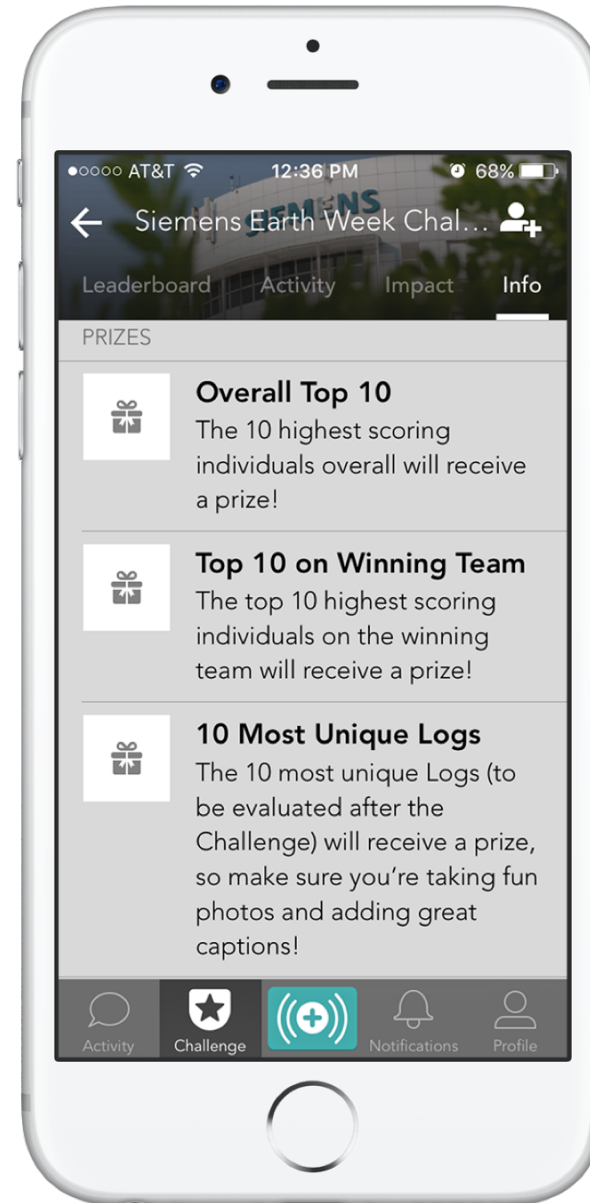


Prizes

Suggestions and FAQs

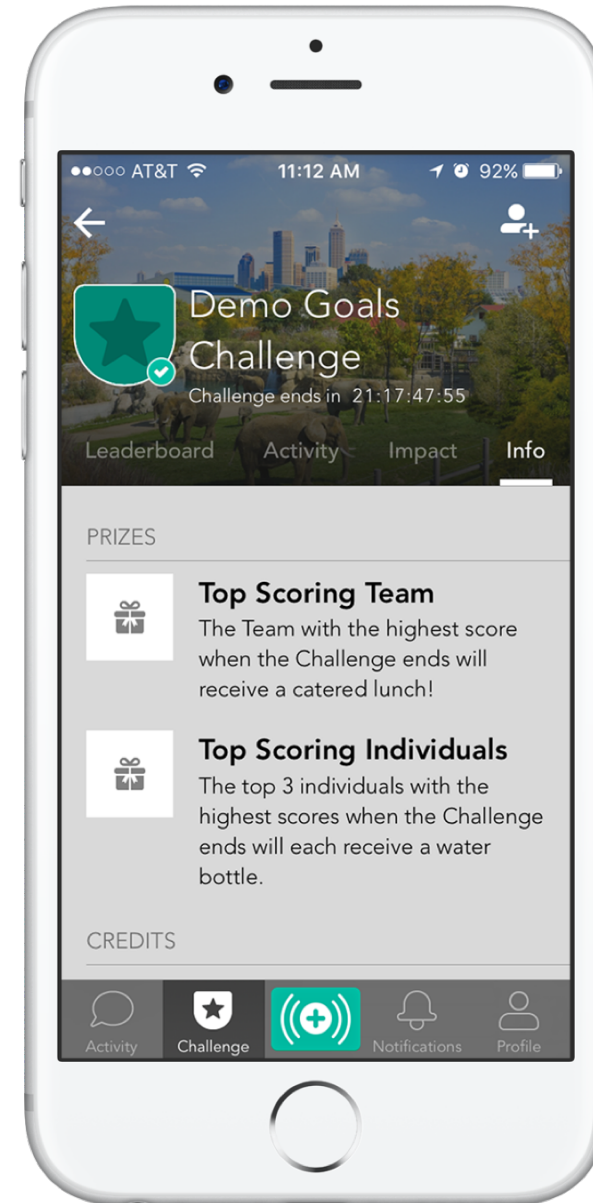
Determine Prize Package

- Prizes are important but do not need to be big monetarily
- Set a budget
- Determine how to split among teams and individuals



