

# How to create a walking challenge?

Hosting a walking challenge requires a bigger lift than a walking club but it's all worth it! Here are the 4 basic categories of running a walking challenge within your agency and brief overviews of what they each entail:

- 1. Planning**
- 2. Implementation**
- 3. Maintaining the momentum**
- 4. Challenge Wrap Up**

## 1. Planning

**(This requires the most attention.)**

- Know your audience. The demographics of your participants will greatly affect the platform (app) in which you choose to host your challenge.
- Choose a time of year with good weather. (Spring, Summer or Fall)
- Choose a challenge type. (Team-based, individual-based, goal setting)
- Select a time frame between 2-6 weeks. 4 weeks is usually ideal as it's not too short or too long
- Come up with a catchy theme to gauge interest (i.e. "Spring into Wellness"). Use this theme to create flyers & emails to promote/advertise the challenge.
- Decide whether or not prizes will be awarded at the end and identify winning categories. (Include this information on flyers and in emails – It can boost participation as participants will feel that they're working/stepping towards something.)

## 2. Implementation

**(This stage is all about promoting the challenge. It can be fairly easy to do as long as all the materials are created during the planning stages!)**

- Post flyers in common areas (i.e. elevator bank, breakroom & near the bathrooms)
- Send out email reminders (i.e. "Register Today", "Don't Forget To Register", "Last Chance to Register")
- Be sure to put a deadline on registration as it adds a sense of urgency.
- Have someone available to help with registration. (Technology can be a huge barrier for some -- Having someone to assist with enrollment can be very useful.)

Have any questions about creating a walking challenge? Email us at [workwell@olr.nyc.gov](mailto:workwell@olr.nyc.gov)

## Maintaining the Momentum

(Once the challenge has launched and you have everyone's attention, you want to keep them engaged and connected!)

- Send out weekly emails to keep participants engaged. Emails can include weekly standings, fun facts, tips or all of the above and should also be created during the planning stage.
- Post on the challenge newsfeed (i.e. motivational pictures, mini-challenges or ways to get "bonus steps". This will keep participants engaged with the app.
- Take the walking challenge one step further and gather a few walking champions to lead lunchtime walks! (View our guide to walking clubs here.)

## Challenge Wrap Up

(End the challenge with a bang!)

- Send out an agency announcement highlighting winners.
- Recognize individuals for notable accomplishments (i.e. most improved or top 3 steppers)
- Award fun prizes!
- Provide participants with fun facts about the challenge (i.e. "Together, we walked x steps. We could walk to the moon and back x times!")
- Disseminate a survey to gather feedback for future challenges!



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