

Minute to Win It Monthly Incentive Program Guide

For Wellbeats Administrators



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Incentive Program Overview

The Minute to Win It Monthly Incentive Program is designed to help boost employee engagement and utilization with Wellbeats!

Wellbeats will send you a monthly report that includes all members (identified by EID) who have achieved any of the following class play minute thresholds:

- Tier 1 (T1): 100-199 monthly minutes
- Tier 2 (T2): 200-299 monthly minutes
- Tier 3 (T3): 300-399 monthly minutes
- Tier 4 (T4): 400+ monthly minutes

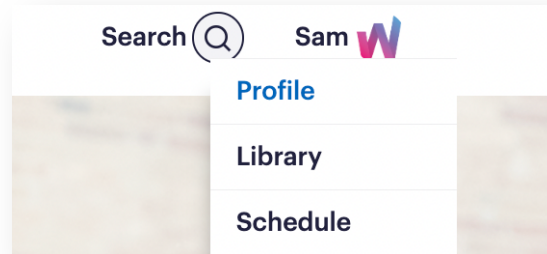
The report will include current and historical data. Minutes do not accumulate month over month.

Members can find their class play minutes in the following ways:

- 1) On the homepage of Wellbeats, monthly class play minutes in the current month display under “My Stats for [Current Month and Year]”.

© My Stats for June 2022				18	172 min	60 min	75 min
				Class Played	Class Minutes Played	Demographic Average	Global Average

2) Select **Profile** in the drop-down menu, then select **My Stats**.



A screenshot of the Wellbeats website's "Profile" page. The header includes the Wellbeats logo, navigation links for "Classes", "Programs", "Library", and "Schedule", and a search bar with the user name "Sam W". The main heading is "Profile". Below it, there are links for "Member Profile", "My Stats" (which is underlined), "About Me", and "Sub-accounts". A purple banner displays "My Stats for June 2022" with a refresh icon. To the right of the banner, four statistics are shown: "18 Class Played", "172 min Class Minutes Played", "60 min Demographic Average", and "75 min Global Average". Below the banner, there are four sections: "This week" (0 classes | 0 min), "Last week" (18 classes | 172 min), "Last Month" (4 classes | 13 min), and "Last 12 months" (210 classes | 654 min). A "Year to date" section shows 99 classes | 313 min. A small note at the bottom states: "Note: Classes in this section do not include preview plays".

Sample Monthly Report with Key

	A	B	C	D
1	Customer	External Person ID ●	Code Name ●	Report Month ●
2	Your Company Name	123459	T1	Jan-21
3	Your Company Name	123467	T1	Jan-21
4	Your Company Name	123475	T1	Jan-21
5	Your Company Name	123463	T4	Jan-21
6	Your Company Name	123471	T4	Jan-21
7	Your Company Name	123457	T2	Jan-21
8	Your Company Name	123465	T2	Jan-21
9	Your Company Name	123473	T2	Jan-21
10	Your Company Name	123456	T1	Feb-21
11	Your Company Name	123464	T1	Feb-21
12	Your Company Name	123472	T1	Feb-21
13	Your Company Name	123460	T3	Mar-21
14	Your Company Name	123468	T3	Mar-21
15	Your Company Name	123476	T3	Mar-21
16	Your Company Name	123462	T1	Mar-21
17	Your Company Name	123470	T1	Mar-21
18	Your Company Name	123478	T1	Mar-21
19	Your Company Name	123461	T4	Mar-21
20	Your Company Name	123469	T4	Mar-21
21	Your Company Name	123477	T4	Mar-21
22	Your Company Name	123458	T2	Apr-21
23	Your Company Name	123466	T2	Apr-21
24	Your Company Name	123474	T2	Apr-21
25				
26				
27		External Person ID ●	Code Name ●	Report Month ●
28				
29		The EID's of all employees who met any of the thresholds for minutes played per month.	The <i>highest</i> threshold the employee achieved by end-of-month.	(MM/YYYY)
30				Sort and/or filter this column to display data that you are using for administration of your program.
31		EID is taken from eligibility file that serves as a unique identifier.	T1: 100-199 minutes T2: 200-299 minutes T3: 300-399 minutes T4: 400+ minutes	Report will include all current and historical data, indicated by date range: [MMDDYYYY - MMDDYYYY].
32		Employees who did not meet any of the thresholds (0-99 monthly minutes) will not appear.	Sort and/or filter this column to display data that you are using for administration of your program. If you are rewarding based on employees who achieved T1, you will need to include employees who achieved T1-T4, since only the highest threshold achieved is reported.	
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Creating Your Incentive Program

There are several ways you can structure your incentive program. Your organizational goals, the duration of your program, and your budget are important elements to consider prior to creating and communicating your incentive program.