Who can I award prizes to? (Pro)

- Individual Challenge:
 - Top individuals: 1-3 prize levels
- Team Challenge:
 - Top teams 1-3 prize levels
 - And/or Top individuals overall: 1-3 prize levels
- Raffle Challenge
 - Users who reached a certain threshold
 - Users who earned entries based on goals



What your concierge needs to know for each prize:

Who: Who is getting this prize?

- Ex. The 3 highest scoring individuals, The highest scoring team

What: What exactly is being awarded?

- Ex. A pizza party, \$100 Amazon card, a branded water bottle

Message: Message to winner(s) with info on claiming their prize

- Ex. Congratulations! You are a prize winner in the Eco Challenge. Contact person@company.com to claim your prize.

What prizes to should I award?

Is your community naturally competitive? Are there existing rivalries between teams?

- If the answer is "yes", often just the pride of being at the top of the leaderboard is motivation, and your prizes do not need to be huge
- If the answer is "no" your prizes may need to be the spark to add motivation and competition to the Challenge

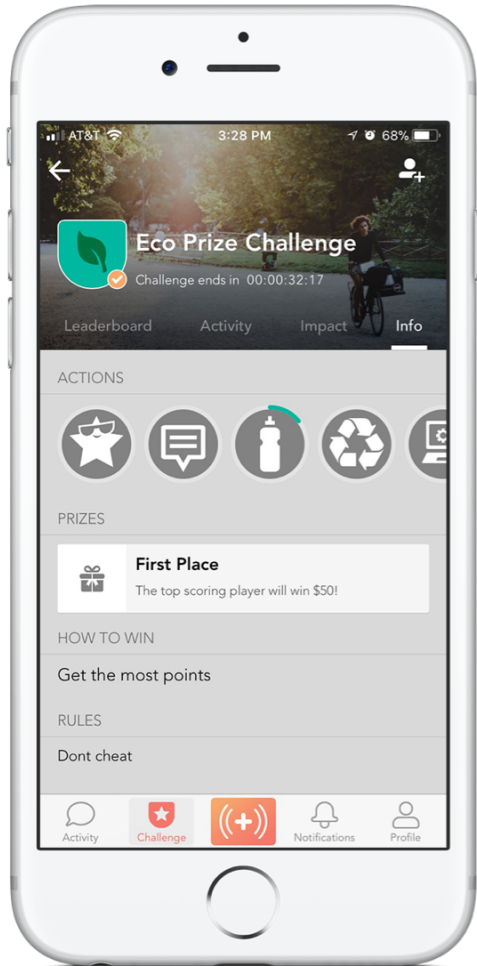
Something anyone/everyone can use:

- As close to cash as possible is the best bet, or something you know no one has or anyone can use
 - Amazon gift card, vacation days, airfare
- Food is a great motivator
 - Examples: Catered lunch for winning team, gift cards to nearby restaurants or popular lunch spots

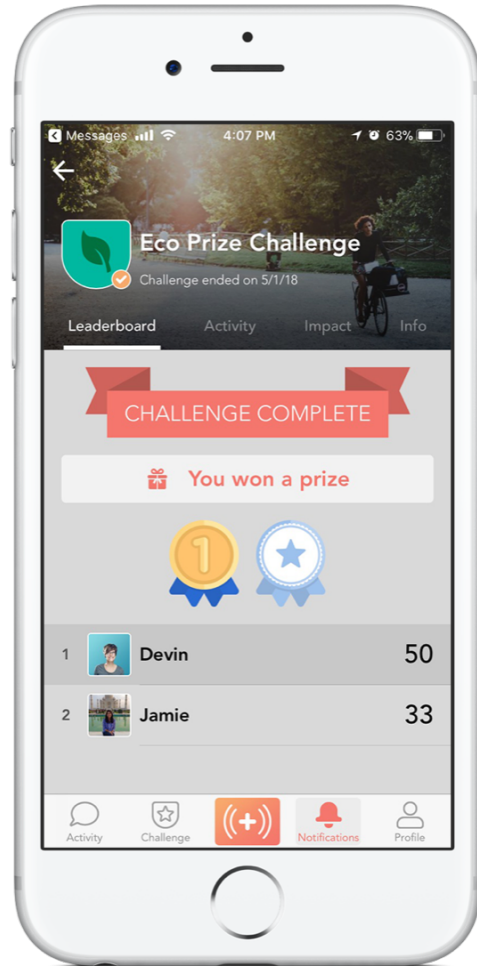
How much should a prize be worth?

