How to Prepare for your JouleBug Challenge

What to do before kicking off your first Challenge

JouleBug
ENTERPRISE

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First Steps

How To Get Prepared for your JouleBug Challenge Launch

Learn the App

Knowing the app is an important step in promotion and preparation for your Challenge. Follow these steps to get started:

Download JouleBug Enterprise or your White Label app on your Android or iOS device. Login and create an account. Once you've logged in, explore the app. Become familiar with the different sections and log Actions throughout your day. Learn how to add photos and captions as well.

Next, login to the Administrative Dashboard. Explore the Analytics and Challenges section to see what information is available about your organization.

Identify Ambassadors

Having additional people in your organization who know the app early on is critical. They will be a great resource for users with questions, and take some pressure off Admins.

If your Organization has a Green Team or similar group with existing interest in sustainability, this would be a great place to start. It's also important to look for individuals who are social and app savvy.

Let ambassadors know what is coming and encourage them to learn the app as described in the slide above. Then, ask them to spread the Challenge information as the start date gets closer.

Challenge Setup

Decisions for your upcoming JouleBug Challenge

Schedule Your Challenge

Follow the tops below when selecting the dates for your Challenge:

Start your Challenge during the week and ideally when there can be a small kickoff event. This will allow ambassadors and admins to encourage users to join in person.

Similarly, end your Challenge at a day and time when you can recognize winners shortly after.

The suggested duration of a Challenge is 12 days.

Challenge Teams

Challenges can have teams or be individual.

Using natural divisions to form teams, like office locations or departments, is a great way to build camaraderie within groups.

If you do not have distinct groupings but still want to have teams, you can choose to go 'ad hoc'. This means users will be able to create their own. For this format, select a minimum and maximum team size to keep things equal.

Challenge Format

There are two main formats for a Challenge – competitive and goals based.

For increasing motivation, a classic competitive Challenge is a good way to go. Users and Teams will fight to get to the top of the leaderboard. IF

f you'd like a more individual or collaborative environment, Goals may be the better choice. You can set a Challenge goal – that all users will play to reach together; or an Individual goal – that users will play to reach for themselves.

Using goals are for concierge supported Challenges only and your concierge will assist in setting them.

Determine Prize Package

Prizes are important but do not necessarily have to be a large expense for your organization. If you have set up teams that have existing rivalries, the competition will do most of the work. However, having a prize to promote will increase motivation and engagement.

Determine a budget and who you would like to award prizes to. In a team challenge, prizes can be awarded to top teams and/or top individuals. If you have set Goals, Prizes may be awarded to those who reach their goal(s).

Decide: Who, What, How...
Who: Team or Individual
What: Lunch, Gift Card, Swag ...
How: First Place, Second Place, Top 10, ...

Challenge Promotion

Get the word out for your Challenge

Teaser

A teaser should come a few weeks out from the anticipated Challenge start date. This is a good way to get your organization receptive to what's coming. Keep it short and sweet.

What to include? Announce your new branded app if you are using one and include images of the app/branding. Otherwise, simply announce a new Challenge coming soon. Who's going to be the greenest!?

How to send? Utilize existing channels in your organization. Add a blurb to a newsletter or make a post on your Intranet or corporate communication platform.

Challenge Promotion

The full Challenge promotion should begin about one week prior to the Challenge start. All details should be finalized and the Challenge should be available in the app for users to join.

Key Information to include:

- Download link for app
- Access Code or Login Method
- Start Date
- Prizes
- General Team instructions – "Join your Department's team"
- Visual assets of the app and branding to familiarize users with the look

Methods:

Use as many channels as possible to reach as many individuals as you can.
Including, but not limited to – email, intranet post, chat post, posters/white board messages in office, etc.

Launch Event

A launch event is an extremely effective tool for communicating the Challenge information and getting individuals to join on the spot. If you have the space, time, resources to host an event that many challenge participants can attend, we highly recommend you do so.

Have ambassadors present to help users onboard, have important app information (Download link, Login info) present at the location for reference. Discuss prizes and dates.

Pro Tip: Food, Food, Food
(we recommend getting into the spirit with some meatless snacks)

Executive Buy In

Although not necessary, executive support is a great way to increase numbers and interest in your Challenge.

Prepare a summary for the executive(s) that describes the app (we recommend utilizing our provided 'One Pager') and the goals.

Define what your "ask" will be, depending on the executive.
These could be:
- Sending out a launch email
- Speaking at the launch event
- Logging Actions pre-Challenge so their name is in the activity feed for others to see
- Joining a team and being active in the Challenge