

THE ULTIMATE GUIDE



# Running Fitness & Lifestyle Challenges

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# The Goal Behind Lifestyle Challenges

By Molly Volmer, Street Parking Coach & Challenge Organizer

Lifestyle challenges are really for everyone and our mission at Street Parking is to get people active in any way that we can. Whether our participants work long hours and can't get to the gym or are stuck at home on the couch, we want to move them away from their sedentary lifestyles.

The best thing about participating in challenges is that people can be active and progressing towards their goals without it taking hours out of their day. We create daily tasks to keep them engaged and they can watch the leaderboard to see where they stand. Challenges bring people together who may not know each other, but who still join up to stay motivated and accountable.

# Introduction to Challenges

A lifestyle challenge is an organized group event designed to improve the health and well-being of participants over a predetermined amount of time. There are plenty of popular challenges around — 6-week boot-camps, 30-day weight loss programs, etc. — but they can be almost anything, with whatever format and goals fit your needs!



## CHAPTER 1 - INTRODUCTION TO CHALLENGES

To start, let's consider the main reasons why you should think about organizing a challenge:

- **Improve lives** through healthy lifestyle & fitness activities;
- **Create community engagement** and **promote camaraderie** at your gym, workplace, or within an online group;
- **Acquire new members** for your gym/fitness business;
- **Generate** an additional source of **revenue**.

In order to empower anyone to organize a challenge of their own, we built [Wodify Rise](#), an all-in-one platform for creating digital lifestyle challenges. Whether you're organizing a fitness, nutrition, weight-loss, or other sort of challenge - it's easy for anyone to get started with Wodify Rise!

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# How Challenges Build Community

