

# 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

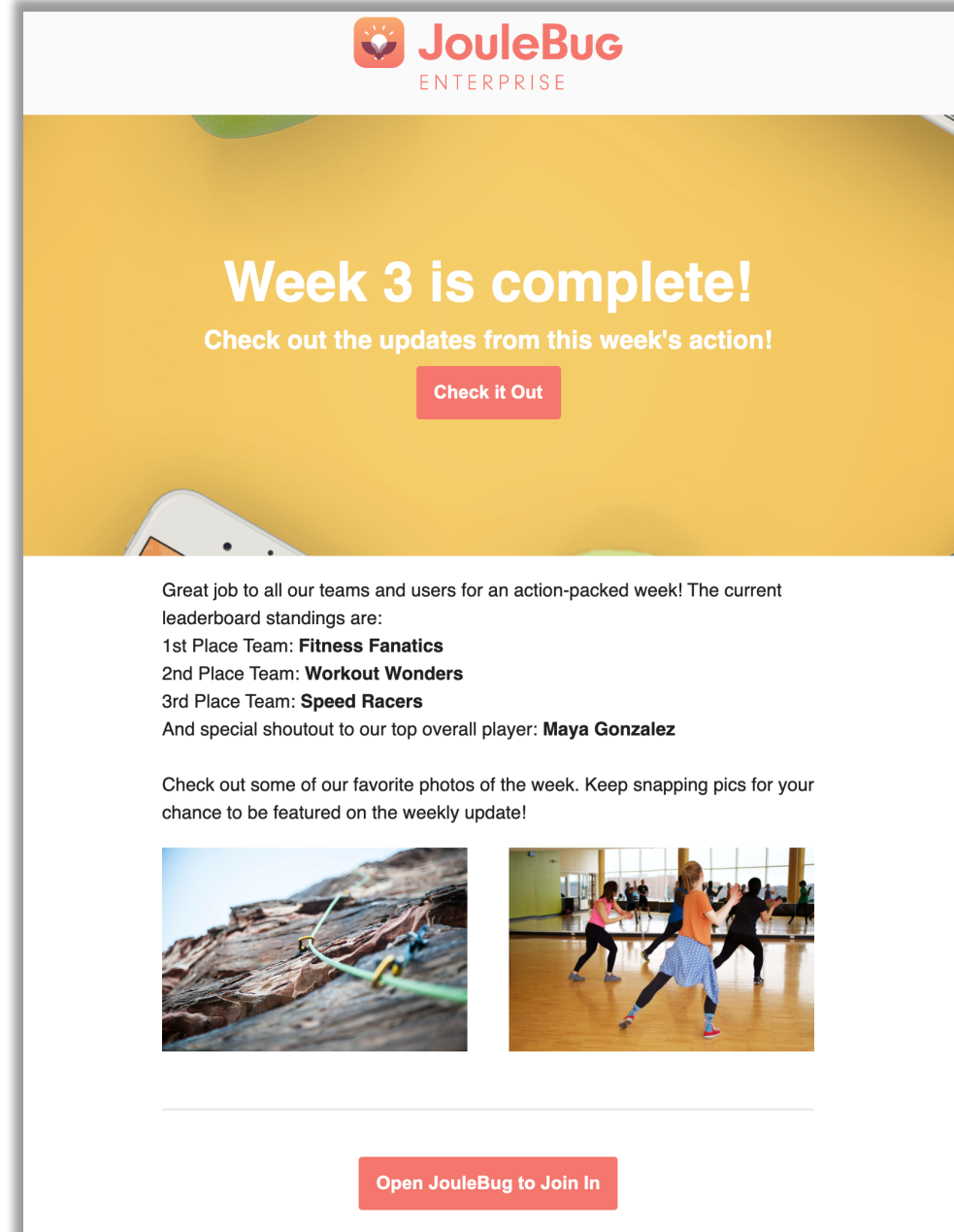


# Weekly Check-In

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 notification from JouleBug Enterprise. At the top, the logo features a red lightbulb icon with a white glow, followed by the text "JouleBug" in a bold, red, sans-serif font and "ENTERPRISE" in a smaller, red, all-caps font below it. The main header area has a yellow background with the text "Week 3 is complete!" in large white font, and "Check out the updates from this week's action!" in smaller white font below it. A red button with white text "Check it Out" is positioned below the text. The body of the email is white and contains the following text: "Great job to all our teams and users for an action-packed week! The current leaderboard standings are:" followed by "1st Place Team: **Fitness Fanatics**", "2nd Place Team: **Workout Wonders**", and "3rd Place Team: **Speed Racers**". It also includes "And special shoutout to our top overall player: **Maya Gonzalez**". Below this is another line of text: "Check out some of our favorite photos of the week. Keep snapping pics for your chance to be featured on the weekly update!". Two photos are shown side-by-side: the left one shows a person climbing a rock face with a green rope, and the right one shows a group of people in a gymnasium performing a dance or fitness routine. At the bottom of the email, a red button with white text "Open JouleBug to Join In" is visible.



# 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. *Weather forecast for the weekend is looking good. Try the Hiking action to enjoy the great outdoors!*

