



Fit₂Be
CANCER **2** FREE[®]

Company Toolkit





WELCOME

CONGRATULATIONS on taking a big step in making health and wellness a priority at your organization!

The Fit2BeCancerFree Challenge is a virtual step-tracking fitness and fundraising event to promote cancer prevention in the workplace. We know nearly half of all cancer deaths are caused by risk factors such as smoking, excess weight, and physical inactivity, which is why living a healthy lifestyle is important.

This annual event makes fitness fun for everyone. Like any good health and exercise regimen, your employees will need consistency, support from key people, and the right strategies to maintain motivation. That's why we created this toolkit to help you implement a successful wellness and giving challenge at your company.

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First, get stakeholders on board!

Through experience from partnering with thousands of companies, we find that the most successful wellness programs have top leadership promoting and actively participating in the initiatives. When managers support wellness programs, employees naturally engage. Once leadership is on board, it's essential that they lead the way in participation and interaction. Their involvement will inspire others to give and get moving.

Here are some ways to get leadership involved:

- Make sure your management team is the first to sign up for the Fit2BeCancerFree Challenge.
- Share the usernames of each executive so other employees can recognize them in the app and see that they're participating with the rest of the organization.
- Leaders and managers should send out communications encouraging everyone to participate. Bonus points if they explain how easy it was to sign up and why they are personally excited about the challenge.
- Have leadership reference challenge scores, fundraising efforts, and/or top performing groups at company-wide events throughout the challenge, not just when your challenge starts.
- Create a challenge where the rest of the company is competing with the CEO.
- Ensure management is engaging through more than steps; have them regularly "like" content, leave comments, and send messages in the chat feature.
- Have leadership hand-deliver or announce prizes to the winners (if applicable).

Communication is everything!



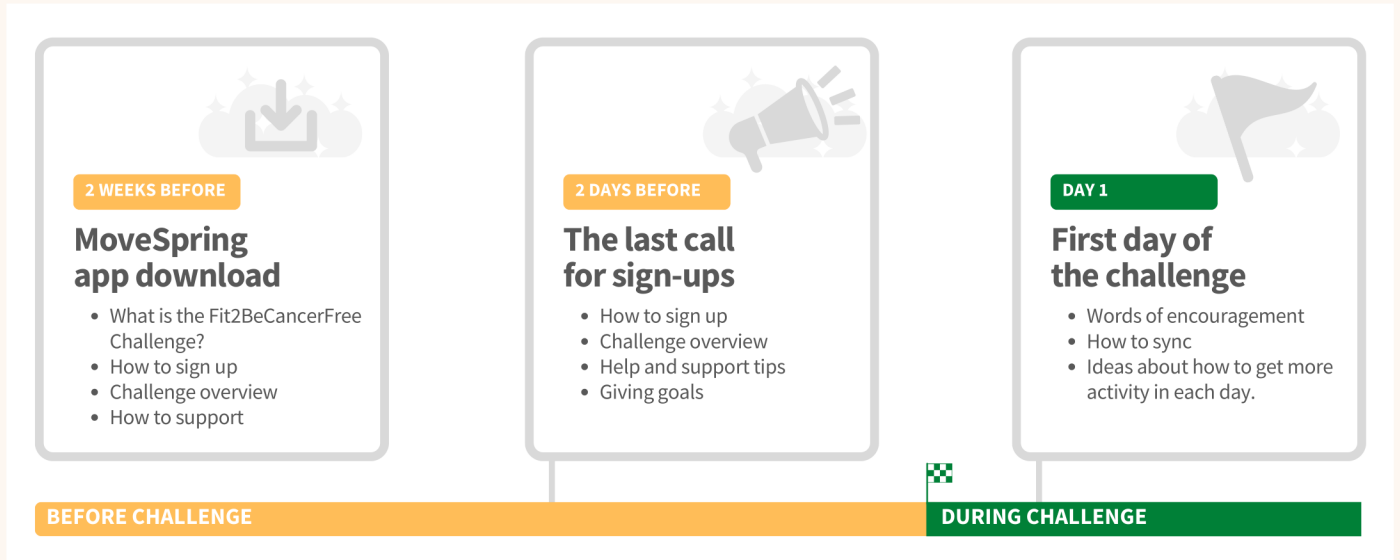
Sending well-timed communication reminders and instructions about the 2023 challenge is critical to the success of the initiative at your organization. We provide email communication templates that are easy to customize by inserting your organization details, such as company name or challenge start date. Don't fret about the timing; our set of templates comes with a recommended schedule.