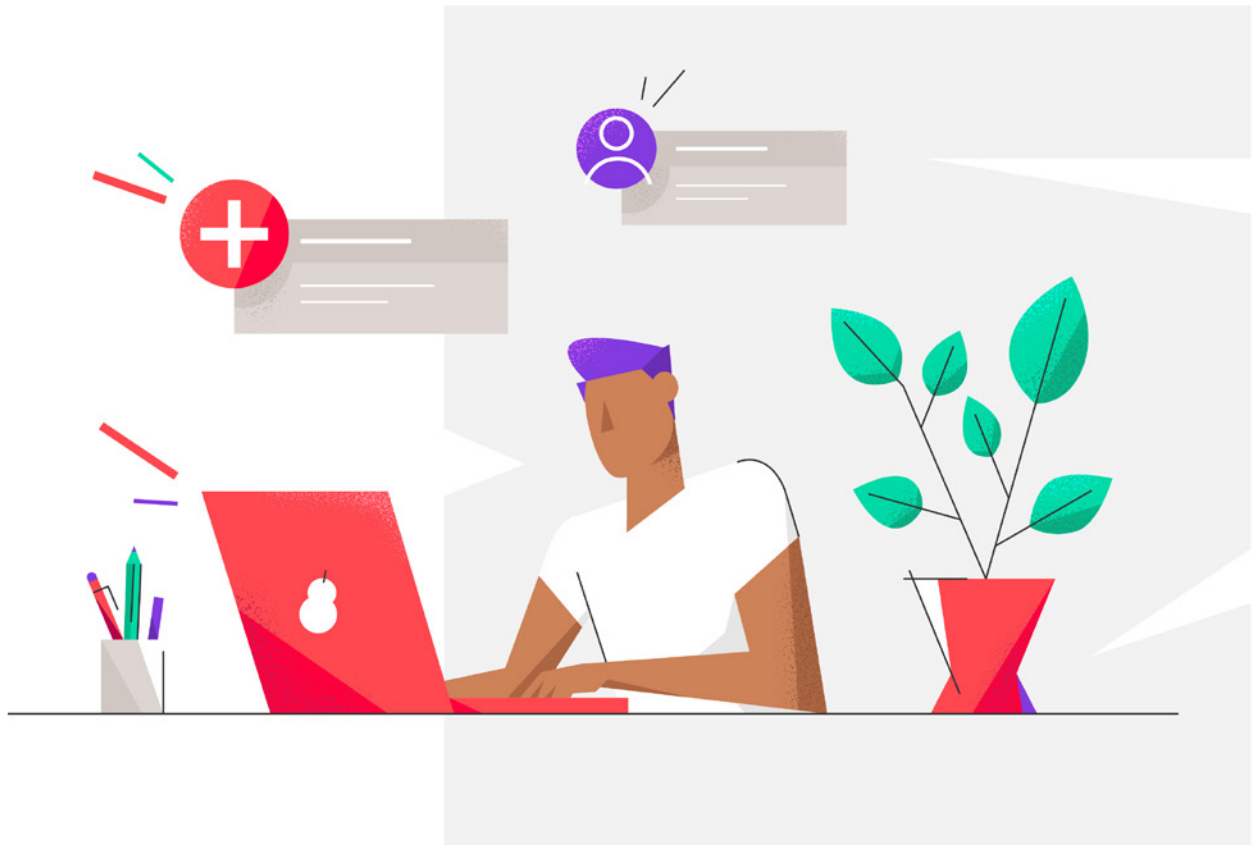
Brendan Rice, CMO at Wodify

The great thing about lifestyle challenges is that they work on so many levels. A challenge can add a new revenue stream, bring new members in the door, increase personal training customers, and more... But my favorite benefit of challenges is how they build community among the participants.

With a challenge, relationships can be built outside of the four walls of the gym - as people hold each other accountable, engage with each other via the Rise app, and celebrate each other's success. A well organized challenge means everyone in that community can bond over a shared experience, even if their schedule doesn't allow them to come to the same classes.

# Planning your challenge

Hopefully you see the value a challenge can create for your community and business. Every successful challenge requires thoughtful planning and preparation well before you start signing people up to participate.



## CHAPTER 2 - PLANNING YOUR CHALLENGE

Once you're ready, it's time to make some decisions:

- What is the theme and goal of your challenge?  
Ex: New Year's weight loss, intense boot-camp, etc.
- Who is your audience?  
Ex: Current gym members, prospective new members, coworkers, etc.
- How long will it last?  
Typical challenges last between 30-100 days, but yours could be as long or short as you want!
- How much will it cost?  
While many organizers charge participants to join their challenge, you can also offer it for free! (Fun fact: Wodify Rise is completely FREE for organizers running free challenges.)
- What prizes will you offer?  
Give the people what they want! Consider the theme of the challenge and what prizes will incentivize people to keep practicing healthy habits after the challenge ends.



## CHAPTER 2 - PLANNING YOUR CHALLENGE

Lastly, you'll need to come up with a fun and unique name for your challenge! Here are a few of our favorites, from past Wodify Rise organizers:

- Summer Shred
- 100 Days of Burpees
- Get Fit for the Holidays
- New Year, Better You!
- Squatober

Once you've settled on the basics, it's time to start building out the details of your challenge!

# Make your challenge unique

There are endless possibilities for how to design a challenge, but here are some of the top components that you can draw inspiration from to build your own!



## CHAPTER 3 - MAKE YOUR CHALLENGE UNIQUE

Combine elements of each theme, along with their corresponding tasks, to create the ultimate challenge for your audience. With Wodify Rise, you have option of assigning different point totals to different tasks. Each participant can track their progress and activities through the Wodify Rise mobile app. Participants even have the ability to upload meal photos, input their body measurements, mark tasks as 'complete' each day, and more...



### NUTRITION CHALLENGES SAMPLE TASKS

- Eat compliant foods from your food list (example of the Whole30 food list [here](#));
- Hit your [macros](#);
- Share a recipe 1x/week;
- Try a new ingredient or cuisine 1x/day;
- Drink half your body weight in oz. of water per day;
- Reduce cups of coffee by one per day;
- Eliminate soda/alcohol from your diet;
- Floss your teeth 1x/day;
- Take vitamins/supplements like fish oil daily;
- Take a walk/hike outdoors for fresh air and sun;
- Post photos of your meals 2x/day;



### WELLNESS CHALLENGE SAMPLE TASKS

- Meditate 1x/day;
- Keep a daily journal;
- Change a habit;
- Don't look at screens after 9pm;
- Read a book/magazine article;
- Sleep 7+ hrs a night;
- Give someone a compliment 1x/day;
- Write a card/letter on paper 1x/week;
- Add \$1 to a savings jar 1x/day;
- Give yourself a positive affirmation 1x/day;
- Wear sunscreen;
- Try a new physical activity (yoga, spinning, swimming, basketball, etc.).

