

MoveSpring Rewards Strategy

Prizes, points, systems and scores! There is a lot to consider when setting up the rewards strategy for a health and wellness program. Keep it manageable and enticing with MoveSpring's suggested rewards strategy.



Build a solid rewards strategy

- Maintain a specific budget
- Keep users engaged
- Ensure everyone has a chance to win through a variety of inclusive goals
- Short-term prizes and long-term prizes
- Use a points or entries system
- Strategic timing of challenges to allow for periods of rest and activity
- Ability to earn points or entries during non-challenge times and outside of MoveSpring



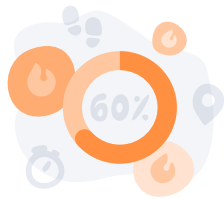
Utilizing a points system

Using a points system allows more flexibility in how to issue rewards or prizes and allows you to keep the incentive budget in check. You can randomly issue prizes on a monthly, quarterly and/or yearly basis. Here are a few examples:

- Let users accumulate points throughout the year for a grand prize raffle for the top prize(s) at the end of the program.
- Issue more valuable rewards on a quarterly basis.
- Issue nominal prizes on a monthly basis. Mix and match this to fit the organizational budget.

Rewards strategy by challenge mode

No matter which challenge mode you're running, there's an opportunity to be creative and inclusive with your rewards. We tailored a mini-rewards plan for each type of challenge we have. Not sure what challenge to run and when? [Check out this sample program timeline.](#)



Streak

- Create three groups and let users self-select based on their activity level (i.e. 5K per day, 8K per day, 10K per day)
- All participants earn 1 point just for joining a group
- For each day user meets a daily goal, they earn 1 additional point



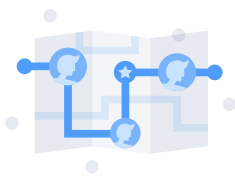
Individual Target

- Create three groups and let users self-select based on their activity level (i.e. 70K, 112K, 140K goals)
- All participants earn 1 point by joining the group
- Users who successfully complete their target goal earn an additional 3 points



Individual Leaderboard

- Create three groups and place users based on their step averages (i.e. <6K, 6K-10K, 10K+)
- All participants earn 1 point by joining a group
- Users who place in the top 50% of their respective leaderboard earn 1 additional point
- Top 5 leaderboard placements earn 1 additional point



Journey

- All participants earn 1 point by joining the group
- Users earn 1 point for every milestone they unlock
- Users who complete the journey earn 1 additional point
- The person who completes the journey first earns 3 additional points

Rewards strategy by challenge mode, cont.



Stick to It

- All participants earn 1 point by joining the group
- Users who complete 50% of their total daily goals earn 1 additional point, users who complete 75% of their total daily goals earn 2 additional points, users who complete 100% of their total daily goals earn 3 additional points.



Team Leaderboard

- Assign users to teams or allow users to choose and/or create teams themselves. Participants earn 1 point for joining a team
- Members of teams placing in top 50% of leaderboard earn 2 additional points
- Members of winning team earn 3 additional points



Group Target

- All participants earn 1 point by joining the group
- Users who place in the top 50% of contributors towards the goal, earn an additional 2 points



Group Journey

- All participants earn 1 point by joining the group
- Users who place in the top 50% of contributors towards the goal, earn an additional 2 points



Group Target Fundraiser

- All participants earn 1 point by joining the group
- Users who place in the top 50% of contributors towards the goal, earn an additional 2 points
- Top 3 contributors get specified dollars to donate to their charity of choice outside of the group donation (EX: \$20 each to personally give to their favorite charity)

Off-challenge rewards

In months where no challenge is scheduled, we recommend allowing users to continue earning points by maintaining healthy step averages.

KEEP IT SIMPLE WITH ONGOING STEP AVERAGES

Users earn points for step averages in the following ranges:



5K–8K



8K–10K



10K+

Get creative with off-challenge engagement

REWARD ENGAGEMENT

Use our engagement report to see who is syncing and opening the app even when they're not in a challenge.

SHOWCASE ACTIVITY LEVELS ON LIVE PAGES

Use our live pages product to showcase activity comparisons, ongoing leaderboards, games and more!

