

CHALLENGE	HOW TO SET UP
<p>Zombie Challenge <i>Duration: 4 weeks</i></p>	<ul style="list-style-type: none"> - Member Challenge set up - Starts at 1st of the month. - Staff have their belts locked away until 10th of month and are considered the “zombies” - For every staff member a member beats (in MEPS) by the end of the month = total amount of raffle tickets entered into prize draw.
<p>Fitness Pal Challenge <i>Duration: Any length</i></p>	<ul style="list-style-type: none"> - Team Challenge set up - Similar to penpal but instead of writing to someone across the world you compete with someone across the world. - Prize ideas are limitless here!
<p>Bingo Card Challenge <i>Duration: 4-6 weeks</i></p>	<ul style="list-style-type: none"> - Member Challenge set up - Bingo cards available in Myzone Marketing Portal - Users keep track of their own bingo card and check the boxes they have completed - Users provide data of completion in each box so club staff can confirm in their account via Myzone Users - Award winners based off Bingo completion rules or completing the card fully
<p>Relay Challenge <i>Duration: 2-4 months, seasonal</i></p>	<ul style="list-style-type: none"> - Team Challenge set up - Good for seasonal engagement (spring, summer, fall, winter) - Split members into teams and designate “captain” for the month - Captain pulls the weight for the month being the MEP earner designated, designate prize for highest MEPs for captain at end of month as well - Can also designate prize for team average MEPs - Next month, the next “captain” of the team pulls weight - Each member within the team will have a turn at being “captain” for the month - End the challenge after 4 months and give highest team MEP score grand prize

Twins Challenge

Duration: Any length

- **Team challenge** set up template or Member App Challenge
- Buddy up with a fellow user (or staff member) on Day 1 – make sure members are socially connected via Myzone app
- End of month, if MEPs are within 10 of your buddy, you both earn tickets into club draw for prize
- Minimum MEPs set by gym
- Can also complete this with teams or triplets or quads etc.

March Madness Challenge

Duration: 4-6 weeks

- **Team Challenge** set up
- Split users into favorite college teams
- Create brackets so that 2 teams are facing each other in week 1.
- Your bracket should be organized by First Round, Second Round, Sweet 16, Elite 8, Final Four and Championship. Your teams on week 1 will fill in the First Round week first.
- Pick 2 teams to face off in week 1. The team that has the most team MEPs or highest team average MEPs (club's choice) wins the "game" and moves onto week 2. The losing team moves to the consolation bracket.
- Operator then creates a new Team Challenge for Week 2 and coordinates 2 teams to face each other again. Same steps are completed for week 3 and 4 or until bracket and tournament is complete.
- Award the winning team who knocked out all teams with grand club prize.
- Operator can award 2nd and 3rd prize team winners or alternatively come up with mini prizes based off other criteria during tournament.
- Create an in-club bracket poster for increased member engagement similar to that of March Madness bracket posters.

World Series Challenge

Duration: 4 weeks

- **Team Challenge** set up
- Club picks 4 teams (the best MLB teams)
- All Myzone users sign up to be added to 1 of the 4 teams.
- In first 2 weeks – 2 teams are paired against each other (Dodgers vs. Chicago Cubs).
- At the end of 2 weeks determine the winning and losing pair teams.
- Each winning (highest average team MEPs) team and each losing team will then pair up and face each other in the last 2 weeks of challenge to coincide with the World Series.
- Award the winning team with highest MEPs at end of challenge.
- However, all members who participate and earn 1,300 MEPs receive an invitation to watch one of the WS games at club where snacks and drinks are provided.
- Can replicate framework for other sporting events (NBA, NFL etc.)

North vs. South Challenge

Duration: 2-4 weeks

- **Team Challenge** set up or **Facility vs. Facility Challenge**
- Split the town/state/country into 2 regions and designate into teams.
- If you have multiple facilities with a separate facility code, a facility vs. facility challenge would work best.
- Highest MEPs average wins grand prize and top two highest MEP earners earn a separate prize.
- Could work well with crosstown rivalries

Quiet Day Challenge

Duration: 1 day

- Launch a **Quick Class** or **load a class** in the software in order to gather what members completed classes inside your facility
- Earn 150 MEPs in club that day for ticket in draw
- Operator would verify the participants in the facility by running an instructor report within classes on the backend. This report identifies who was in the class and how many MEPs they earned for the class which is the data you need to complete this challenge.
- Share on socials for extra ticket in Draw (turning quietest day of the week into the busiest day of the week!)

Feel Good Challenge

Duration: 4-6 weeks

- **Team Challenge** set up
- Divide all users and assign a staff member (instructor) to each team.
- Encourage all team members to connect with each other socially – especially the staff member!
- Instructors should create their own team MZ-chat to maximize engagement
- Award prizes based off total team MEPs or average MEPs.

Color Honor Challenge

Duration: 1-3 months

- **Member Challenge** set up
- Use the Myzone **Monthly Honor Board** for this challenge available in the Marketing Portal.
- Designate a zone color to focus on for the month
- Example: Month of March, members focus on **Green MEPs** only.
- Utilize the reports feature on the backend in order to determine each total zone color MEPs earned by your members
- Write member names on the board each month for engagement and accountability
- Members could earn raffle tickets into draw for amount of times they get on honor board or designate a minimum MEP score to enter raffle.
- Good challenge to run if you are looking to award “rest periods” or “cool colors” from those MEP monsters!

Take Away Challenge

Duration: 4-6 weeks

- **Team Challenge** set up
- Split members into teams
- Each team starts with 50 tickets for grand prize drawing at end of month
- Each week the team with the most total MEPs will select another team to face off to earn the chance to steal 10 tickets from that team
- If team wins at end of week, they take the 10 tickets away from the challenged team
- At the end of the month take how many tickets each team has earned and draw the team winner(s).

Hurdle Challenge

Duration: 4-6 weeks

- **Member Challenge** set up
- Determine 4 MEP hurdles for members to achieve each week
- Example:
 - Week 1:** users earn 300 MEPs
 - Week 2:** users earn 150 MEPs and attend a new class
 - Week 3:** users earn 200 MEPs and share a workout to social media
 - Week 4:** users earn 250 MEPs and bring a new friend to the gym
- At the end of each week if members have completed the hurdle challenge, they earn additional raffle tickets into draw.
- Award different prizes to those who are unable to achieve hurdles – for example, to earn at least 1 raffle ticket into draw, earn 1,000 MEPs.

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