

**JAN 6
THROUGH
MAR 1**



2020

SAMPLE EMAIL FOR EMPLOYERS

We know you're already a pro at this kind of thing, but in case it's helpful, we've provided an email template with a few details about the Challenge. Feel free to personalize it in whatever way you wish – or scrap it and make up your own!

Team,

I am thrilled to announce [YOUR ORGANIZATION]'s participation in the 2020 It's Time Texas Community Challenge.

Taking place January 6 – March 1, the Community Challenge is a statewide competition inspiring people, organizations, and cities across Texas to choose healthy activities in support of a healthier community.

At the end of the 8-week competition, the cities with the most points in each size category get a cash prize to put toward a community health project. There are also regular prize giveaways for individual participants.

We'll be participating as a team in the Employer Challenge while competing on behalf of our respective cities (based on zip code).

Here's how you can get involved:

- **Make the Commitment:** It's free and easy to sign up at ittcommunitychallenge.com. **Be sure to sign up under [YOUR ORGANIZATION] in Step 2 of your registration.**
- **Track Your Activities:** Submit your healthy activities to earn points for your community and prizes for yourself.
- **Share the Journey:** Check your inbox for Community Challenge updates and use #CommunityChallenge to connect with other participants on social media

Add any unique details about how your organization will be participating (i.e., posting a leaderboard in the break room, hosting team events, providing incentives, etc) here.

Even more than the competition, the It's Time Texas Community Challenge is about encouraging each other to lead healthier lives and build stronger, more connected communities.

Come on [YOUR ORGANIZATION], let's commit to a healthier 2020 – and let's see whose city can bring home the win!

Sincerely,

Xxx