RECOGNIZE INDIVIDUAL ACCOMPLISHMENTS

Let users know their efforts are worth it all the time by celebrating new records they set between your challenges.

ACTIVITY LEVEL ACHIEVEMENTS

Identify users who reach a certain activity level seen in their user profile under "Activity Insights".

CONSISTENCY IN ACTIVITY LEVELS

Recognize users who have maintained their same average daily activity during and after a challenge.

MOST IMPROVED

Create a "Most Improved" award for those who show the greatest improvement month to month, quarter to quarter, or first 6 months vs. second 6 months of using MoveSpring.

UNANNOUNCED REWARDS

Experiment with small, unannounced rewards. For example, there are 4,444 steps in a 2% latte. Surprise all users who moved at least 4,444 steps on a certain day with a latte.

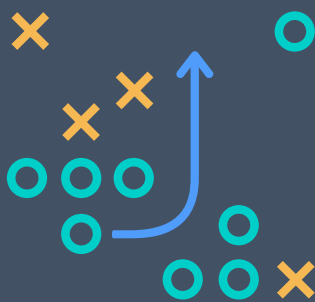
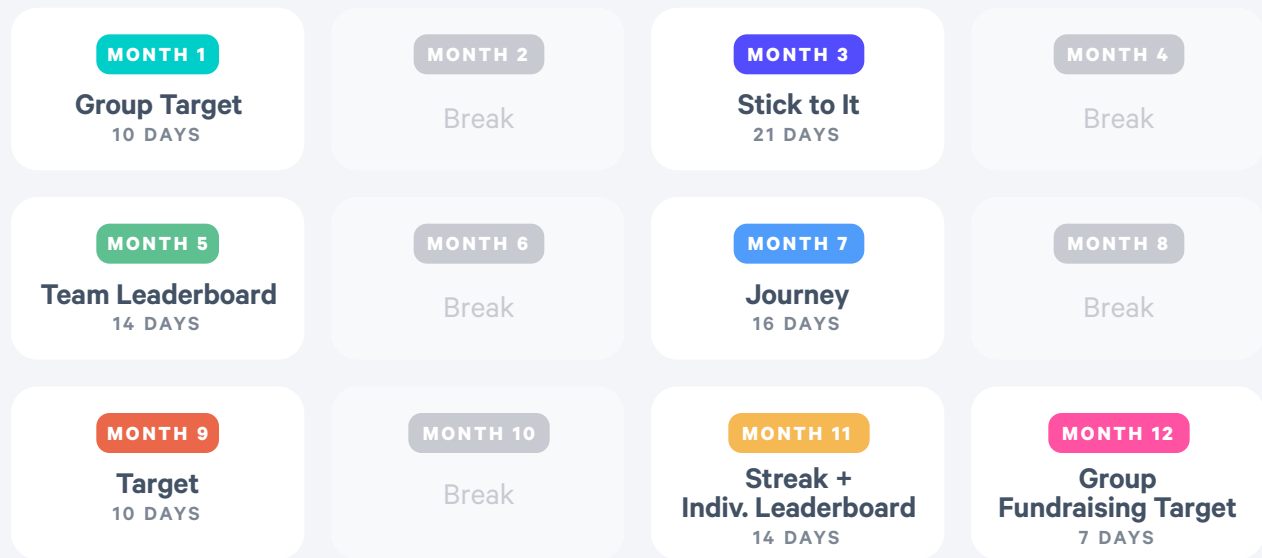
Other ways to earn

Allow users to earn points for participating or contributing to causes/values that are important to the organization.

- Users earn an additional point if they volunteer (for every time they volunteer)
- Users earn an additional 10 points if they participate in the company HRA, biometric screening, get a flu shot, etc.
- Users earn 5 points for taking public transportation to work instead of driving

Sample yearlong programming

We've perfected the balance of cadence and challenge variety. Below is a glimpse at our suggested timeline for a yearlong program. For a more in-depth look, [download the MoveSpring Playbook](#).



Take the guesswork out of planning your health and wellness program. Get the MoveSpring playbook for visual, step-by-step guidance and tactical ideas from our team of experts.

[DOWNLOAD NOW >](#)