



**COMMUNITY
CHALLENGE**
POWERED BY HEALTHIER TEXAS

2025
**Community
Partner**
TOOLKIT

TXCOMMUNITYCHALLENGE.ORG

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ABOUT US

Healthier Texas is a statewide nonprofit working to bring people, organizations and communities together to build a healthier Texas for ALL Texans with generational impact.

Community Challenge is an 8-week competition to log hydration, exercise, and nutritious meals.



COMMUNITY CHALLENGE

POWERED BY HEALTHIER TEXAS

Thank You for Your Support as We Gear Up for The Community Challenge!

I want to take a moment to express my gratitude for your incredible support as we prepare for this year's Community Challenge. As the Program Manager, I am truly excited to have Texans like you who share our passion for building a Healthier Texas for all.

This year, our goal is ambitious but achievable—with your help, we're aiming to engage 20,000 participants across Texas! Together, we can inspire people to make healthier choices, encourage their communities, and live healthier lives. Your involvement plays a key role in making this a reality. With your energy and commitment, we know we can create a positive and lasting impact on individuals, families, and communities for generations to come.

Thank you for being such a valued part of this journey. We look forward to working alongside you as we make this the most successful Community Challenge yet! Together, we'll reach new heights and make wellness a priority for everyone. Together, we thrive!

Ricardo Parra

Program Manager, The Community Challenge





Healthier Texas Community Challenge Overview

What Is the Community Challenge?

The Healthier Texas Community Challenge is a free, eight-week wellness initiative designed to inspire individuals, organizations, and communities across Texas to prioritize healthier lifestyles. By encouraging small, achievable steps toward better health, the Community Challenge empowers participants to adopt sustainable habits that enhance their overall well-being. The Challenge fosters engagement through fun, interactive activities, educational resources, and friendly competition—all aimed at building a healthier, more connected Texas.

Why Is the Community Challenge Important?

In a state as vast and diverse as Texas, creating a culture of health is essential. Chronic diseases like diabetes and heart disease affect millions of Texans, but many of these conditions can be prevented through improved nutrition, increased physical activity, and community support. The Community Challenge motivates Texans to take action by making health accessible, enjoyable, and achievable. When individuals and communities embrace healthier habits, they pave the way for a brighter, more resilient future for all Texans.

What Sets the Community Challenge Apart?

- **Comprehensive Resources:** Participants gain access to a suite of tools, including webinars, fitness tips, healthy recipes, and planning guides tailored to support health-focused transformations.
- **Personalized Support:** Healthier Texas offers hands-on assistance through ambassadors, webinars, and a dedicated partner toolkit designed to help individuals and organizations succeed.
- **Engaging Technology:** The user-friendly Community Challenge app encourages participants to log healthy behaviors, track progress, and engage in friendly competition with peers.

- **Community Collaboration:** The Community Challenge unites cities, schools, businesses, and organizations across Texas in a shared mission, fostering a sense of belonging and mutual accountability.
- **Proven Strategy & Structure:** Backed by Healthier Texas' expertise, the Community Challenge combines evidence-based wellness practices with a structured approach to drive real, measurable change.

How to Get Involved

Joining the Community Challenge is simple and impactful! Here's how you can participate:

Register

Visit TxCommunityChallenge.org to register.

Log Your Healthy Habits

Use the Community Challenge app to track activities like exercise, nutrition, and hydration while earning points for your community.

Attend Events

Engage in live webinars and access educational resources to deepen your knowledge of health and wellness.

Encourage Others

Spread the word by recruiting colleagues, friends, and family to join the Challenge. Together, we can achieve more!

Lead the Way

Take the next step by becoming a Health Champion Ambassador or partnering with Healthier Texas to expand the Community Challenge's reach.

The Healthier Texas Community Challenge is your opportunity to make a difference—for yourself, your organization, and your community. Together, we can build a stronger, Healthier Texas, one small change at a time.

JOIN THE MOVEMENT →



What it Means to be a Partner

As a Community Challenge partner, your commitment drives healthier communities across Texas. This section highlights the impact of your role and the value it brings to both your organization and the people you serve. Together, we're building a healthier, stronger Texas—thank you for being part of this effort!

