



# SPARK AMERICA

presented by PeopleOne Health



## 2024 FIT CITY CHALLENGE TOOLKIT

September 1-30

**REGISTER TODAY!**

Help your organization reach the top of the leaderboards to be one of the most active in your city!

*Thank you to all of our partners!*



# FIT CITY CHALLENGE TOOLKIT

## WELCOME TO THE FIT CITY CHALLENGE

The SparkAmerica Fit City Challenge is designed to help individuals and companies become Fit & Healthy Leaders, while working together to build friendly competition and encourage positive change. The interactive challenge is built to help move employees toward better health. The challenge encourages participants to get and stay healthy by tracking daily fitness activity minutes in a fun and free Fitness Game.

Participants join their colleagues to help their employer reach the top of the company leaderboard while competing against other organizations and individuals. Prove you work for one of the healthiest and most active companies in America! Individual participant minutes also roll up into your city's totals, which helps everyone take pride in a healthier community. This toolkit is created to help you be successful in promoting the challenge.

**September 1 - 30**

**3 Company Size Categories:**

Small (2-99 employees)

Medium (100-499 employees)

Large (500+ employees)

You can also help build this campaign by sharing the attached flyer with your co-workers, friends, and family and encouraging them to join the SparkAmerica movement.

**Thanks for joining this effort to help SparkAmerica move communities toward better health!**

## WHAT'S IN THE TOOLKIT

- [Quick Registration Guide](#)
- [Explore Your Account](#)
- [Tracking your Minutes](#)
- [HR & Wellness Champion Tips for Success](#)
- [Flyer](#)
- [Sample Email Communications](#)

# FIT CITY CHALLENGE TOOLKIT

## QUICK REGISTRATION GUIDE

Go to [SparkAmerica.com/Register](https://SparkAmerica.com/Register), enter your email and follow the prompts.

**New participants:** You will automatically be registered after clicking the link above.

- Fill out the required information:
  - Create a password and username (username will be displayed in public areas such as leaderboards – real names will not be displayed).
  - Select your company's headquartered city from the dropdown menu.
  - Check the boxes at the bottom to agree to Terms of Use and Privacy Policy.
  - Click 'create account.'
- You will receive a confirmation email with a link. Click the link to verify your email address and return back to your selected city page.
- Select your company from the dropdown list.
  - *Note:* If your company does not exist in the dropdown list yet, click 'company not listed?' and complete the fields with name and number of employees. A SparkAmerica administrator will verify your company. You will receive an email when your company is verified.
  - Not associated with a company? Join your city team!
  - Check the box if you are the HR contact for your company.
  - Next, select 'finish setup.'
- You are now registered and can start tracking your fitness minutes on September 1.

**Previous participants:** Locate the SparkAmerica callout on the homepage and click to join.

- Important note: If you have an account, you do not need to create one again.
- If you forgot your password, click the link below to reset:  
<https://Portal.PeopleOneHealth.com/Account/ForgotPassword>.

Begin tracking your fitness minutes on *September 1*.

**Scan the QR code with your smartphone to download the PeopleOne Health app!**  
*Note: You must first activate your account via the link on a web browser before logging in to the app.  
Downloading the app is not required to participate.*



# FIT CITY CHALLENGE TOOLKIT

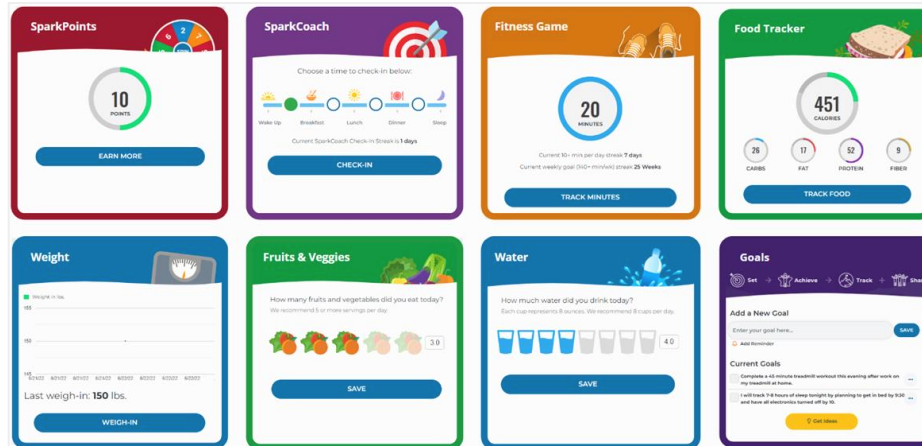
## EXPLORE YOUR ACCOUNT

Connect your fitness device by selecting 'Fitness Game'. See the 'Device Syncing Guide' below for detailed instructions.

