

2025 Marketing Kits and Wellbeats-Hosted Campaigns Calendar

Marketing kits are self-service toolkits promoting a wellness initiative each month. Each kit includes turnkey resources to aid in internal communication with your members.

Wellbeats-Hosted Quarterly Campaigns (client opt-in)

Once per quarter, clients can opt-in for Wellbeats *Wellness* to promote the monthly marketing kit theme on their behalf. The campaign includes two co-branded direct-to-member emails from Wellbeats *Wellness* and a prize raffle across all participating clients' members.

For questions about marketing kits and campaigns in 2025, please contact clientservices@wellbeats.com.

<p>JANUARY Starting Fresh </p> <p>Motivate members to start the new year with healthy routine. Set a new year resolution focused on wellness.</p>	<p>FEBRUARY Heart Health </p> <p>Spread awareness on the importance of cardiovascular health. This toolkit provides resources for a strong and healthy heart.</p>	<p>MARCH ◆ Q1 </p> <p>Nutrition</p> <p>Educate members on how to make informed food choices. This toolkit provides resources to learn the basics of healthy eating and nutrition.</p>
<p>APRIL Financial Health </p> <p>Give members access to resources that provide guidance on budgeting, saving, reducing financial stress, and building a healthier relationship with money.</p>	<p>MAY ◆ Q2 </p> <p>Mental Health Awareness</p> <p>Raise awareness about the importance of mental health. This toolkit provides resources to prioritize mental health and wellbeing.</p>	<p>JUNE Physical Wellbeing & Preventive Health </p> <p>Encourage regular physical activity with fitness challenges, workout programs, and group exercise classes.</p>
<p>JULY Mind-Body & Mindfulness </p> <p>Support mental wellbeing through exercise. This toolkit provides resources to promote the impact of physical activity on mental health.</p>	<p>AUGUST ◆ Q3 </p> <p>Healthy Together</p> <p>Focus on the importance of working together and building meaningful connections with others around you. This toolkit provides resources to support team efforts and engagement.</p>	<p>SEPTEMBER Stress and Resilience </p> <p>Share strategies to cope with stress and anxiety. This toolkit provides resources to manage stress and improve everyday living.</p>
<p>OCTOBER Mental Health & Wellbeing at Work </p> <p>How to keep good mental health at work. workplace. This toolkit provides resources to focus on health and wellness at work.</p>	<p>NOVEMBER ◆ Q4 </p> <p>Selfcare</p> <p>Share resources that encourage daily habits like movement, mindfulness, and rest, empowering members to prioritize themselves and recharge in a balanced and sustainable way.</p>	<p>DECEMBER Healthy Holidays </p> <p>Highlighting strategies to navigate the holiday period by making healthy choices. This toolkit will provide resources on finishing the year with wellness in mind.</p>