## CHAPTER 3 - MAKE YOUR CHALLENGE UNIQUE



### WEIGHT LOSS CHALLENGE SAMPLE TASKS

- Stick to your predetermined diet/food plan ([here](#) is an example of a 28-day Keto diet plan);
- Reduce weekly fast food visits by 50%;
- Complete a workout 1x/day (consider creating “no excuse WODs” that don’t require any equipment);
- Walk/jog a mile 1x/day;
- No eating after 9pm/before 5am;
- Substitute a processed food with a healthy protein, veggie or fruit 1x/meal;
- Remove added sugar from your coffee;
- Limit desserts;
- Eat veggies of different colors (not just green);
- Drink 64 oz of water per day;
- Post progress photos 1x/week.



### FITNESS CHALLENGE SAMPLE TASKS

- Complete one workout/day;
- Practice active recovery (walking, jogging, yoga, etc.);
- Keep track of your calorie intake;
- Eat a protein-rich breakfast;
- Complete 5 minutes of planks 1x/day;
- Add a veggie to each meal;
- Get up from your desk and take a walk 1x/hour;
- Climb stairs instead of taking the elevator/escalator;
- Go to sleep 10 minutes earlier than usual;
- Mobilize for 10-15 minutes before every workout;
- Post details of every workout/exercise you complete.

#### PRO TIP

***The Wodify Rise app allows you to add “pop-up” tasks during your challenge that provide opportunities to earn bonus points!***

## CHAPTER 4

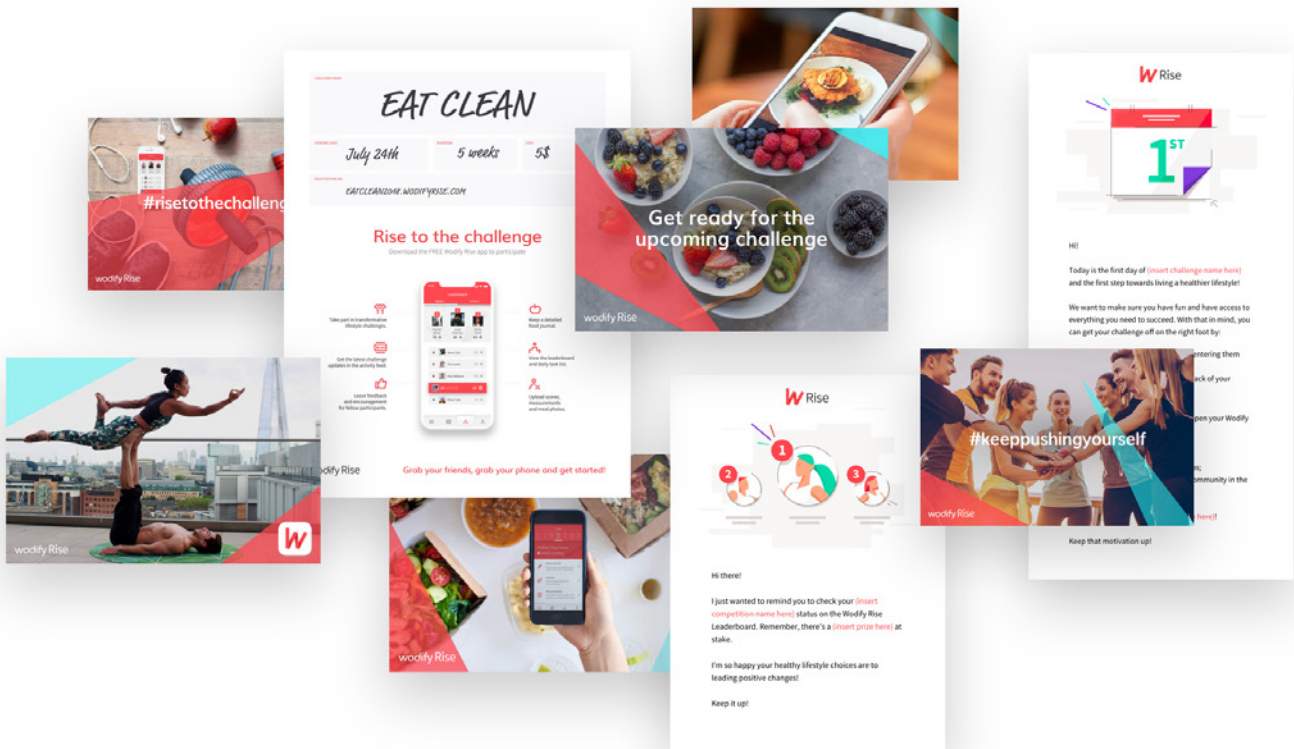
# Marketing your challenge

Once you've planned & built out the components of your challenge, it's time to spread the word! The good news is that Wodify has created an entire collection of [marketing resources](#) to help you promote your challenge.