We find that communications that come from a leadership executive's email address, especially the CEO's, have a greater impact and result in higher participation.

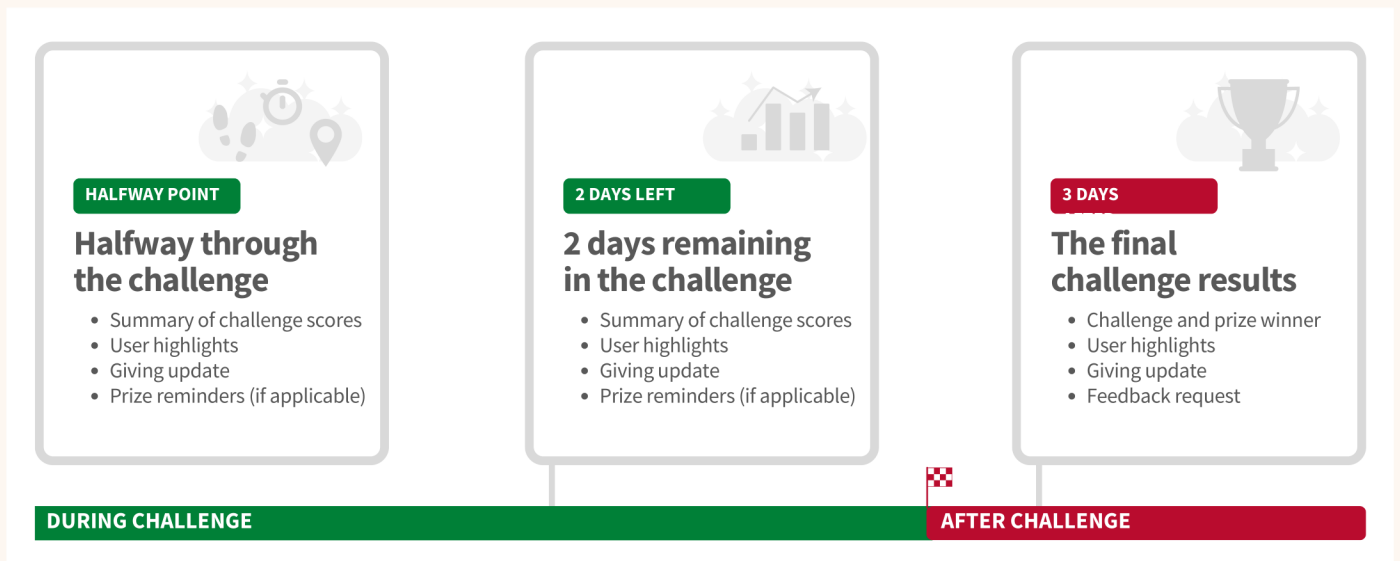


COMMUNICATIONS TIMELINE

Email Communication Timeline Before/During the Challenge:



Email Communication Timeline During/After the Challenge:



2 Weeks before the Event:

Sign-up Message (Send on April 13 or 14)

Create a marketing email to send out to your entire organization explaining why your company is participating in the Fit2BeCancerFree Challenge. We recommend language from executive leadership, and, if possible, sending the invitation to join from the CEO's email address. Following those remarks, copy and paste the How-to section that follows into your email.

Our challenge starts on April 27.

Lace up your tennis shoes and stretch your hammies for the Fit2BeCancerFree Challenge!

- *Dates of challenge: April 27- May 18*
- *We are participating in a custom journey/virtual race, with surprise milestones that you can unlock along the way. The goal is to walk or run 70 miles over the course of the three-week challenge and for our company to raise **[insert fundraising goal]** toward the American Cancer Society's fight against cancer.*

How to Sign Up

You can access the MoveSpring app by creating an account on app.movespring.com or by downloading the iOS or Android app.

