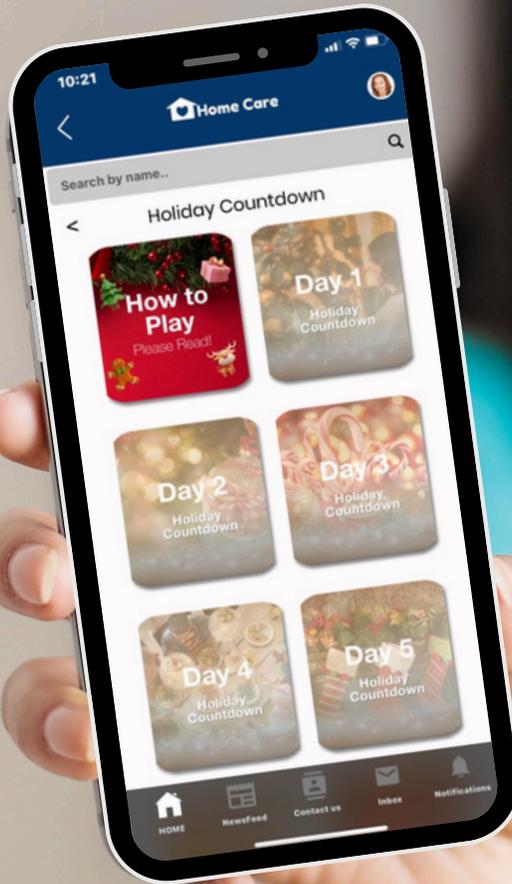


Attract, Engage, & Retain **Holiday Countdown**

Fun Festive Challenge!



DONE FOR YOU **Challenge Template**



Below are steps to consider when building a challenge.

Your Mobile Coach will be there for you every step of the way!



- 1. Choose a Challenge Duration:** 5, 10, or 12 days, depending on how long you want the challenge to run.
- 2. Decide on Daily Tasks:** Each day, caregivers log in to complete a **simple task**. We have a complete OUT-OF-THE-BOX template you can have your mobile coach customize or just run with!
- 3. Have Escalating Prizes:** Start with small prizes, like a gift card or a coffee voucher. Increase the daily value building up to a grand prize. Not sure what to do? We have a [SIMPLE TEMPLATE](#) you can copy and use.
- 4. Participation Rules:** Clearly outline the rules. Must caregivers participate every day to qualify for the grand prize? Can someone win more than once in the challenge? Refer to our sample set of rules as a guide.
- 5. Engagement Tracking:** Use the app's dashboard analytics to track participation and reward caregivers who complete all tasks in the challenge.
- 6. Promote the challenge:** Use the app's push notifications and shout-outs in your newsletters, on social and through your EMR and text platforms. Create excitement, and you will be amazed by the results!

**This is an incredible tool for creating
connection and engagement with caregivers
and office staff over the holidays**

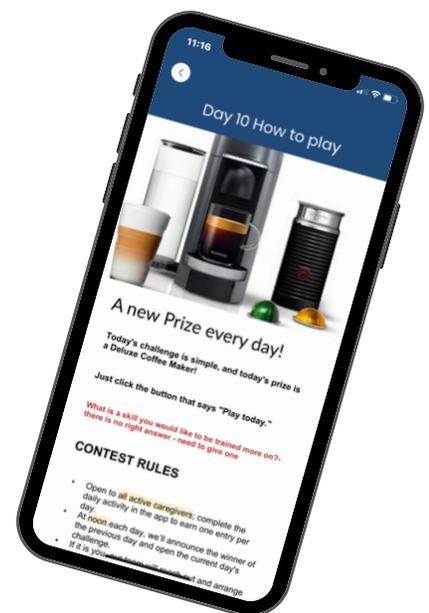
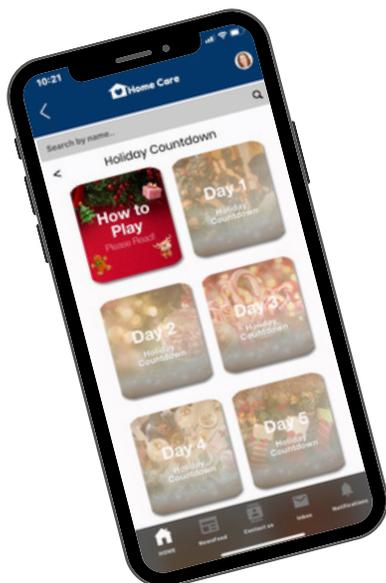




Administrator's 15 minute Daily Checklist:

