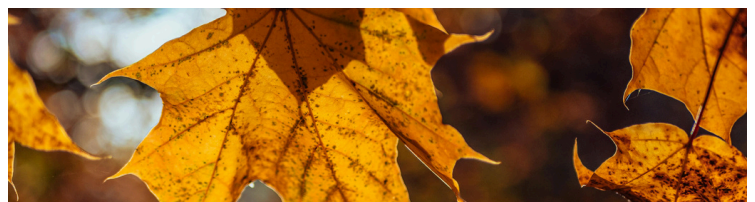
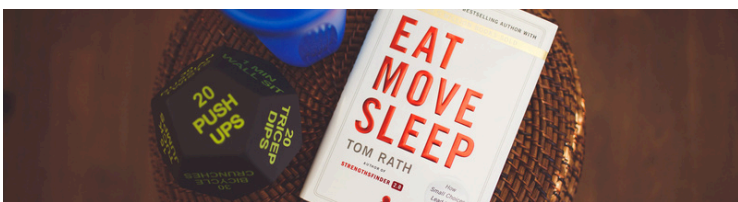


# WELLNESS CAMPAIGNS

At **Wellness Collective**, we use the term campaign to describe multi-week experiences and programs that support your wellness initiative. While some campaigns have a competitive element and measurable outcomes, others are simply focused on education, team building and skill building within a specific content area (such as movement, nutrition, stress mastery and more).



**Interested in learning more?** Contact us at [info@wellnesscollective.com](mailto:info@wellnesscollective.com) or (614) 523-3213.



## ATTITUDE OF GRATITUDE

---

**Content Areas:** Gratitude, Kindness, Mindset

**Duration:** Four Weeks

**Description:** The mind and body benefits of gratitude are many! This four-week experience focuses on cultivating an attitude of gratitude through self-discovery of current habits, shifting into a growth mindset and building and cultivating gratitude as an essential part of your self-care practice.

Look forward to being guided through weekly activities and simple daily practices. Trust that working toward a daily gratitude practice will in turn support your physical, mental and emotional well-being.

### Overview:

- Week 1 – Discover Your Baseline
- Week 2 – Shift Your Mindset
- Week 3 – Build Your Skills
- Week 4 – Cultivate Your Practice

### Key Components:

- Reporting – Aggregate participation reporting
- Resources – Weekly, themed encouragement email with electronic curriculum/handouts
- Support – Daily/weekly participant action items for continued learning and skill building; weekly 45-minute onsite or virtual group meeting

**Investment:** Starting from \$1,600



## BACK TO BASICS

---

**Content Areas:** Health Care, Nutrition

**Duration:** Six Weeks

**Description:** This is a six-week program for understanding the fundamentals of optimal nutrition. Our historically popular **Eating for Energy** program has been simplified to bring you **Back to Basics**. This focused curriculum is ideal for those looking to better understand the body's energy needs and how to make the best choices possible to reach any goal.

**Overview:**

- Week 1 – Calories
- Week 2 – Protein
- Week 3 – Carbohydrates
- Week 4 – Fats
- Week 5 – Water & Supplements
- Week 6 – Rest & Recovery

**Key Components:**

- Reporting – Aggregate participation reporting
- Resources – Weekly, themed encouragement email with electronic curriculum/handouts
- Support – Unlimited access to Wellness Specialist; weekly 45-minute onsite or virtual group meeting

**Investment:** Starting from \$1,750



## BACK TO SCHOOL, BACK TO SELF-CARE

---

**Content Areas:** Integrative Wellness – Mind/Body/Spirit/Environment, Self-Care, Work-Life Integration

**Duration:** Four Weeks

**Description:** Sit back, relax and look forward to getting back to self-care! Whether or not you are navigating the back-to-school craziness, a new season brings the perfect opportunity to fall into new and better habits.

As we move through this campaign, we will take one week to focus on each of the four domains of wellness – mind, body, spirit and environment. You will receive three optional practices for exploring the theme of the week and layering more self-care moments into your day.