[Click here for Step-by-Step Device Syncing Guide](#)

[Click here for Challenge FAQs](#)

Explore your new account by discovering Tools & Trackers including SparkCoach, the Fitness Game, and the Healthy Living section which contains healthy recipes, Mindful Moments mindfulness practices, and monthly personal challenges. Additionally, you will be subscribed to our monthly newsletter containing health and wellness advice!

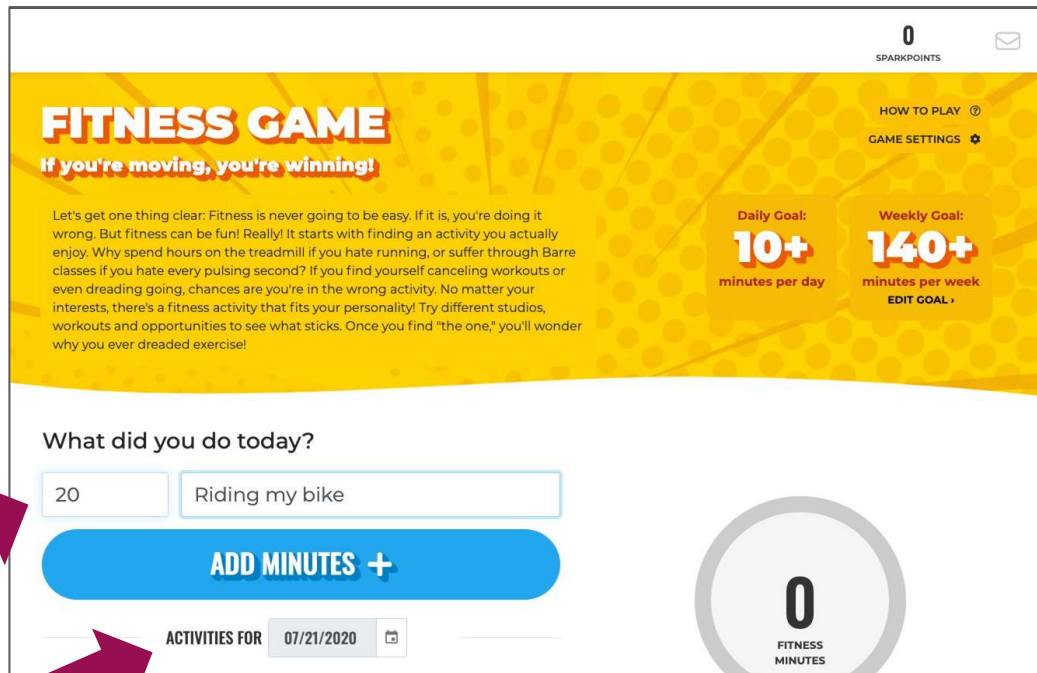


Didn't find an answer for your question? Click above or Email us at [Support@PeopleOneHealth.com](mailto:Support@PeopleOneHealth.com)

# FIT CITY CHALLENGE TOOLKIT

## TRACKING YOUR MINUTES

- Go to [portal.peopleonehealth.com](https://portal.peopleonehealth.com) and log in
- Select menu, then **Tools & Trackers**
- Select **Fitness Game**
- Enter the activity and number of minutes



The screenshot shows the 'FITNESS GAME' interface. At the top, it displays '0 SPARKPOINTS' and navigation options like 'HOW TO PLAY' and 'GAME SETTINGS'. The main heading is 'FITNESS GAME' with the tagline 'If you're moving, you're winning!'. Below this is a paragraph of motivational text. To the right, there are two goal indicators: 'Daily Goal: 10+ minutes per day' and 'Weekly Goal: 140+ minutes per week'. The central section asks 'What did you do today?' and features a form with a number input field containing '20' and a text input field containing 'Riding my bike'. Below the form is a large blue button labeled 'ADD MINUTES +'. At the bottom left, there is a date selector for 'ACTIVITIES FOR 07/21/2020'. On the right side, there is a circular progress gauge showing '0 FITNESS MINUTES'. Two red arrows point to the number input field and the date selector.