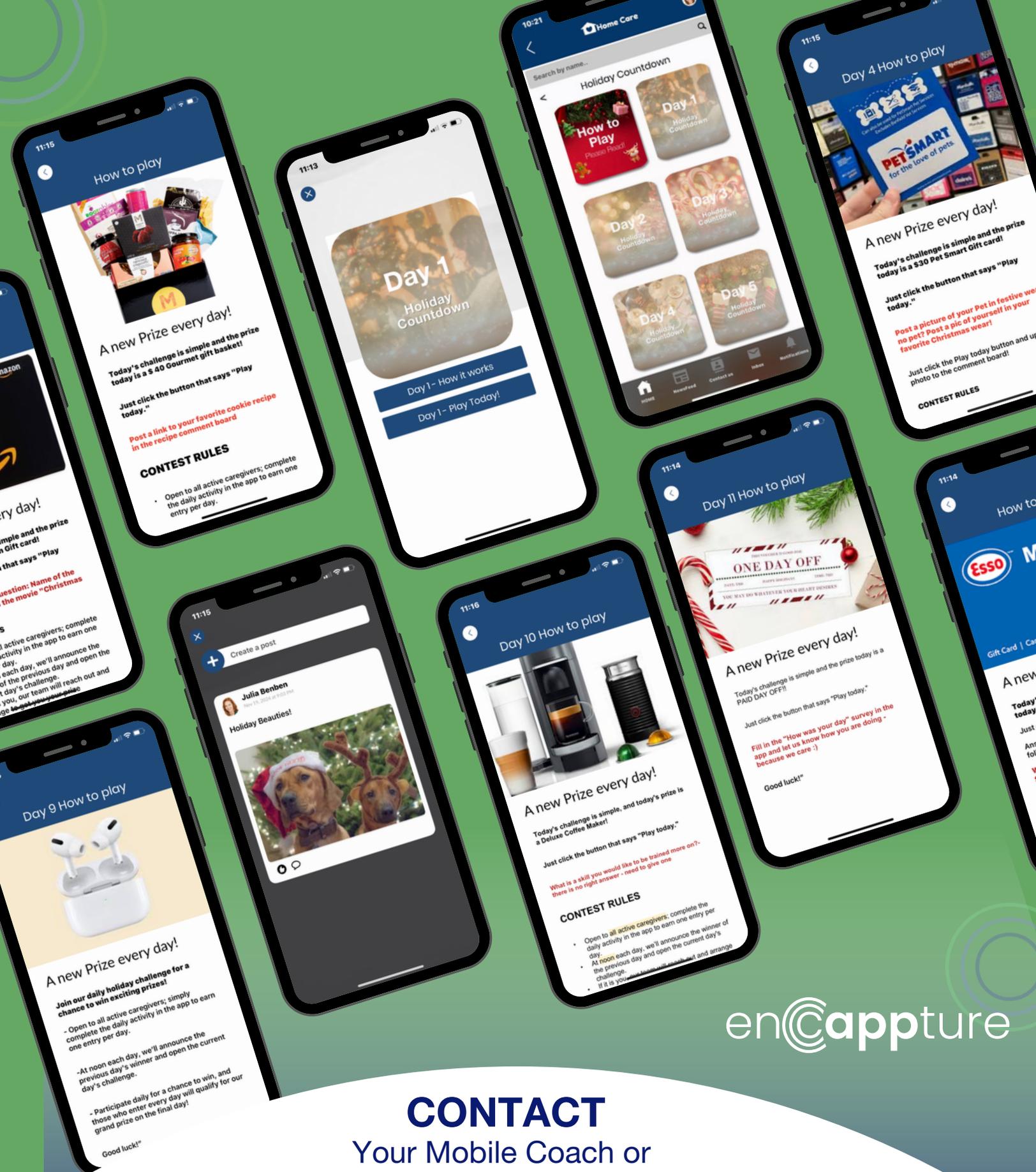


- 1) Review Previous Day's Submissions:** Go through all submissions from the previous day.
- 2) Select the daily winner** based on the set predetermined criteria.
- 3) Announce the Winner:**
 - Send a push notification to all app users announcing the winner.
 - Add to the previous day's challenge tile.
 - **TIP:** Share the winner's name through other communication platforms like the EMR or internal messaging to drive users back to the app.
- 4) Contact the winner:** Reach out to the winner directly to arrange prize pick up/ where to send
- 5) Open the Next Day's Challenge:** Turn the next challenge to "published" in the app so caregivers can participate.



See the video [HERE](#) on the Process.





enCappture

CONTACT
Your Mobile Coach or
Support@enCappture.com