▶ **Actively promote Community Challenge registration and encourage participation within your organization, ensuring everyone can get involved.**

- This is a foundational step in ensuring broad engagement. By promoting registration, you're helping to build momentum for the challenge and ensuring that all members of your organization have the opportunity to participate, fostering a culture of wellness and inclusion.

▶ **Recruit other like-minded local organizations and leaders to join our mission of building healthier communities, expanding the impact we can have together.**

- Collaboration amplifies impact. By recruiting other local organizations and leaders, you're strengthening the movement and building a larger network dedicated to improving community health. A united front leads to more significant, lasting change.

▶ **Organize health-related group activities that are accessible to all, fostering social support and engagement.**

- Accessibility is key to making wellness initiatives truly effective. Group activities not only encourage physical activity but also promote social bonding, making it easier for individuals to stick to their goals with the support of their peers.

▶ **Share and promote the Community Challenge across your organization's social media accounts and communication channels, amplifying our collective reach and inspiring others to take action.**

- Spreading the word through your communication channels increases awareness and inspires others to get involved.
- Social media and other platforms serve as powerful tools to inspire action, share success stories, and create a ripple effect that encourages others to join the wellness movement.

By taking the Partner Pledge, you will:

Join a network of organizations committed to creating positive change in your community, with access to resources, tools, and ongoing support.

Becoming part of a larger network provides valuable resources and the chance to share insights with others who are equally committed to community health. The support and tools provided help ensure that each organization is equipped to succeed in making a lasting impact.

Receive recognition as a key player in the movement towards healthier communities, including features on our website and social media.

Recognition not only celebrates your efforts but also showcases your organization's commitment to health and wellness. Being featured on the website and social media helps build visibility and credibility within the community and strengthens your organization's position as a leader in health promotion.

Celebrate milestones together, acknowledging the collective progress made towards building a healthier community.

Celebrating milestones creates a sense of achievement and reinforces the importance of the work being done. By acknowledging collective progress, you inspire continued participation and highlight the power of community collaboration in achieving shared health goals.

WEEKLY WEBINAR

Earn **250 pts** | Must register and attend 80% of the Webinar to qualify



Week 1: Nutrition 101 (Monday, January 13th at noon)



Week 5: Plan, Shop, Succeed (Monday, February 10th at noon)



Week 2: Move Well, Live Well: The Power of Physical Activity (Tuesday, January 21st at noon)



Week 6: Color Your Plate: Adding Variety to Your Diet (Monday, February 17th at noon)



Week 3: No Limits: Overcoming Barriers to Stay Active (Monday, January 27th at noon)



Week 7: Eating for Health (Monday, February 24th at noon)



Week 4: Beyond the Label: Smarter Eating Made Simple (Monday, February 3rd at noon)



Week 8: Active for Life: Goal Setting for Lasting Health (Monday, March 3rd at noon)

BADGES

Log Healthy Meals

Bronze 5 Silver 15 Gold 25



Menu Manager



Nutrition Master



Aqua Ace



Hydration Hero



Inspiration Icon



Cheer Champion



Active Traveler



Endurance Achiever

13

PROVEN STRATEGIES for Community Challenge - SUCCESS -



Set Clear Participation Goals

Example: Set a target for how many people within your organization will participate and how many points they aim to log during the challenge (e.g., “Our goal is to have 100 participants and 20,000 points by the end of the challenge.”).

Why It Works: Clear goals create a sense of purpose and accountability, motivating people to stay engaged.



Appoint Wellness Ambassadors

Example: Designate a few enthusiastic staff members as “Wellness Ambassadors” to promote the challenge, answer questions, and encourage others to participate. They can send reminders, organize group activities, and lead by example.

Why It Works: Ambassadors help keep the challenge visible and can address any barriers to participation.



Create an Internal Team Challenge

Example: Organize internal competitions between departments, teams, or branches. Offer prizes for the team that logs the most healthy habits (e.g., “The winning department gets a wellness day or gift cards”).

Why It Works: Friendly competition can increase engagement and make it fun for participants.



Host Weekly Group Activities

Example: Hold a weekly walking group, yoga class, or virtual fitness break. Participants can log their activities for extra points.

Why It Works: Providing group activities builds a sense of community, keeps participants motivated, and offers structured opportunities to log healthy habits.



Create an In-House Wellness Leaderboard

Example: Set up a friendly competition among employees by tracking Community Challenge points and displaying them on a visible leaderboard.