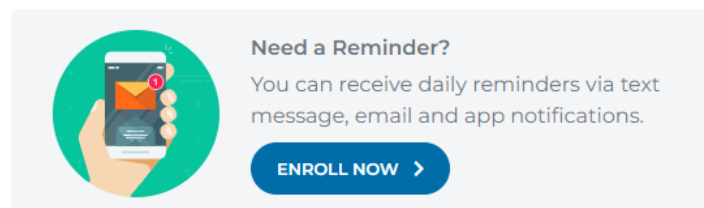
Be sure to log your minutes every day to track your daily and weekly progress along the way. You're going to do great!

## NEED A REMINDER?

We can help with that! Click 'enroll now' and select how you'd like to receive reminders.

If selecting SMS Text Message reminders, you can reply to the text message with the number of active minutes completed the day before and they will be tracked in your account immediately.

**Note:** Respond with only the number of minutes (ex. 60). If you are signed up for text message notifications and you have tracked your progress via one of the other methods, you will not receive your reminder to track that day. If you do not respond to the text message reminder for 2 weeks, the text reminders will automatically turn off.



The banner features a circular icon on the left showing a hand holding a smartphone with a notification bubble. To the right, the text reads 'Need a Reminder?' followed by 'You can receive daily reminders via text message, email and app notifications.' Below this text is a blue button with the text 'ENROLL NOW >'.



# FIT CITY CHALLENGE TOOLKIT

## HR & WELLNESS CHAMPION TIPS FOR SUCCESS

The more involvement you can get from your organization to participate in this year's Fit City Challenge, the more fun it will be! Tackling a challenge like this may seem daunting. That's why we'd like to provide you with some optional suggestions for you to follow to help hype it up and build your organization's team.

**September 1 - 30**

**3 Company Size Categories:**

Small (2-99 employees)

Medium (100-499 employees)

Large (500+ employees)

### ✓ Map out your Marketing Strategy

Consider mapping out a simple marketing strategy to help build excitement around the challenge and get your organization registered! Feel free to use our sample emails below. It may be fun to implement a registration raffle - even a \$10 Amazon gift card might motivate your employees to join.

- Send email 1 as first recruitment email before August 14
- Send email 2 as second recruitment email before August 21
- Send email 3 as final recruitment email on August 29 or 30

### ✓ Spread the Word

- Recruit 1 or 2 employees for your team to help spread the word
- Add challenge information, flyers and links to register anywhere your employees will look
  - Internal intranet
  - Company newsletters
  - Print and post in the elevators or bathrooms around the office
- Encourage managers or department leads to discuss on team meetings or all company updates

### ✓ Keep the Excitement Going

- Plan fun pop-up challenges to keep your team engaged, like a lap of the hour or take the stairs breaks
- Incentivize participants to share photos exercising or accumulating minutes and draw a raffle winner
- Create an interdepartmental challenge to get the highest % of teams participating registered/participating by the midway point
- Offer an internal grand-prize raffle at the end of the challenge
- Award and advertise a prize for the "top minutes" earner at the end of the challenge



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## 2024 FALL FIT CITY CHALLENGE

**September 1 - 30**  
**REGISTER TODAY!**

Help your organization reach the top of the leaderboards to be one of the most active in your city!

The SparkAmerica Fit City Challenge is designed to help individuals and companies become Fit & Healthy Leaders, while working together to build friendly competition. This multi-city challenge encourages participants to get and stay healthy by tracking daily fitness activity minutes in a fun and free Fitness Game.

### Registering is easy!

1. Go to [SparkAmerica.com/Register](https://SparkAmerica.com/Register), enter your email and follow the prompts.
  - o **New participants:** You will automatically be registered after step 1.
  - o **Previous participants:** Locate the SparkAmerica callout on the homepage and click the button to join.
2. Create a username that will display publicly on leaderboards.
3. Begin tracking your fitness minutes on *September 1*.

