

How To Sustain Your Challenge

Best Practices for Maintaining Interest and Engagement



Overview

JouleBug Challenges are a fun and engaging tool to encourage your team to make changes to their habits. Whether you are promoting sustainability, health, or civic responsibility, it is important to sustain the interest throughout the challenge.

If your Challenge is longer than two weeks, make sure you are checking in and engaging users at least once per week.

Utilize email, internal communication channels like Slack or Teams, and in-app Notifications

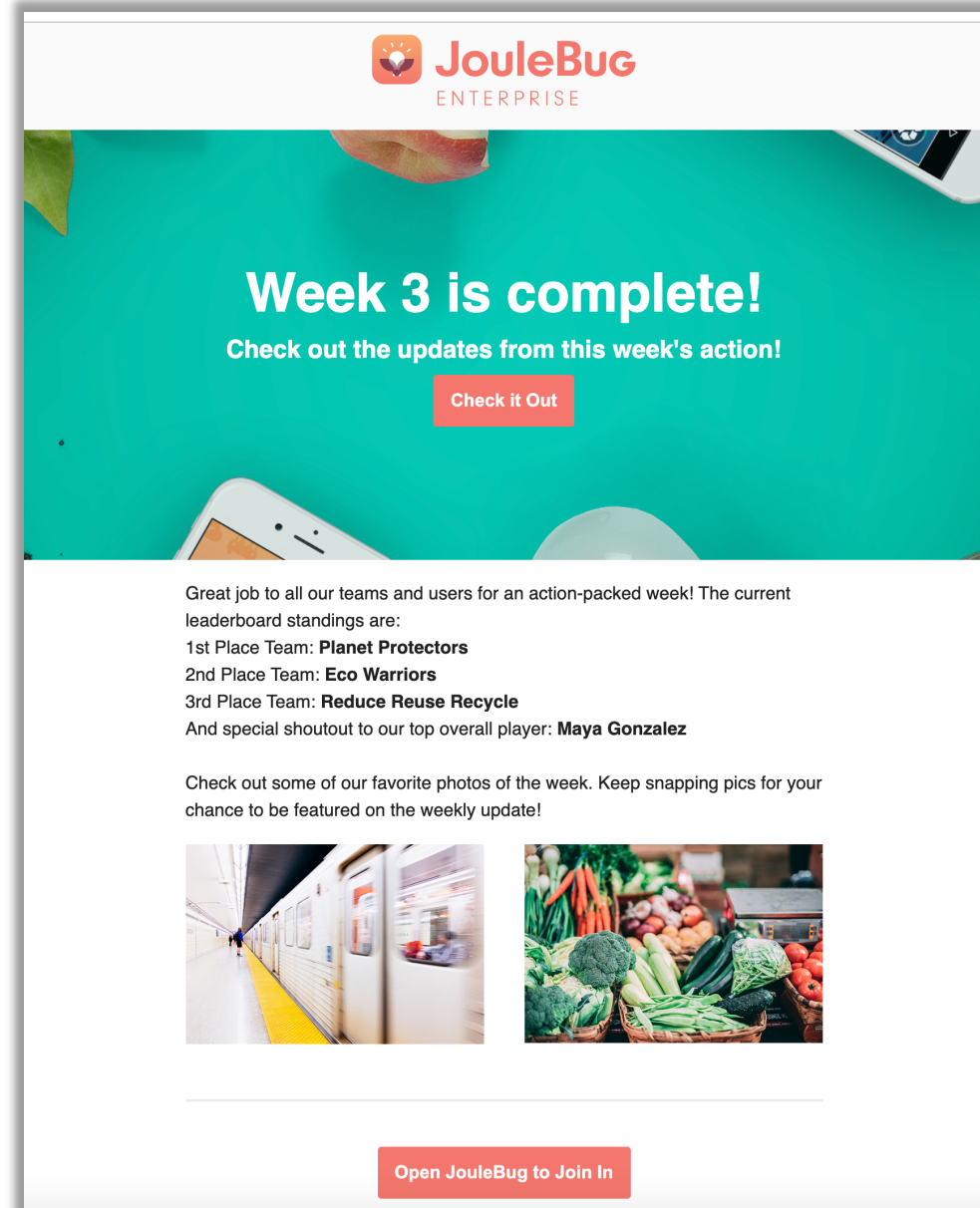


Weekly Check-In

Send an email to your organization on a weekly basis to recognize great participation in the Challenge.

Recommended information to include:

- Top 1-5 players on the leaderboard
- 1-5 great photos from the week
- Prize reminders



The screenshot shows an email newsletter from JouleBug Enterprise. The header features the JouleBug logo and the word "ENTERPRISE". The main content area has a teal background with the text "Week 3 is complete!" and "Check out the updates from this week's action!". A red button labeled "Check it Out" is positioned below the text. The newsletter body contains a congratulatory message, a list of top teams (Planet Protectors, Eco Warriors, Reduce Reuse Recycle), and a shoutout to Maya Gonzalez. It also includes a call to action to check out photos of the week and a red button at the bottom labeled "Open JouleBug to Join In".

JouleBug
ENTERPRISE

Week 3 is complete!

Check out the updates from this week's action!

[Check it Out](#)

Great job to all our teams and users for an action-packed week! The current leaderboard standings are:



1st Place Team: **Planet Protectors**

2nd Place Team: **Eco Warriors**

3rd Place Team: **Reduce Reuse Recycle**

And special shoutout to our top overall player: **Maya Gonzalez**

Check out some of our favorite photos of the week. Keep snapping pics for your chance to be featured on the weekly update!



[Open JouleBug to Join In](#)



Notifications

Utilize the Notification feature in the Dashboard to send updates and engage users approximately 1-2 times per week.

Challenge Notification

- Congratulate users for advancing up the leaderboard
- Call out tight prize contentions
 - Ex. *It's a tight race for third place! Who's going to clinch the spot for the prize!*

Action Notification

- Recommend specific actions based on the situation
 - Ex. *Happy Friday Team! Make sure to turn off all your electronics before heading out and log Office Power Down when you do.*