Why It Works: A little friendly competition can motivate employees to stay active and engaged, while also building camaraderie.



Leverage Internal Communication Channels

Example: Use your organization's email newsletters, Slack channels, intranet, or bulletin boards to provide ongoing updates, success stories, and tips for earning more points. Highlight milestones (e.g., “We've logged 5,000 points this week!”).

Why It Works: Regular communication keeps the challenge top-of-mind and encourages sustained participation.



Incorporate Wellness into Daily Routines

Example: Encourage staff to incorporate small wellness breaks into their workday, like standing meetings, stretching breaks, or walking meetings, and remind them to log these activities in the Community Challenge app.

Why It Works: Making wellness part of the routine normalizes healthy behaviors and makes it easier to log activities regularly.



Offer Virtual Participation Options

Example: For remote workers or geographically dispersed teams, organize virtual challenges like step-count competitions using fitness trackers, virtual group workouts, or online nutrition workshops.

Why It Works: Virtual options make it easier for everyone to participate, regardless of location, and create a sense of inclusivity.



Celebrate Progress Publicly

Example: Publicly celebrate weekly or milestone achievements on social media, newsletters, or during meetings. Share stories of how participants are benefiting from the challenge (e.g., "John from HR reached his goal of attending 10 Stronger Texas Classes this month!").

Why It Works: Public recognition fosters a sense of achievement and motivates others to stay active in the challenge.



Track and Share Data on Progress

Example: Use data from the Community Challenge app to show overall progress, including how many points have been earned and how many participants have been active. Share this data regularly with the organization.

Why It Works: Data transparency builds excitement, helps people see the collective impact, and encourages those who haven't yet participated to join in.



Provide Incentives for Participation

Example: Offer small incentives like gift cards, fitness gear, or extra time off for those who log the most points, hit specific fitness goals, or participate consistently throughout the Community Challenge.

Why It Works: Incentives provide an extra layer of motivation for participants to stay engaged and hit their goals.



Host a Challenge Kick-Off and Closing Event

Example: Start the challenge with a fun kick-off event, such as a group walk, health fair, or lunch-and-learn about wellness. Close the challenge with a celebration event where top performers or teams are recognized.

Why It Works: Kick-off events build initial excitement, while closing events provide a sense of closure and accomplishment, fostering long-term commitment to wellness.



Incorporate the Challenge into Existing Wellness Programs

Example: If your organization already has a wellness program or initiative, tie the Community Challenge into it. For example, use existing fitness programs or health initiatives to help participants log points.

Why It Works: Integrating the challenge into established programs builds on existing participation and reinforces long-term wellness habits.



How to Engage Your Community: Tips for Maximizing Impact in the Community Challenge



Tips on Group Registration Events

Description: Host registration events to kick off the challenge, either virtually or in-person. These events serve as a great opportunity to inform community members about the challenge and help them register on the spot.

Why It Works: These events generate excitement, simplify sign-ups, and foster a sense of community. Each organization can host up to 10 group registration events, earning 5,000 points per event through the second week of the Community Challenge. A minimum of 10 participants is required to qualify for points. To streamline the process, a group registration sheet will be available on our Partner Resource Hub. For more details, please email us at support@txcommunitychallenge.org.



Host Group Classes

Description: Organize inclusive group activities like walking groups, yoga sessions, or meditation breaks. These can be tailored to different fitness levels and offer a chance to log healthy actions for points in the Community Challenge app.

Why It Works: Group activities promote physical health while also helping participants connect with one another, increasing engagement and boosting motivation. Partners can upload their own group activities through the partner portal. While participants will not receive points for checking in to group activities, they can log healthy actions for points.



Social Media Engagement

Description: Leverage your organization's social media accounts to regularly share updates, success stories, and participant highlights. Create posts that inspire others to join the challenge and show the positive impact it's having in your community.

Why It Works: Social media helps expand your reach and create buzz around the challenge. Sharing stories of success fosters excitement and encourages others to take action.



Leader Videos

Description: Capture short videos from local leaders or influencers who can speak about the benefits of joining the challenge, encouraging others to get involved. These videos can be shared across your digital platforms.

