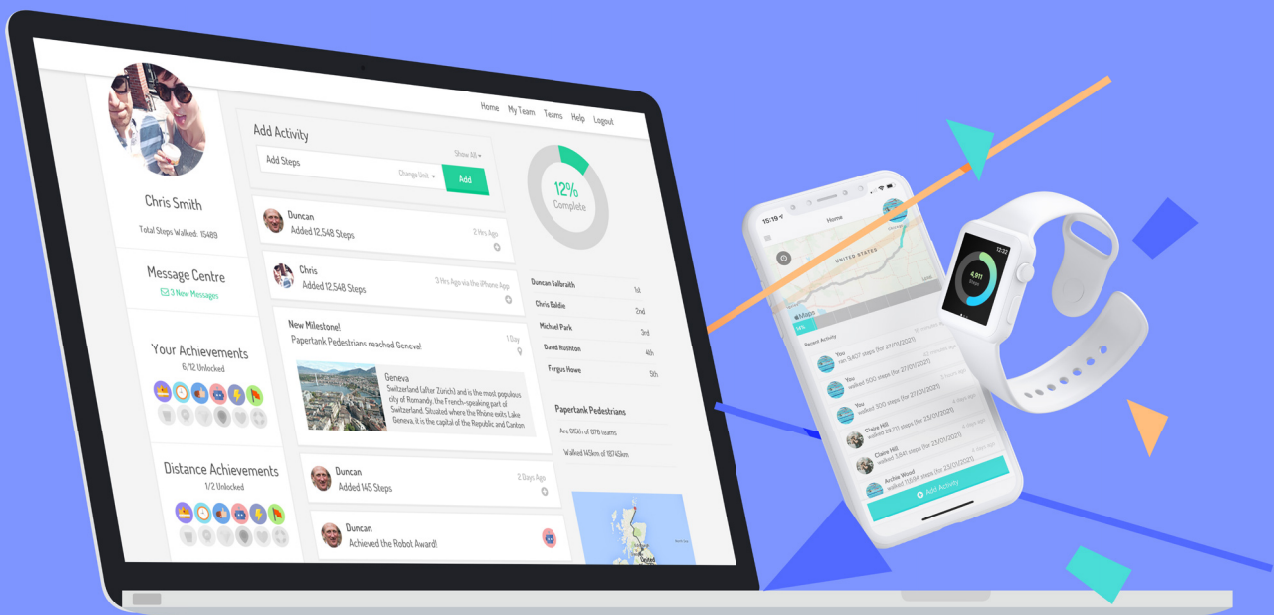
- Every week, add 35 miles (56 km) to be entered into a prize draw.
- Compare participant's/team's weekly total distance to the previous week and reward the most improved individual/team for the week.
- Divide a team's total distance by the number of team members, and reward the team with the highest weekly distance total per team member.
- Enter every team which reaches the next route milestone by a certain date into a prize draw.

### WHEN THE CHALLENGE ENDS



- Enter every individual/team that added a certain amount of distance every week into a prize draw.
- If you are using team segments and/or custom user attributes, you can award prizes to the top performers/teams in each of these groups.

# LET'S GET EVERYONE MOVING.



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