## CHAPTER 4 - MARKETING YOUR CHALLENGE

With email campaigns, social media posts, posters, videos, and good old fashioned word-of-mouth, you'll have people signing up for your challenge in no time!



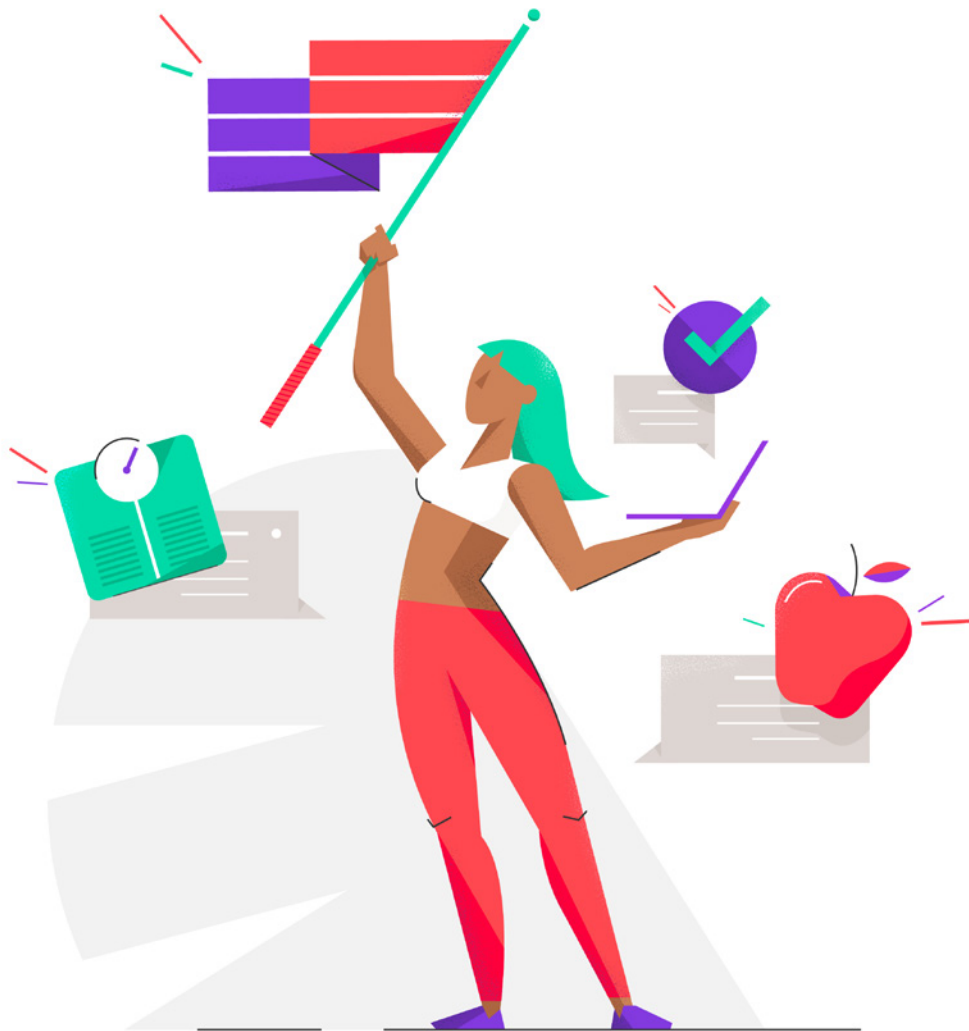
### PRO TIP

**“I recommend advertising your challenge at least 3-4 weeks in advance to give participants enough time to form teams, register, and prepare for the start date.”**

Miranda Alcaraz, Co-Founder, Street Parking Nutrition

# Let's get this challenge started

The day has finally come! Your challenge is planned to perfection, you've promoted it and have an excited group of participants, and now it's time to start.



## CHAPTER 5 - LET'S GET THIS CHALLENGE STARTED

It's a good idea to organize a launch meeting to help everyone understand the rules, scoring system, what equipment they'll need (measuring tape, scale, etc.), and how to use the Wodify Rise app to keep track of their progress.

Some other ideas for your kick-off meeting include:

- Organizing a baseline workout for participants to complete. If they beat their score at the end of the challenge, they can earn extra points;
- For weight loss and nutrition challenges, an initial weigh-in and/or "before" photo session so people can see their transformation;
- Have people pick a "buddy" to hold them accountable throughout the challenge;
- Invite experts to share tips related to the challenge; a nutrition coach, for example;
- Give out freebies that will help participants stay on track (water bottles, jump ropes, etc.).



