



COMMUNICATIONS CALENDAR

Below is the timeline and descriptions of the communication materials that you can distribute to your employees. In most cases, materials will be sent out via email. However, the attachments can be printed, posted, or otherwise distributed in any way that works best for your organization.

This challenge is designed to run one month. Feel free to customize anything on this calendar or on the communications materials so that they fit the needs for your program.



ONE WEEK BEFORE LAUNCH

Post the [Eat to Thrive Challenge 1 flyer](#) campaign flyer in common areas



LAUNCH

Send employees the [Eat to Thrive Challenge 2 launch email](#) and attach the [Eat to Thrive Challenge 3 habit tracker](#) within the email message.



WEEK THREE

Remind and encourage employees to keep going

Ask managers to remind employees about the "Eat to Thrive" campaign

Send employees the [Eat to Thrive Challenge 4 reminder email](#) template



CONCLUSION

Send employees the [Eat to Thrive Challenge 4 reminder email](#) template