All you need to do is pick your favorite physical activity - walking, biking, swimming, gardening, basketball, soccer, pickleball, etc. and track minutes in your PeopleOne Health app or portal!

### TO TRACK:

- Go to [portal.peopleonehealth.com](https://portal.peopleonehealth.com) and log in
- Select menu, then **Tools & Trackers**
- Select **Fitness Game**
- Enter your activity and the number of minutes

*Don't forget to check the Leaderboards to see where you and your company stand. Good luck!*



# SAMPLE EMAILS

## Email 1 - Send Early August: Register for SparkAmerica today!

*Send before August 14*

We are excited to announce the 2024 SparkAmerica Fall Fit City Challenge! This is an interactive challenge to help you and our organization become fit & healthy by tracking your daily fitness minutes for 4 weeks beginning September 1.

Join us to help our company reach the top of the company leaderboard while competing against other organizations and participants.

- Go to [SparkAmerica.com/Register](https://SparkAmerica.com/Register), enter your email and follow the prompts.
  - New participants: You will automatically be registered after step 1.
  - Previous participants: Locate the SparkAmerica callout on the homepage and click the button to join.
- Create a username that will display publicly on leaderboards.
- Begin tracking your fitness minutes on *September 1*.

All you need to do is pick your favorite physical activity - walking, biking, swimming, gardening, basketball, soccer, pickleball, etc. and track minutes in your PeopleOne Health app or portal!

### TO TRACK:

- Go to [portal.peopleonehealth.com](https://portal.peopleonehealth.com) and log in
- Select menu, then **Tools & Trackers**
- Select **Fitness Game**
- Enter the activity and the number of minutes

**PeopleOne Health Expert Tip For Success!** *Looking to stay active and maintain consistency in your fitness routine? Denise Tausig, P1H Customer Support Director, suggests focusing on activities and exercises that you genuinely enjoy. When you enjoy what you're doing, you're more likely to stick with it and stay motivated.*

*Already have a favorite physical activity or exercise? Share it with us in the comments!*

*Have fun and let's get moving!*

View the challenge leaderboards by clicking on the SparkAmerica tab when the challenge begins on September 1. Check each day and keep up those active minutes to make sure you and we remain on top!

If you have any questions on the challenge, please contact PeopleOne Health Customer Support at [support@peopleonehealth.com](mailto:support@peopleonehealth.com).



# SAMPLE EMAILS

## Email 2 - Send mid-late August: Don't forget - SparkAmerica is starting soon!

*Send on or before August 21*

Have you registered for the SparkAmerica Fall Fit City Challenge yet? The challenge is starting on September 1 so don't delay! This interactive challenge is designed to help you and our organization become fit & healthy by tracking your daily fitness minutes for 4 weeks in the PeopleOne Health portal.

Join us to help our company reach the top of the company leaderboard while competing against other organizations and participants.

- Go to [SparkAmerica.com/Register](https://SparkAmerica.com/Register), enter your email and follow the prompts.
  - New participants: You will automatically be registered after step 1.
  - Previous participants: Locate the SparkAmerica callout on the homepage and click the button to join.
- Create a username that will display publicly on leaderboards.
- Begin tracking your fitness minutes on *September 1*.

All you need to do is pick your favorite physical activity - walking, biking, swimming, gardening, basketball, soccer, pickleball, etc. and track minutes in your PeopleOne Health app or portal!

### TO TRACK:

- Go to [portal.peopleonehealth.com](https://portal.peopleonehealth.com) and log in
- Select menu, then **Tools & Trackers**
- Select **Fitness Game**
- Enter the activity and the number of minutes

**PeopleOne Health Expert Tip For Success!** This week's tip comes from Dan Sloat, Client Success Manager here at P1H! *Start small and build up slowly. Accomplish one goal at a time. Start by tracking your activity for 30 days during our challenge!*

View the challenge leaderboards by clicking on the SparkAmerica tab when the challenge begins on September 1. Check each day and keep up those active minutes to make sure you and we remain on top!

If you have any questions on the challenge, please contact PeopleOne Health Customer Support at [support@peopleonehealth.com](mailto:support@peopleonehealth.com).