- When deciding on a monetary value for an individual prize, consider how much you want to “up” the competition
 - \$100 (min value): Not extremely motivating
 - Those who aren’t invested in sustainability already will not be pushed to compete
 - \$250: Moderate motivation
 - Will get some involved who otherwise wouldn’t have paid attention
 - \$500: Increases motivation and competition levels
 - Get ready for people to get competitive, push some limits, and possibly complain about others thwarting their chances at the prize
 - Those who wouldn’t ordinarily get involved in an Activity will be interested and active
 - More photos (bonus points) will be shared
 - \$1000+: Extremely competitive & exciting
 - Moderators required

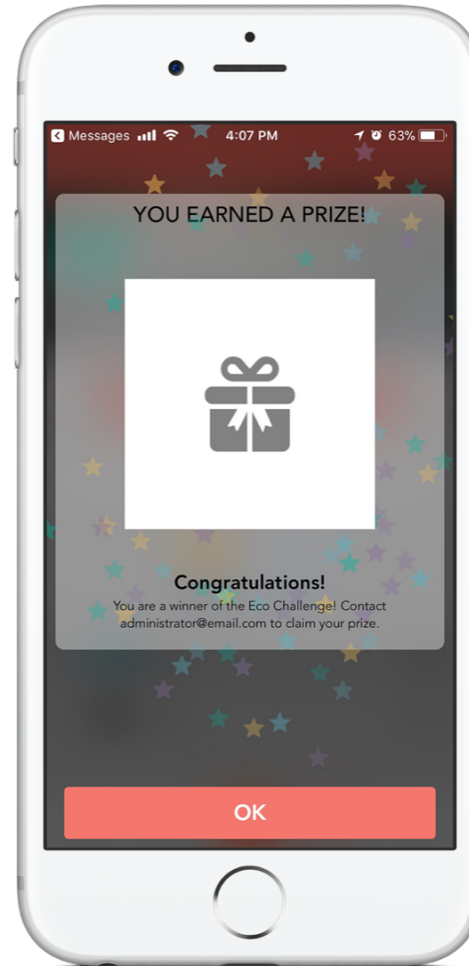
Challenge Prizes



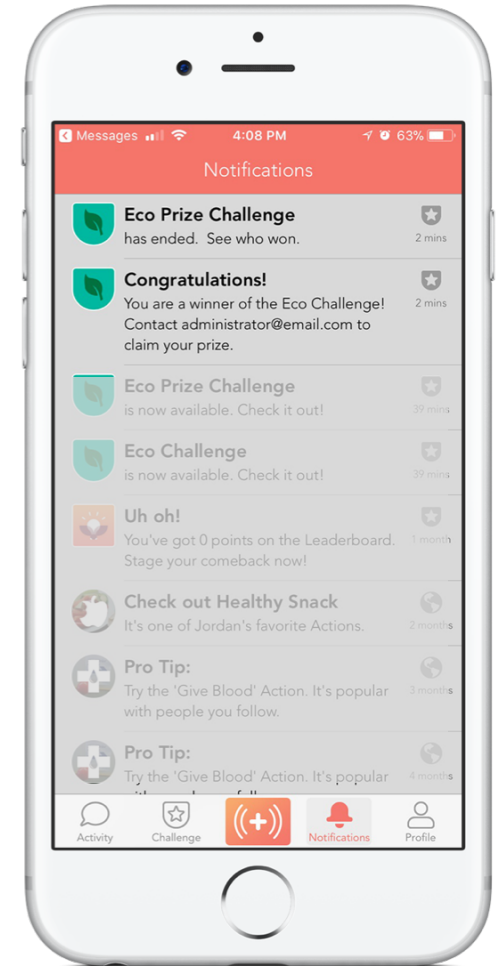
Prize and Image displayed in Challenge Info Section



Medals awarded at end of Challenge



Prize Animation with Message (how to claim)



How to claim also in App Notifications