Incentive Structure Options	Description	Examples
Fixed – Single Tier Requirement	When a member achieves the specified tier, they earn a reward.	All members who achieve at least 200 minutes (Tier 2) earn a reward.
Fixed – Multiple Tiers/Requirements	When a member achieves any of the specified tier(s), they earn a reward. Different rewards are earned based on tier achieved.	All members who achieve at least 100 minutes (Tier 1) earn \$10, all members who achieve at least 200 minutes (Tier 2) earn \$20, etc.
Variable – Single Tier Requirement	When a member achieves the specified tier, they are given the chance to earn a reward through a drawing.	All members who achieve at least 100 minutes (Tier 1) go into a drawing for a prize.
Variable – Multiple Tiers/Requirements	When a member achieves the specified tier(s), they are given the chance to earn a reward through a drawing.	<p>Different rewards can be earned based on tier achieved. Members who achieve at least 100 minutes (Tier 1) go into a drawing for \$10, members who achieve at least 200 minutes (Tier 2) go into a drawing for \$20, etc.</p> <p>Members who meet any of the specified tiers enter a drawing, with more entries granted based on tier achieved. Members who achieve at least 100 minutes (Tier</p>

		1) get 1 entry, members who achieve at least 200 minutes (Tier 2) get 2 entries, etc.
Philanthropic	When a member completes the incentive requirements, their activity goes toward a donation.	Client donates \$1 for everyone who achieves at least 200 minutes (Tier 2).

Types of Incentive Rewards

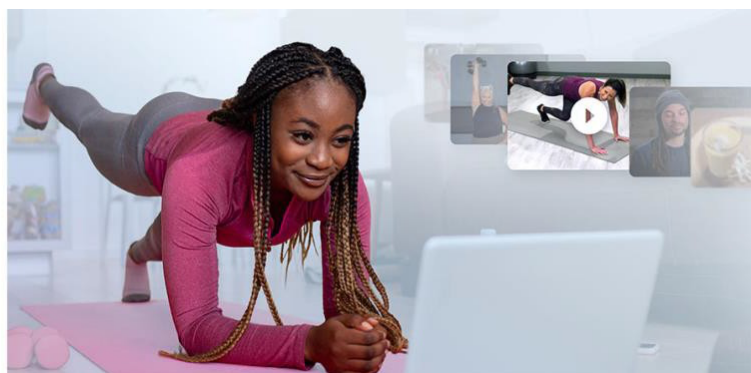
- Catered lunch or food delivery gift cards
- Virtual gift cards (i.e. healthy restaurants, grocery stores, Visa, Amazon)
- Wellness program rewards or points
- Extra PTO days
- Company-branded or Wellbeats swag
- Drawings for fitness or wellness-related giveaways (i.e. fitness tracker)
- Company or department in person or virtual parties
- Shoutouts at all-company meetings
- Website or newsletter spotlight
- Charitable donations
- An in person or virtual wellness-based activity (i.e. cooking class, personal training class)
- Continuing Education dollars

Communicating Your Incentive Program: Best Practices and Templates

Use these tips to help raise awareness and increase utilization of your incentive program.

- 1. Gain leadership support:** communicate with your leadership team on the main objective of the incentive and encourage them to participate and/or promote it.
- 2. Clearly define goals and objectives:** the main goal and purpose of the incentive should be clearly stated.
- 3. Communicate early:** promote incentive opportunities at least 3 weeks ahead of time. Consider creating an FAQ document for clarity on the incentive requirements.
- 4. Use consistent messaging:** make sure all your communications and materials have consistent messaging and design. This will make your program more memorable.
- 5. Diversify your communication mediums:** it is important to communicate the opportunity for your employees to earn an incentive through as many channels as possible, such as emails, flyers, intranet, company newsletters, etc.

