**Email 1 – Subject Line: The STEPtember Walking Challenge is here!**

**Suggested distribution dates: 8/24-8/28**

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| **A picture containing drawing  Description automatically generated**Hello [insert agency] employees,  Are you ready for an adventure? Then break out your walking shoes because [insert agency] is joining WorkWell NYC for[**STEPtember 2020**](http://www.nyc.gov/steptember) – a month-long step challenge exclusively for City employees.  This year, the challenge features a journey through the 5 boroughs! Each week, your steps will help us get to the next borough on our virtual NYC map. Each borough will also feature a scavenger hunt with local points of interest to visit and a chance to win bonus steps! |
| **There are two ways to participate:**   |  |  | | --- | --- | | **A picture containing table  Description automatically generated** | **On a team**: represent [insert agency] on a team with 15-20 of your co-workers and compete against other teams for the highest average daily step count. | | **A picture containing screen, building, window  Description automatically generated** | **Individually:** Participate on your own and challenge yourself to hit 8,000 steps a day, every day. Step it up to 10,000 steps a day to join the Commissioner’s Club! |   Join a [insert agency] team and help us step our way to victory! Teams are open to all employees so it’s a great way to connect with colleagues, regardless of current work location!  **The challenge begins on September 14th –** so what are you waiting for?Visit [**nyc.gov/steptember**](http://www.nyc.gov/steptember) to learn more and register today!   |  | | --- | |  |   *If you have any physical limitations and would like to participate in the challenge, please email* [***workwell@olr.nyc.gov***](mailto:workwell@olr.nyc?subject=STEPtember) *to learn how to sign up.* |
| [A picture containing clock, shirt  Description automatically generated](http://www.nyc.gov/steptember) |
| [**nyc.gov/workwellnyc**](http://nyc.gov/workwellnyc) **|** [**workwell@olr.nyc.gov**](mailto:workwell@olr.nyc.gov) **|** [**@workwellnyc**](http://instagram.com/workwellnyc) |

**Email 2 – Subject Line: Don’t forget to Sign Up for STEPtember**

**Suggested distribution dates: 8/31-9/04**

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| Have you heard? [insert agency] is participating in [**STEPtember 2020**](http://www.nyc.gov/steptember) – a fun month-long step challenge exclusively for City employees. This year, we’re walking, running, and rolling on a journey through the 5 boroughs, so lace up your sneakers and get ready for some friendly competition!  **There are two ways to participate*:***   * **On a team:** Join a [insert agency] team and help us step our way to victory! * **Individually:** Would you rather step on your own? Participate in the individual challenge and strive to hit 8,000 steps a day – or more!   You can even participate on a team *and* individually! Teams are open to all employees regardless of division or worksite, so it’s a great way to connect with colleagues, regardless of current work location.  **The challenge begins on September 14th –** have you registered yet?     |  |  | | --- | --- | | **A picture containing drawing  Description automatically generated** | **Dates to Know**  **Registration closes:** Sunday, September 13th  **Challenge begins:** Monday, September 14th  **Challenge ends:** Tuesday, October 13th |   STEPtember begins in [insert days here] days. Don’t miss out! Visit the [**STEPtember website**](file:///C:\Users\olruser\Documents\Programs\Move%20More\Step-Activity%20Challenges\STEPtember%202020\Launch%20Documents\on.nyc.gov\steptember) for more information.  *If you have any physical limitations and would like to participate in the challenge, please email* [***workwell@olr.nyc.gov***](mailto:workwell@olr.nyc?subject=STEPtember) *to learn how to sign up.*  [A picture containing clock, shirt  Description automatically generated](http://www.nyc.gov/steptember) |
| [**nyc.gov/workwellnyc**](http://nyc.gov/workwellnyc) **|** [**workwell@olr.nyc.gov**](mailto:workwell@olr.nyc.gov) **|** [**@workwellnyc**](http://instagram.com/workwellnyc) |

**Email 3 – Subject Line: Last Chance to Sign Up for STEPtember!**

**Suggested distribution dates: 9/8-9/11**

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| The [**STEPtember 2020**](http://www.nyc.gov/steptember) Challenge begins in [insert # of days] days!  Get active this fall from wherever you are - join thousands of City employees for a month-long virtual journey across the 5 boroughs. Join us as we walk, run, and roll our way across NYC!  Registration closes on **Sunday, September 13th** or whenever slots fill up. Don’t miss your chance to participate!  **There are two ways to join in on the fun:**   * **On a team:** Join a [insert agency] team and help us step our way to victory! * **Individually**: Would you rather step on your own? Participate in the individual challenge and strive to hit 8,000 steps a day – or more!   You can even participate on a team *and* individually! Teams are open to all employees regardless of division or worksite, so it’s a great way to connect with colleagues, regardless of current work location.  **The challenge begins on September 14th –** have you registered yet?     |  |  | | --- | --- | |  |  | | **A picture containing light, drawing, clock  Description automatically generated** | **Get the Lowdown**  Visit [**nyc.gov/steptember**](http://www.nyc.gov/steptember) for challenge rules, how to win, FAQs, and more! |   *If you have any physical limitations and would like to participate in the challenge, please email* [***workwell@olr.nyc.gov***](mailto:workwell@olr.nyc?subject=STEPtember) *to learn how to sign up.*  [A picture containing clock, shirt  Description automatically generated](http://www.nyc.gov/steptember) |

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