1. Click this join link: **[Insert challenge link]**

**You'll be navigated to the MoveSpring website, or to download the mobile app if you click the link from your mobile phone. It is ideal to download the app on your phone so you can connect your tracking device at the same time.*

2. Enter the following ORG code if/when prompted: **[Insert ORG code] (not case sensitive), and then confirm **[Insert ORG name]** as the organization.**

3. Follow the steps to create your MoveSpring account and connect a device.

*Once your account is created, you'll automatically be added to the challenge. Then visit our company fundraising page **[insert link to company page]**, where you will have the opportunity to create your own fundraising webpage to help us reach our company-wide goal of **[insert company fundraising goal]**.*

That's it; you're all set and ready to get moving!

1 Week before the Event:

Second Invite/Communication for Sign-ups (Send on April 20 or April 21)

Send an email (from executive, CEO email, or corporate communications) to remind employees that the Fit2BeCancerFree initiative starts in a week. After the marketing portion of your message, copy and paste the How-to section that follows into your email.

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2 Days before the Challenge:

Last Call for Sign-Ups (Send on April 24 or 25)

Send a final email (from executive, CEO email, or corporate communications) to remind employees that the Fit2BeCancerFree initiative starts in two days. After the marketing portion of your message, copy and paste the How-to section that follows into your email.

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During Challenge Messages:

- [First Day of Challenge Message](#)
- [Halfway Through Challenge Message](#)
- [2 Days Remaining Challenge Message](#)

Post-Challenge Messages:

- [Challenge Results Message - 3 Days After Challenge Ends](#)

Example Videos by Corporate Partners:

- [Worldwide Technology](#)
- [BJC Healthcare](#)
- [Next Level Urgent Care](#)







Social Media Tips & Tricks

We encourage all Fit2BeCancerFree participants to share their involvement in the American Cancer Society's national fitness challenge via social media, either through a personal account and/or a company account. You and your employees should use #Fit2BeCancerFree in all your posts to join the conversation. Keeping up the momentum on social media can be easy. Here are some key points for engaging social media networks:

- **Before April 27:** Leading up to the CEO Fitness Challenge Day on April 7, share that you've signed up to join the American Cancer Society in this unique, virtual step-tracking event.
- **On April 27 – CEO Fitness Challenge Day:** On challenge day, don't forget to look for and engage with posts from the American Cancer Society CEO on Twitter, @AmerCancerCEO.
- **On April 28 – Celebrate the CEO Fitness Challenge Winner and Encourage Employees:** Engage with and share posts from the American Cancer Society CEO on Twitter, @AmerCancerCEO, and other participating CEOs.
- **Weekly Motivation:** Post weekly to let others know the importance of building more physical activity into their workday, while also sharing your support of the American Cancer Society's mission to save more lives from cancer.
- **After May 18 – Celebrating the Employee Fitness Challenge Winner:** Engage with and share posts from the American Cancer Society's CEO on Twitter, @AmerCancerCEO, and other participants.

SOCIAL MEDIA BEST PRACTICES

Check out the table below for best practices when sharing your participation across all social media channels.

Channel	Optimal Media Type	Optimal Copy Length	Optimal Image size	Best For
	<ul style="list-style-type: none"> • Video • Photos 	Under 120 characters	1:1	Telling personal stories of impact. Share why you're participating in the Fit2BeCancerFree Challenge with family and friends.
	<ul style="list-style-type: none"> • Video • Photos • Links 	Under 140 characters	1:1	Retweeting news and engaging with your employees, participants, and community members discussing the challenge.
	<ul style="list-style-type: none"> • Photos • Short Videos 	Under 150 characters	1:1	Photography from events, real-time moments. Share a picture of your activity.
	<ul style="list-style-type: none"> • Links to articles • Photos 	Under 100 characters	1:1	Sharing news about your business, corporate partners, announcements, etc. Share why you're supporting ACS with your connections.

Always tag us and use our hashtags!