### **Overview:**

- Week 1 – Mind: Meditation & Mindfulness
- Week 2 – Body: Rest & Recovery
- Week 3 – Spirit: Passion & Purpose
- Week 4 – Environment: Organization & Optimism

### **Key Components:**

- Content – Photos and testimonials from submissions to generate ongoing excitement
- Reporting – Aggregate participation reporting
- Resources – Weekly, themed encouragement email with electronic curriculum/handouts; participant 30-Day Self-Care Journal tracking tool
- Support – Weekly video explaining the three recommended self-care practices for the week

**Investment:** Starting from \$995



## CULTIVATE CONNECTION

---

**Content Areas:** Communication, Health Care, Relationships, Self-Care

**Duration:** Four Weeks

**Description:** Brené Brown describes human connection as this:

“The energy that exists between people when they feel seen, heard and valued; when they can give and receive without judgment; and when they derive sustenance and strength from the relationship.”

**Cultivate Connection** is an experience focused on establishing and strengthening relationships, identifying a support system and nurturing a sense of belonging for yourself and those around you. Together, we will explore how quality relationships impact health, happiness and well-being while exploring evidence-based exercises and valuable skills.

**Overview:**

- Week 1 – Understand: Why Do We Need Connection?
- Week 2 – Consider: With Whom Do You Want to Foster Connection?
- Week 3 – Practice: How Can You Foster Connection?
- Week 4 – Notice: What Can You Learn About Connection from this Experience?

**Key Components:**

- Resources – Weekly, themed encouragement email with electronic curriculum/reflections
- Support – Unlimited access to Wellness Specialist; weekly 45-minute onsite or virtual group meeting (optional)

**Investment:** Starting from \$995



## EATING FOR ENERGY

---

**Content Areas:** Health Care, Nutrition, Mindfulness, Self-Care, Stress Mastery

**Duration:** 10 Weeks

**Description:** This is a ten-week lifestyle program that teaches nutrition fundamentals, behaviors for balanced eating and complementary self-care practices for sustained weight management and increased energy. Healthy habits that last a lifetime are founded in establishing a positive relationship with food, while developing an awareness of behaviors and the power of choice. This program also encourages mindfulness which is key to understanding how food choices affect how the body feels and functions. Weekly meetings paired with take-home resources and activities make for a powerful and effective experience.

**Eating for Energy** has been created by experts in human nutrition, stress mastery and physical fitness. All materials have been reviewed by a registered and licensed dietician to ensure you are receiving the most current nutritional recommendations based on the latest industry research.

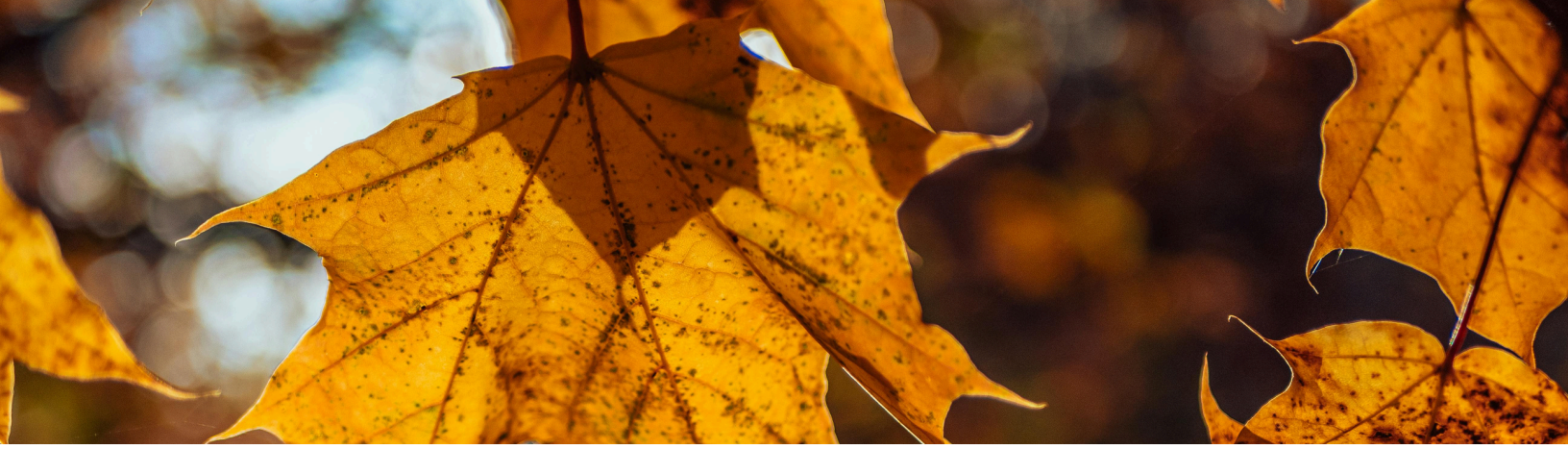
### Overview:

- Week 1 – Understanding Body Composition
- Week 2 – Macronutrients & Micronutrients
- Week 3 – How to Read a Food Label
- Week 4 – Shopping List Tips
- Week 5 – Whole Grains
- Week 6 – Portion Distortion
- Week 7 – Understanding Stress
- Week 8 – Action Items/Review

### Key Components:

- Reporting – Aggregate participation reporting
- Resources – Weekly, themed encouragement email with electronic curriculum/handouts
- Support – Unlimited access to Wellness Specialist; weekly 45-minute onsite or virtual group meeting

**Investment:** Starting from \$2,800



## FALL INTO FITNESS

---

**Content Areas:** Coaching, Goal Setting, Mindset, Motivation, Nutrition

**Duration:** Eight Weeks

**Description:** The school year has begun, the weather is at its best and the holidays are still weeks away ... there is no better time than **now** to fall into fitness! Join this journey focused on increasing physical activity and accumulating wins week-over-week. You will use a tracking worksheet to record (self-reported) your minutes of physical activity on a weekly basis. Your Wellness Specialist will use this data to report how much physical activity you accumulate throughout the eight-week challenge.

Get ready to win at fitness and many other areas of life – because when you feel better, you are unstoppable and just about anything is possible. Let's fall into fitness together!

### Overview:

- Week 1 – Getting Started
- Week 2 – What's Possible?
- Week 3 – The Best Motivation is Action
- Week 4 – Social Support
- Week 5 – Celebrating Strengths
- Week 6 – Overcoming Obstacles
- Week 7 – Reflect & Revise
- Week 8 – Success Momentum

### Key Components:

- Reporting – Aggregate participation reporting and mid-challenge standings report
- Resources – Weekly, themed encouragement email with electronic curriculum/handouts; participant tracking tools
- Rewards – Victory prizes for the top three participants (based on metrics provided, optional)
- Support – Supplemental health coaching for those needing additional support; weekly 45-minute onsite or virtual group meeting (optional)

**Investment:** Starting from \$2,600 with a weekly meeting or \$2,100 without a weekly meeting



## H2OKAY! HYDRATION CHALLENGE

---

**Content Areas:** Health Care, Metabolism, Physical Safety, Self-Care

**Duration:** Four Weeks

**Description:** Sometimes it's helpful to get back to basics and that includes staying hydrated! Water is essential to both your body and mind. Let's not underestimate the power it holds in terms of maximizing both metabolism and detoxification — two benefits that tend to be high on many people's list.

But wait, there's more! Adequate water intake also supports better health and immune function, a feeling of fullness and weight management. Join us for this commitment to keep water intake top of mind and look forward to feeling fabulous.

### **Overview:**

- Week 1 – Hydration Basics for Health & Safety
- Week 2 – Big Benefits for Body, Mind & Metabolism
- Week 3 – Shake the Sugar: Protective Practices
- Week 4 – Continuing the Habit

### **Key Components:**

- Resources – Weekly, themed encouragement email with electronic curriculum/practices; participant hydration tracker
- Support – Unlimited access to Wellness Specialist

**Investment:** Starting from \$995



## MENTAL HEALTH MATTERS

---

**Content Areas:** Body, Health Care, Mind, Psychological Safety, Self-Care

**Duration:** Four Weeks

**Description:** Anxiety, depression and trauma are more common than you may realize – and it's important that we continue to normalize the conversation around mental and social-emotional health at work, at home and all the spaces in between.