Intranet or Internal Landing Page Template



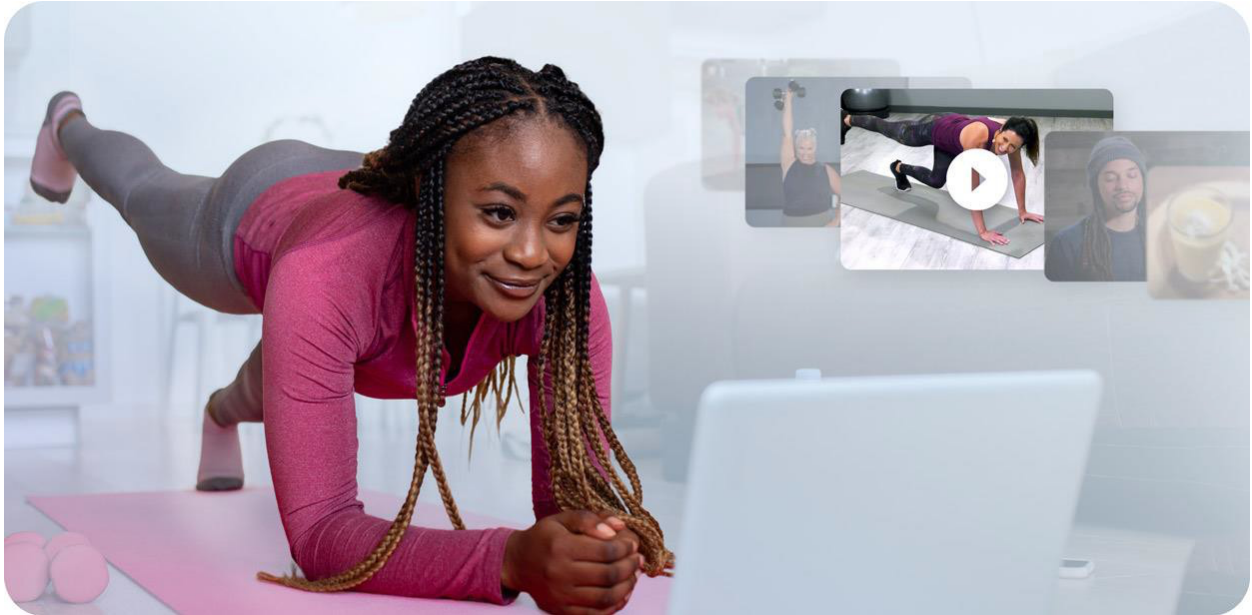
Wellbeats is your complimentary virtual wellness offering with over 1,000 fitness, nutrition, and mindfulness classes for all ages, levels, abilities, and interests. You can now earn [reward] by participating in Wellbeats! Play at least [minutes] of Wellbeats classes within [the month of X/each month] and [explanation of

[reward/structure](#)].

Track your incentive eligibility by reviewing your current monthly minutes located on your home dashboard. Find a history of your class play minutes by selecting **Profile** in the drop-down menu, then **My Stats**.

New to Wellbeats? Get started today! [\[Access information\]](#)

Email Template #1: Introduction to the Program



Subject Line: Exciting news! Earn [reward] for your workouts (details inside!)

Introducing the Wellbeats Minute to Win It Program!

Don't miss out on this opportunity to earn [reward] by participating in Wellbeats! Play at least [minutes] of Wellbeats classes within [timeframe] and [explanation of reward/structure].

With Wellbeats, there is something for everyone - with class types ranging from fitness, nutrition, *and* mindfulness.

New to Wellbeats? Get started today! [Access information]

How to Track Your Wellbeats Minutes

Track your incentive eligibility by reviewing your current monthly minutes located on your home dashboard. Find a history of your class play minutes by selecting **Profile** in the drop-down menu, then **My Stats**.

We're excited to offer this new program to help you live a healthier, happier life.

In health,

[Your Contact Information]

Email Template #2: Reminder of the Program



Subject Line: Don't forget: earn [reward] when you use your Wellbeats virtual wellness offering!

Did you know that you can earn [reward] by participating in Wellbeats? Wellbeats is a complimentary benefit to all [company] employees that features over 1,000+ fitness, nutrition, and mindfulness classes.

Play at least [minutes] of Wellbeats classes within [the month of/each month] and [explanation of reward/structure].

Wellbeats programs are a great way to keep you on track and reach your monthly minutes. Check out over 30 goal-based programs by selecting **Programs** in the main menu.

How to Track Your Wellbeats Minutes

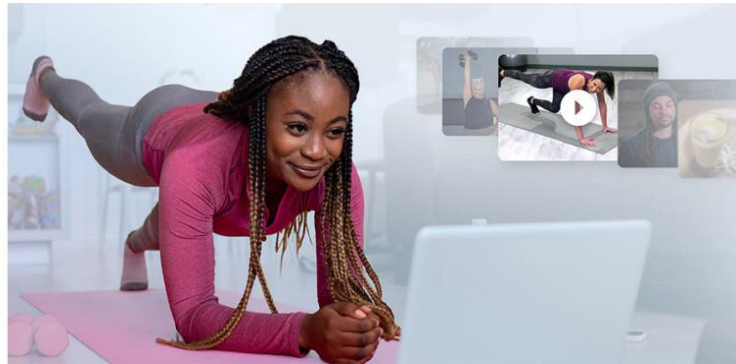
Track your incentive eligibility by reviewing your current monthly minutes located on your home dashboard. Find a history of your class play minutes by selecting **Profile** in the drop-down menu, then **My Stats**.

We're excited to offer this new program to help you live a healthier, happier life.

In health,

[Your Contact Information]

Social Media Template



Caption: Stay active, get rewarded! With the new Wellbeats Minute to Win It Program, you can now earn [reward] by playing fitness, nutrition, and mindfulness classes

Play at least [minutes] of Wellbeats classes within [the month of/each month] and [explanation of reward/structure].

New to Wellbeats? Get started today! [Access information]