Tag us in any content you post:

- **Twitter:** @AmericanCancer
- **LinkedIn:** American Cancer Society
- **Instagram/Instagram Stories:** @AmericanCancerSociety
- **Facebook:** @AmericanCancerSociety

Use our hashtags across all channels:

- #Fit2BeCancerFree
- #CEOsAgainstCancer

SOCIAL MEDIA THOUGHT STARTERS

Share some facts:

- 1 in 3 people in the US will be diagnosed with cancer in their lifetime.
- Every 17 seconds another American will hear the words, “You have cancer.”
- Research shows that poor diet and physical inactivity are 2 key factors that can increase your cancer risk.

Content Thought Starters:

- Post pictures of how you’re being more physically active during the workday to encourage your colleagues to do the same.
- Challenge your colleagues and peers to join you in inspiring more movement! Encourage them to post on their personal social channels, highlighting how they’re participating in the Fit2BeCancerFree Challenge or supporting you.
- Encourage others to check out the Live Leaderboard. Share where you stand in the Top 20 ranking throughout the day.



SOCIAL MEDIA SAMPLE CONTENT

Sample Post Text #1:

Join our Fit2Be Cancer Free challenge! Together, we'll take steps every day to live healthier, promote cancer prevention, and help the (@AmericanCancerSociety or tag ACS) in their efforts to help save lives. cancer.org/fit2be

Sample Post Text #2:

Even with 1.9 million new cancer diagnoses in the US last year, we can each reduce our own risk through healthy activities. Plus, our efforts help the (@AmericanCancerSociety or tag ACS) prevent, find, and treat cancer, advocate for improved access to care, and provide important patient services. Let's do this! cancer.org/fit2be

Sample Post Text #3:

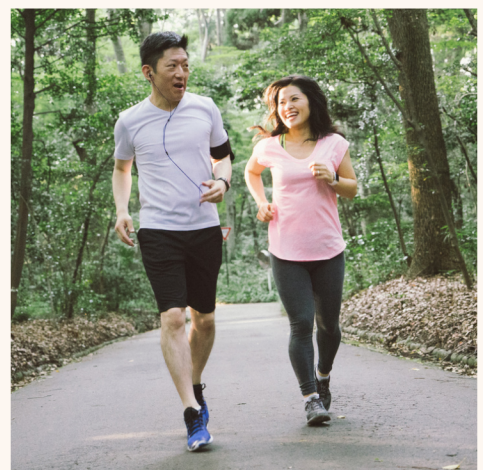
We're Fit2Be Cancer Free! That means we're living healthier for ourselves AND raising funds for the (@AmericanCancerSociety or tag ACS). With our help, they can provide more breakthrough cancer research, advocacy, and critical patient services. Let's fundraise more and save more lives! cancer.org/fit2be

Sample Post Text #4

Ready for a little friendly rivalry that helps everyone involved stay healthy AND saves lives? We're challenging (Insert name of company) to join the Fit2Be Cancer Free challenge! Our CEO and employees are already getting healthier every day while also helping the (@AmericanCancerSociety or tag ACS) fight cancer. Let's see what you've got! cancer.org/fit

Sample Graphics & Images:

Below are a few of the graphics provided for use. Additional imagery is available for download.