Why It Works: Leader videos add authenticity and a personal touch to the Community Challenge, inspiring others to participate. Community, school district, and employer leaders are encouraged to create and post promotional videos, drawing from their personal experiences promoting health. To earn 5,000 points, the video must be shared publicly on social media or other platforms, with the link submitted on the Community Challenge website. Each leader may submit one video.



Spotlight Community Members and Celebrate Successes

Description: Celebrate the achievements of community members by featuring them on your website, social media, or during community events. Highlight their progress and success in the challenge to inspire others.

Why It Works: Celebrate the achievements of community members by featuring them on your website, social media, or during community events. Highlight their progress and success in the challenge to inspire other



Set Community Goals or Offer Incentives

Description: Establish collective goals, such as earning a certain number of points or completing specific wellness milestones, for the entire community to achieve. Offer small incentives like gift cards or recognition for those who hit these goals

Why It Works: Community goals create a sense of collective achievement, and offering incentives keeps participants motivated and engaged throughout the challenge.

By implementing these strategies, your organization can maximize its impact, encourage broad participation, and help foster a healthier, more connected community. Remember, a group registration sheet will be available on our Partner Resource Hub. For more details, please reach out to us at support@txcommunitychallenge.org



Friendly Competition: Challenge a Competitor

- ▶ Incorporating friendly competition into the Community Challenge is a fun and engaging way to motivate your team and inspire others to join. Here's how to make the most of it:

IDENTIFY LIKE-MINDED ORGANIZATIONS



Challenge similar organizations, businesses, or community groups to join the Community Challenge and compete for bragging rights. Choose organizations with shared values or similar goals, creating a spirit of camaraderie and mutual encouragement.

SPOTLIGHT YOUR TEAM'S PROGRESS



Create a public challenge through a video or social media post. Share why your team is participating and encourage your competitor to join the challenge and log points. Tag them in your posts to ensure the message reaches them and inspires action.

ISSUE A PUBLIC CHALLENGE



Highlight your team's achievements throughout the challenge on social media or internal channels. Share updates, celebrate milestones, and use these moments to encourage your competitor to step up their game and increase participation.

CELEBRATE TOGETHER



At the end of the challenge, come together with your competitor to celebrate everyone's progress. Host a joint event, share mutual successes on social media, or exchange recognition for each team's efforts. Celebrating together reinforces the shared mission of creating a healthier community.



By implementing these strategies, your organization can maximize its impact, encourage broad participation, and help foster a healthier, more connected community. Remember, a group registration sheet will be available on our Partner Resource Hub. For more details, please reach out to us at support@txcommunitychallenge.org

Proclamation Toolkit Overview

The Proclamation Toolkit is designed to help organizations, communities, and leaders publicly declare their commitment to health and wellness through the Community Challenge. By providing a step-by-step guide, this resource makes it simple to draft, adopt, and share a proclamation that raises awareness, builds momentum, and inspires collective action. Use this toolkit to amplify your leadership, showcase your community's commitment, and inspire others to take action.

Why Is It Important?

Proclamations are a powerful way to demonstrate leadership and rally support for health and wellness. By formally committing to the Community Challenge, leaders can:

Raise Awareness: Proclamations shine a spotlight on the importance of health and wellness, encouraging more people to get involved.

Build Momentum: Public declarations inspire pride, excitement, and participation from the community, employees, and other stakeholders.

How to Use the Proclamation Toolkit

The Proclamation Toolkit includes customizable templates, messaging tips, and ideas for sharing your proclamation. Whether you're working with city officials, school boards, or organizational leaders, the toolkit makes it easy to craft a compelling statement that resonates with your audience.

Next Steps

Once your proclamation is finalized, share it widely! Post it on your website, promote it on social media, and host a signing or announcement event to celebrate. Don't forget to share a copy of your proclamation with the Community Challenge team to earn recognition for your efforts.

PROCLAMATION TOOLKIT

For the complete Proclamation Toolkit, access the link provided in this overview. Together, let's make health and wellness a priority for all!

