



ONLINE WELL-BEING CHALLENGE

It's COOL To Be Kind

Be the reason someone smiles today.
Improve quality of life through kindness
and generosity.

CHALLENGE TYPE: Random Acts of Kindness

MEASURED GOALS: Kindess Credits

DURATION: 4 weeks

TRACKING: Perform acts of kindness, post a story of kindness, upload a picture of a kind act, volunteer.

CHOOSE: Team-based or individual challenge

INCLUDES:

- Weekly health tip emails to engage
- Challenge promotional flyer/poster in electronic format
- Promotional video
- Real-time reporting
- User support

OPTIONAL SERVICES: Incentive items/prize drawing ideas:
Amazon gift card, flowers, gift basket