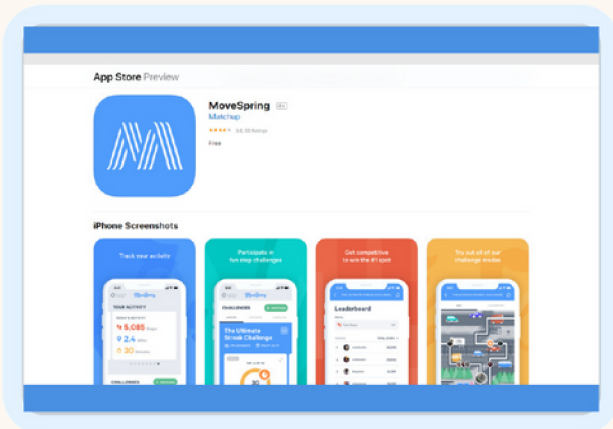


HOW TO SIGN UP



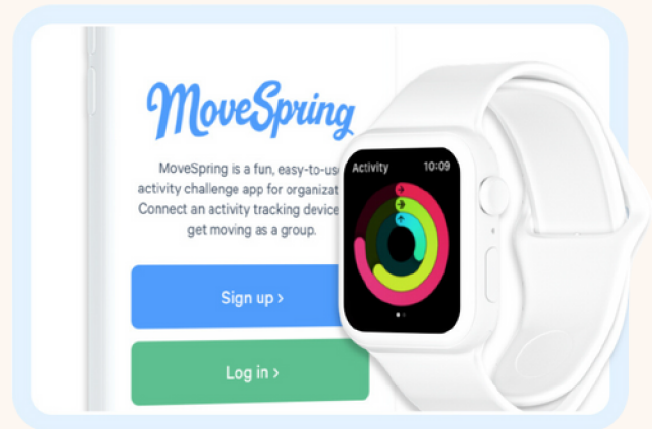
STEP #1:

Download the MoveSpring app in iTunes or Google Play.



STEP #2:

Enter your company-specific code to join the challenge. [insert org code]



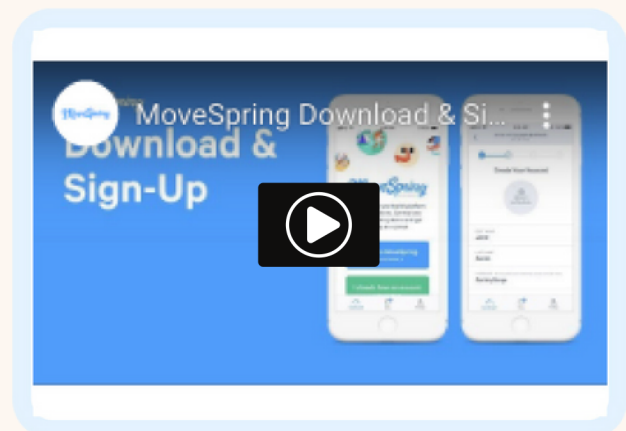
STEP #3:

Create your profile as you want your name to be displayed in the challenge.



STEP #4:

Connect your device by selecting your wearable or smart phone device. Watch a short video [here](#).



FUNDRAISING TIPS

Personalize your individual fundraising to include activities that will interest your networks. While your fundraising possibilities are endless, here are some ideas to get you started.

New to fundraising? Follow these easy steps to get started!

- Personalize your fundraising page on your company's custom fundraising tracking website with your personal story and photo, and then share the link to your page with friends and family. (Your company admin should provide you with the company fundraising page link.)
- Start your campaign by making a personal donation. Your friends, family, and business contacts will realize how important this cause is to you.
- Coordinate a fundraising effort tied to an activity you commit to doing if you hit a fundraising milestone. For example, maybe you will be up for wearing a tutu for a day or dye your hair pink when you hit your fundraising goal!

Friends, Family, Peers, and Business Contacts

- Send emails or letters to friends and family (don't forget out-of-towners), asking them to make a donation to your campaign.
- Text your close friends with a link to make a donation. Ask them to donate \$10 and to ask 10 of their friends to donate \$10!
- Do an activity for a donation. "For a \$25 donation, I will do 25 push-ups and post it on my social media!"

Fundraise through Social Media Networks

- As you share your pictures and information about the Fit2BeCancerFree Challenge, ask followers to make a donation to help you become the top fundraiser, or top fundraising team, and support the American Cancer Society's mission to help save lives from cancer.
- Offer friends the chance to honor a loved one. For a certain donation (your choice), post a picture of someone whom your friend wants to honor or remember.
- Provide updates on your fundraising progress through your social media networks, and always provide a link to your personal fundraising website.

Coordinate an Off-site Fundraiser

- Ask a local business to donate an item (such as a cooler, golf or fishing outing, restaurant gift certificate, weekend at a condo, gym membership, etc.), and ask friends and family to ask for donations to win the prize(s). Draw the winner on the last day of the challenge.
- Ask a local business to host a fundraiser, or have a local restaurant donate a portion of their proceeds to your campaign.

Set the Screen