**DOWNLOAD
THE TOOLKIT**

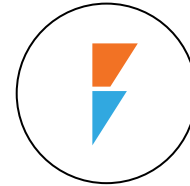


Brand Guideline

MAIN LOGO



SUB MARK



IMPROPE USE



Do not use unapproved colors



Do not use colored bolt on one of the brand color "electric blue" background



Do not use colored bolt on one of the brand color "orange" background

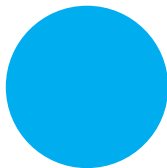


Do not distort the logo

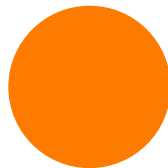


Do not modify the logo

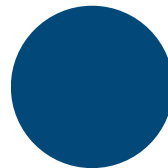
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#FC7B00



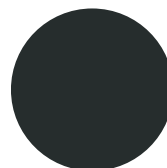
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C 100 M 85 Y 21 K 6
#004082



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C 5 M 3 Y 3 K 0
#EFEFEF



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C 0 M 0 Y 0 K 0
#FFF



R 36 G 46 B 46
C 77 M 62 Y 63 K 63
#262D2D

FONTS

Montserrat

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Buffalo

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Social Media Guide for Community Challenge Partners



Overview

This guide provides post ideas, tips for creating authentic content, and photo suggestions to help you inspire participation and engagement in the Community Challenge. By sharing real moments and tagging us, you'll amplify the movement toward healthier communities.



Best Practices for Engaging Posts

- **Be Genuine:** Share real stories and visuals that reflect your organization's values.
- **Show Faces:** Feature your team or community members in action.
- **Use Taglines:** Include your own wellness messages to tie your brand to the Community Challenge.

Best Practices for Quality Photos

- **Good Lighting:** Make sure your photo is well-lit—natural light works best. Avoid shadows or dark spots.
- **Show People in Action:** Capture moments of people participating, whether it's walking, stretching, or having fun together. Candid shots feel more real and engaging!
- **Keep It Simple:** Avoid cluttered backgrounds. Focus on the people or activities that are part of the Community Challenge.
- **Use Your Phone's Camera:** Most smartphones have great cameras. Just make sure the photo is clear and in focus!

Tag Us & Use Hashtags

Use hashtags like **#TXCommunityChallenge** and **#HealthierTexas** to expand your reach.



[Healthier Texas](#)



[@HealthierTexas](#)



[@HealthierTX](#)



SOCIAL MEDIA POST SUGGESTIONS FOR COMMUNITY CHALLENGE PARTNERS

1. Registration Post (Pre-Challenge)

🎉 We're thrilled to join the #CommunityChallenge! It's time to build healthier habits and make a difference together. 💪

Sign up today to join the movement:

<https://register.txcommunitychallenge.org/>

📸 **Photo Suggestion:** A group shot of your team in a group exercise activity, or a candid photo of employees registering for the Community Challenge at a group registration event.



2. Activity Highlight Post (During Challenge)

🌟 We're staying active and logging points in the #TxCommunityChallenge! Activities like [specific activity] keep us energized and motivated. Let's go, [team/community name]!

💬 How are you participating? Share your healthy actions in the comments below!

📸 **Photo Suggestion:** A walking group, yoga session, team members prepping healthy lunches, or a dynamic shot of people engaging in fitness or wellness activities.

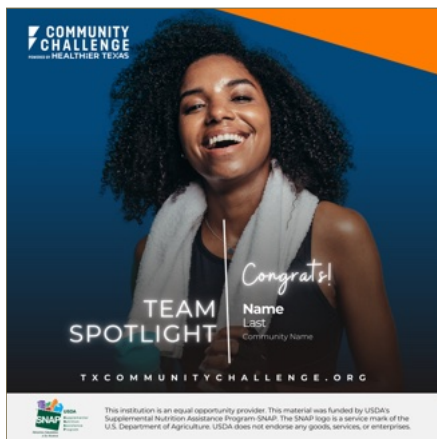
SOCIAL MEDIA POST SUGGESTIONS FOR COMMUNITY CHALLENGE PARTNERS

3. Team Spotlight Post (During Challenge)

🌟 Shoutout to our amazing team members who are rocking the #TxCommunityChallenge! Whether it's logging their daily steps, preparing healthy meals, or joining group activities, [Team/Community Name] is all in! 💪

💬 What's your favorite way to stay active? Let us know in the comments!

📷 **Photo Suggestion:** A close-up of a team member in action—walking, stretching, or cooking a healthy meal. Bonus points for including their enthusiasm!



4. Milestone Celebration Post (During Challenge)

🎉 Big news! We've hit [X points] in the #CommunityChallenge!