# Motivate, engage, inspire!

Once you kick things off, it's critical to keep all participants engaged and motivated throughout your challenge.

We recommend engaging with them using the Wodify Rise app, sending out weekly emails, and posting on social media to motivate your participants to stick with the challenge.

Consider sharing useful tips and information related to the challenge as well as congratulating the top performers.



## CHAPTER 6 - MOTIVATE, ENGAGE, INSPIRE!

This is another great opportunity to use the pre-built email campaigns and social posts included in the free [Wodify Rise Marketing Toolkit](#).

### PRO TIP

***“The Wodify Rise app and leaderboard hold people more accountable than paper and the honor system. It makes everything easier.”***

*Molly Vollmer, Street Parking Nutrition Coach*

Keep an eye out for when engagement starts to dip, that might be a great time to add a pop-up challenge to give everyone an opportunity to earn extra points!

# Cross the finish line strong

**Congratulations!**

You just ran your first challenge and improved the lives of everyone who participated! Hopefully you also accomplished the business goal you were striving for and took away some ideas for your next challenge.



## CHAPTER 7 - CROSS THE FINISH LINE STRONG

But don't move on just yet - after your challenge is complete, organize a meeting to recap how things went. You can schedule a final weigh-in and/or "after" photo shoot, repeat the initial baseline workout, or announce the winners and distribute prizes.

Encourage your participants to continue the good habits they started during your challenge, and let them know if you'll be organizing another one soon. With Wodify Rise, you can duplicate a challenge with just a few clicks, choose new dates, and you'll be ready to go for next time!

We hope this was a helpful guide and look forward to seeing all of the challenges created with [Wodify Rise!](#)

BONUS

# Challenges Checklist

Download the [Wodify Rise Cheat Sheet](#) for a quick, easy-to-follow checklist of everything you need to run a successful challenge.

## The ultimate cheat sheet to running a fitness challenge

A digital lifestyle challenge is great for building community and increasing your gym's revenue, but there's a lot to consider before hosting one. Follow the steps in our checklist to plan a challenge in minutes that gym members can't wait to sign up for!

1. Pick the start and end dates of your challenge.
2. Choose the cut-off date for registrations.
3. Set a price for participating in the challenge. A financial investment creates commitment!
4. Decide what challenge you want to run — nutrition, fitness, lifestyle, combination, etc.
5. Define the metrics participants should track.
  - Food intake
  - Hydration
  - Exercise
  - Body metrics like weight, measurements & body fat
  - Sleep
  - Progress photos
  - Anything else?
6. Decide how frequently participants should track each task — daily, weekly, monthly, etc.
7. Decide how you will score participants.
  - Variable points scale, point system
  - Participant honor system or organizer scoring
8. Find guides and educational resources to help participants succeed during the challenge.
  - Nutrition guides
  - Sample workouts
  - Do's and Don'ts
  - Links to helpful sites
  - FAQs
  - Recipes
9. Communicate the challenge to prospective participants. Getting everyone on board might take a few tries!
  - Email the details to prospective participants.
  - Post about your contest on social media.
  - Note: Make sure that it references event page link.
10. Schedule challenge kick off session for all participants.
  - Send email to participants to announce session.
11. Schedule weigh-in appointments.
  - Send email to participants with dates, directions to schedule an appointment, what to wear, etc.
12. Recruit staff to help run:
  - Kick-off meetings
  - Weigh-ins.
  - Nutrition Q & A and counseling.
13. Gather equipment.
  - Measuring tapes
  - Scale
  - Body fat calipers or handheld devices
14. Decide if you want to offer prizes for:
  - Signing up and/or participating (like a t-shirt)
  - Winning the challenge (like a cash prize, equipment, sponsored goods, etc.)
15. Share the leaderboard.
  - Share the link to your leaderboard on social and via email.
  - Designate an organizer to make sure members stay accountable.

With our checklist, planning a challenge that increases revenue, builds community and helps gym members achieve their goals is easy. Follow these tips to take your next digital lifestyle challenge to the next level.

# About Wodify

Wodify is a leading developer of fitness management tools that enable gyms to thrive. Our simple, elegant software suite connects the world to the future of fitness with engaging performance tracking, dynamic event & competition planning, and comprehensive gym management solutions. To date, we've helped over two million members of 4500 gyms in 100 countries get fitter, healthier and happier.

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