Look forward to a safe, supportive conversation around mental health, recognizing when you or someone may need care and accessing valuable resources.

### Overview:

- Part 1 – Cultivate: Develop Awareness & Understanding Around the Importance of Prioritizing Mental Health
- Part 2 – Explore: Consider the Myriad of Factors Influencing Mental Health
- Part 3 – Support: Help Yourself and Others through Intentional Use of Integrative Tools & Treatments
- Part 4 – Connect: Strengthen Relationships, Workplace Culture & Increase Access to Community Resources

### Key Components:

- Resources – Weekly, themed encouragement email with electronic curriculum/handouts
- Support – Unlimited access to Wellness Specialist; weekly 45-minute onsite or virtual group meeting

**Investment:** Starting from \$1,250



## MISSION POSSIBLE

---

**Content Areas:** Community, Movement, Nutrition, Positivity, Resiliency, Team Building

**Duration:** Six Weeks

**Description:** Your first mission, should you choose to accept it, is to form a **team** (five-person minimum or eight-person maximum) within your location. Each Monday morning, a new mission will be revealed, and it is your team's job to take the mission and run with it. Remember to be creative and have **fun!** Your team must submit proof of mission completion by the end of the six weeks to receive the point value for that mission. Surprise bonus missions will be made available, so never give up! You never know what each team is up to and what they have completed (or not).

*Hint:* Missions are related to physical activity (appropriate for all fitness levels), healthy eating, getting outdoors, connecting with the community, spreading positivity and more!

### Overview:

- Mission 1 – Outdoor Recess
- Mission 2 – Community Caring
- Mission 3 – Kindness Matters
- Mission 4 – Lunch Bunch
- Bonus Mission – Just Dance
- Mission 5 – Plank or Push-up Challenge
- Mission 6 – Gratitude Challenge
- Bonus Mission – Physical Activity Challenge

### Key Components:

- Content – Videos and photos from submissions to generate ongoing excitement
- Group Work – Small-team format where employees work together, assign a team captain and complete weekly missions
- Reporting – Aggregate participation reporting
- Resources – Weekly, themed encouragement email with that week's mission and description of how it promotes health and happiness; team tracking tool (for use by the Team Captain)
- Rewards – Victory prize for the winning team

**Investment:** Starting from \$1,750



## NAVIGATING CHANGE & UNCERTAINTY

---

**Content Areas:** Attitude, Body, Mind, Mindset, Optimism, Self-Care

**Duration:** Four Weeks

**Description:** For some, the idea of change can be intriguing, exciting and/or elicit thoughts of adventure. For others, change may threaten comfort, stability, security and/or trigger an uneasy or fearful stress response. Yet for all living things, change, growth and adaptability are defining characteristics.

While knowing what the future holds (with one hundred percent certainty) isn't feasible, it can be easy to assume life will stay predictable or status quo. Then suddenly, after receiving unexpected news, living with uncertainty about important life situations can be incredibly difficult.

If exploring these topics (along with supportive skills and strategies) is of interest, then this program is for you!

### **Overview:**

- Week 1 – Expecting Change & Uncertainty
- Week 2 – Operating with Hope & Optimism
- Week 3 – Healthy Coping & Self-Care Strategies
- Week 4 – Preparing & Living Your Personalized Change Plan

### **Key Components:**

- Resources – Weekly, themed encouragement email with electronic curriculum/practices
- Support – Unlimited access to Wellness Specialist; weekly 45-minute onsite or virtual group meeting (optional)

**Investment:** Starting from \$1,250



## SELF-CARE SUMMER CAMP

---

**Content Areas:** Kindness, Mindset, Physical Activity, Play, Self-Care, Team Building,

**Duration:** Six Weeks

**Description:** Wouldn't it be great to re-experience all that fun in the sun, plus the new friendships and awesome adventures that you may remember from summer camp? After all, even adults need to get outdoors, spend time socially connected and explore new things – just like kids! With **Self-Care Summer Camp**, the goal is to make self-care easy and enjoyable! Along the way, feel free to invite your friends and family to join you or carve out some much needed “me time.” This campaign offers up a new theme each week for a series of six weeks. In addition to learning the health-related facts and benefits of each theme, you'll receive a variety of optional activities to enrich the experience ... ideally positioning consistent self-care as something to look forward to each day and not an extra item to add to your to-do list.