🌟 Shoutout to everyone logging their healthy actions—it's amazing to see our team come together for a Healthier Texas.

💬 Share your progress with us in the comments!

📷 **Photo Suggestion:** A fun group picture of team members celebrating, high-fiving, or showing off their progress (e.g., steps walked, meals logged).

SOCIAL MEDIA POST SUGGESTIONS FOR COMMUNITY CHALLENGE PARTNERS

5. Team Spotlight Post (During Challenge)

🎉 We're thrilled to join the #CommunityChallenge! It's time to build healthier habits and make a difference together. 💪

Sign up today to join the movement:
<https://register.txcommunitychallenge.org/>

📷 **Photo Suggestion:** A group shot of your team in a group exercise activity, or a candid photo of employees registering for the Community Challenge at a group registration event.



6. Community Engagement Post (During Challenge)

👏 The #TxCommunityChallenge is about building a healthier future and stronger communities. We're proud of the positive impact this challenge is creating!"

💬 What are you doing to stay motivated during the challenge? Share your tips and encourage others to keep going!

📷 **Photo Suggestion:** A photo of your team participating in a joint activity with another organization or community group. It could be a walking event, workout, or group challenge.

SOCIAL MEDIA POST SUGGESTIONS FOR COMMUNITY CHALLENGE PARTNERS

7. Final Celebration Post (Post-Challenge)

🌟 The #TxCommunityChallenge has been an incredible journey! Thanks to everyone who participated and made this a success. Together, we've logged [X points] and created a healthier [team/community].

💬 Tell us about your favorite moments or lessons learned during the challenge!

📷 **Photo Suggestion:** A group photo at a closing event, with everyone holding certificates or awards, or a collage of snapshots from throughout the challenge.



For questions or support, email us at support@txcommunitychallenge.org.

With these post templates, your organization can inspire participation and create authentic, engaging content that amplifies the Community Challenge!





 **COMMUNITY**
 **CHALLENGE**
POWERED BY **HEALTHIER TEXAS**

CHEAT SHEET



Cheat Sheet

▶ Here's a quick snapshot of your past success with the Community Challenge! We've included a space below to highlight your previous achievements, making it easier for you to celebrate your impact and build on your progress for this year. Plus, check out some Community Challenge 'hacks' to help you maximize your engagement and make the most of your efforts!

GOALS: COMMUNITY CHALLENGE 2025

20,000

Participants

5,833

Health Champion Pledges



450

Engaged Communities

135

Partner Pledges

▶ These four boxes highlight simple, actionable opportunities to enhance your Community Challenge experience. Use them to unlock even more ways to engage and make a bigger impact

REINSTATING EARLY REGISTRATION BONUS

Opportunity: 500 points for early Registration
Limitation: Registration must happen before *January 13th*

WEBINAR ATTENDANCE

Opportunity: 250 points for registering and attending weekly webinars
Limitation: Participants must attend 80% of webinar and use their CC email

BONUS POINTS FOR COMPLETING SURVEYS

Opportunity: 2000 points for completing 3 surveys
Breakdowns

- 500 for pre-survey only
- 500 for post-survey only
- 500 bonus for completing both
- 500 for completing marketing survey

BADGES SYSTEM

- **Bronze:** 500 x 8 categories = 4,000
- **Silver:** 1,250 x 8 categories = 10,000
- **Gold:** 3,125 x 8 categories = 25,000





Cheat Sheet

▶ Here's a quick snapshot of your past success with the Community Challenge! We've included a space below to highlight your previous achievements, making it easier for you to celebrate your impact and build on your progress for this year. Plus, check out some Community Challenge 'hacks' to help you maximize your engagement and make the most of your efforts!