# SAMPLE EMAILS

## Email 3 - Send August 29 or 30: SparkAmerica starts on Sunday!

*Send on August 29 or 30*

It's almost time! Let's get ready to get moving and prove we work for one of the healthiest and most active companies in the area!

### If you have not joined, it's not too late!

- Go to [SparkAmerica.com/Register](https://SparkAmerica.com/Register), enter your email and follow the prompts.
  - New participants: You will automatically be registered after step 1.
  - Previous participants: Locate the SparkAmerica callout on the homepage and click the button to join.
- Create a username that will display publicly on leaderboards.
- Begin tracking your fitness minutes on *September 1*.

All you need to do is pick your favorite physical activity - walking, biking, swimming, gardening, basketball, soccer, pickleball, etc. and track minutes in your PeopleOne Health app or portal!

#### TO TRACK:

- Go to [portal.peopleonehealth.com](https://portal.peopleonehealth.com) and log in
- Select menu, then **Tools & Trackers**
- Select **Fitness Game**
- Enter the activity and the number of minutes

**PeopleOne Health Expert Tip For Success!** *We are so excited to have you join our annual Fall Fit City Challenge for 2024, beginning TODAY! First up, a tip from our very own co-founder, Chris Downie!*

*The Fit City Challenge is a fun way to bring alive a key life equation that helps people reach goals in all areas of life: 1) set a small goal; 2) reach a small goal; 3) track a small goal (this releases dopamine and makes you want to do it again just like playing a video game). Have fun reaching your most meaningful goals!*

View the challenge leaderboards by clicking on the SparkAmerica tab. Check each day and keep up those active minutes to make sure you and your company remain on top!

What activities will you be doing to rack up those fitness minutes? Running, walking, swimming, biking, dancing - anything that gets your heart pumping, counts! Share your fun activities with family, friends, and other colleagues to help encourage and motivate others to get moving with you.

If you have any questions on the challenge, please contact PeopleOne Health Customer Support at [support@peopleonehealth.com](mailto:support@peopleonehealth.com).

# SAMPLE EMAILS

## Email 4 - Send mid-September: We're Halfway There!

*Send on September 16*

We are halfway through the 2024 SparkAmerica Fall Fit City Challenge! Keep pushing, and remember, any activity counts, all you have to do is track it!

### TO TRACK:

- Go to [portal.peopleonehealth.com](https://portal.peopleonehealth.com) and log in
- Select menu, then **Tools & Trackers**
- Select **Fitness Game**
- Enter the activity and the number of minutes

**PeopleOne Health Expert Tip For Success!** *Still trying to nail down your activity routine? Our own Health Management Consultant Megan Stuteville recommends putting a reminder on your work calendar or grabbing an accountability buddy to keep you on track!*

View the challenge leaderboards by clicking on the SparkAmerica tab. Check each day and keep up those active minutes to make sure you and your company remain on top!

If you have any questions on the challenge, please contact PeopleOne Health Customer Support at [support@peopleonehealth.com](mailto:support@peopleonehealth.com).

# SAMPLE EMAILS

## Email 5 - Send September 30: Today is the final day of the challenge!

*Send on September 30*

Final day of Spark America Fit City means it is time to finish tracking! Please complete and submit all tracking by **10/01/24!** A final reminder on where and how to log your activities is below!

### TO TRACK:

- Go to [portal.peopleonehealth.com](https://portal.peopleonehealth.com) and log in
- Select menu, then **Tools & Trackers**
- Select **Fitness Game**
- Enter the activity and the number of minutes

### PeopleOne Health Expert Tip For Success!

*Hey, it's Erin Schenkenberger, Health Management Consultant at P1H! Finish strong by fueling your fitness activities. You can't be active without putting some energy in the tank. Push yourself to finish the Fit City Challenge with as many active minutes as you can and don't forget a healthy snack to help you reach your personal best record!*

View the challenge leaderboards by clicking on the SparkAmerica tab. Check each day and keep up those active minutes to make sure you and we remains on top!

**Please join us in celebrating your success at the SparkAmerica Recognition Event! We will meet virtually on October 10 from 3:00-4:00 PM EST!**

**Thank you so much for participating!**

If you have any questions on the challenge, please contact PeopleOne Health Customer Support at [support@peopleonehealth.com](mailto:support@peopleonehealth.com).