EXAMPLE: THE CITY OF WESLACO

1,163,250

2024 Total Points

1,395,900

Goal for 2025 to Increase Points by 20%



287

2024 Participant Count

344

Goals for 2025

▶ These four boxes highlight simple, actionable opportunities to enhance your Community Challenge experience. Use them to unlock even more ways to engage and make a bigger impact

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BADGES SYSTEM

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Cheat Sheet | Table

Name	Report Type	Unit of Measure	Reports needed to earn Bronze	Reports needed to earn Silver	Reports needed to earn Gold
 MENU MANAGER	Healthy Meal	Meal	5	15	25
 NUTRITION MASTER	Healthy Meal	Meal	40	60	80
 AQUA ACE	Water Consumption	Total Water (oz.)	500 oz	1000 oz	1800 oz
 HYDRATION HERO	Water Consumption	Total Water (oz.)	2500 oz	3200 oz	4000 oz
 ACTIVE TRAVELER	Physical Activity	Distance (In Miles)	8 mi	16 mi	32 mi
 ENDURANCE ACHIEVER	Physical Activity	Duration (Minutes)	250 min	600 min	1200 min
 INSPIRATION ICON	High-Fives	High-Fives Received	10	25	50
 CHEER CHAMPION	High-Fives	High-Fives Given	25	75	150



Cheat Sheet | Organization

REGISTRATION EVENTS

- 5,000 pts per event x 10 events = **50,000**
- Limited to pre-challenge + first 2 weeks of challenge
- A group registration event must have more than ten people in attendance and a photo must be submitted

PARTNER PLEDGE

- Partner Pledge: 5,000 points x 1 per community

COMMUNITY LEADER PLEDGE

- **School Leader:**
 - Superintendent: 1 x district = **5,000 pts**
 - Principal: 1 x school campus = **5,000 pts**
- **Civic Leader:**
 - Mayor: 1 x community = **5,000 pts**
 - City Council Member: 1 x city council member = **5,000 pts each**

COMMUNITY LEADER VIDEO

- 1 x community leader = **5,000 pts per video**
 - A promotional video must be posted online and shared via the available social media & communication platforms

Cheat Sheet | Weekly Themes



JAN. 13
12:00 PM

FREE WEBINAR

Community Education: Nutrition 101

JOIN NOW!

TXCOMMUNITYCHALLENGE.ORG



JAN. 21
12:00 PM

FREE WEBINAR

Move Well, Live Well: The Power of Physical Activity

JOIN NOW!

TXCOMMUNITYCHALLENGE.ORG



JAN. 27
12:00 PM

FREE WEBINAR

No Limits: Overcoming Barriers to Stay Active

JOIN NOW!

TXCOMMUNITYCHALLENGE.ORG



FEB. 3
12:00 PM

FREE WEBINAR

Beyond the Label: Smarter Eating Made Simple

JOIN NOW!

TXCOMMUNITYCHALLENGE.ORG



FEB. 10
12:00 PM

FREE WEBINAR

Plan, Shop, Succeed

JOIN NOW!

TXCOMMUNITYCHALLENGE.ORG



FEB. 17
12:00 PM

FREE WEBINAR

Color Your Plate: Adding Variety to Your Diet

JOIN NOW!

TXCOMMUNITYCHALLENGE.ORG



FEB. 24
12:00 PM

FREE WEBINAR

Eating for Health

JOIN NOW!

TXCOMMUNITYCHALLENGE.ORG



MAR. 3
12:00 PM

FREE WEBINAR

Active for Life: Goal Setting for Lasting Health

JOIN NOW!

TXCOMMUNITYCHALLENGE.ORG

COMMUNITY LEADER HACK

COMMUNITY LEADER PLEDGE

5,000

COMMUNITY LEADER VIDEO

5,000

EARLY REGISTRATION

500

IN-APP HEALTH CHAMPION PLEDGE

1,000

APP ACTIVATION

1,000

SURVEYS

(PRE, POST, AND MARKETING)

2,000



TOTAL: 14,500

per community leader

NOTE

- A group registration event must have more than ten people in attendance and a photo must be submitted
- Only the first 10 qualifying registration events per community will get points

REGISTRATION EVENT HACK

COMMUNITY LEADER PLEDGE

5,000

HAVE PARTICIPANTS DOWNLOAD APP AND COMPLETE EARLY REGISTRATION

500

TAKE IN-APP HEALTH CHAMPION PLEDGE

500

TAKE PRE-SURVEY

500

FOLLOW UP WITH POST-SURVEY (AT A LATER DATE)

500

SURVEY BONUS FOR COMPLETING PRE AND POST

500

FOLLOW UP WITH MARKETING SURVEY

500



TOTAL: 65,500

per event (assuming 11 people registered)



**COMMUNITY
CHALLENGE**
POWERED BY HEALTHIER TEXAS

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