### Overview:

- Week 1 – The Great Outdoors
- Week 2 – Game On
- Week 3 – Teamwork
- Week 4 – Create & Explore
- Week 5 – Get Adventurous
- Week 6 – Just for Fun

### Key Components:

- Content – Videos and photos from submissions to generate ongoing excitement
- Reporting – Aggregate participation reporting
- Resources – Weekly, themed encouragement email with electronic curriculum/handouts; participant tracking tool
- Rewards – Six victory prizes for the most engaged participants (based on metrics provided)
- Support – Suggested weekly goals / activities that support experiential learning (done on own time rather than weekly meetings)

**Investment:** Starting from \$1,750



## SPIRIT WEEK OR SPIRIT MONTH

---

**Content Areas:** Integrative Wellness – Mind/Body/Spirit/Environment

**Duration:** One Week or Extended to Five Weeks

**Description:** Look forward to a variety of ideas to layer both fun and learning into the workday while fostering a greater sense of team building and connection. The themes below address four domains of wellness – mind, body, spirit and environment. And we have added in play, something all working adults would likely welcome and appreciate!

For each theme, there will be ways to share progress made with the rest of the participants to generate all the spirit!

### Overview:

- Day or Week 1 – Motivation Monday
- Day or Week 2 – Team Tuesday
- Day or Week 3 – WINSday
- Day or Week 4 – Thankful Thursday
- Day or Week 5 – FriYAY

### Key Components:

- Resources – Daily or weekly, themed encouragement email with activity (or activities, optional)
- Support – Additional onsite or virtual group activities (otherwise all activities are done on own time, optional)

**Investment:** Starting from \$995 (depending upon volume of group activities)



## SPRING INTO FITNESS

---

**Content Areas:** Coaching, Goal Setting, Mindset, Motivation, Nutrition

**Duration:** Eight Weeks

**Description:** Spring is in the air, the weather is warming up and summer is still weeks away... there's no better time than **now** to spring into fitness! Join this journey focused on increasing physical activity and accumulating wins week-over-week. You will use a tracking worksheet to record (self-reported) your minutes of physical activity on a weekly basis. Your Wellness Specialist will use this data to report how much physical activity you accumulate throughout the eight-week challenge.

Get ready to win at fitness and many other areas of life – because when you feel better, you are unstoppable and just about anything is possible. Let's spring into fitness together!

### Overview:

- Week 1 – Getting Started
- Week 2 – What's Possible?
- Week 3 – The Best Motivation is Action
- Week 4 – Social Support
- Week 5 – Celebrating Strengths
- Week 6 – Overcoming Obstacles
- Week 7 – Reflect & Revise
- Week 8 – Success Momentum

### Key Components:

- Reporting – Aggregate participation reporting and mid-challenge standings report
- Resources – Weekly, themed encouragement email with electronic curriculum/handouts; participant tracking tools
- Rewards – Victory prizes for the top three participants (based on metrics provided, optional)
- Support – Supplemental health coaching for those needing additional support; weekly 45-minute onsite or virtual group meeting (optional)

**Investment:** Starting from \$2,600 with a weekly meeting or \$2,100 without a weekly meeting



## STEP IT UP!

---

**Content Areas:** Health Care, Physical Activity

**Duration:** Eight Weeks

**Description:** Are you ready to step it up? Choose between tracking your walking one of two ways: time in minutes or distance in miles. This activity is perfect for those looking to recommit to health and fitness goals as a part of a program that provides structure, support, accountability and recognition awards! This is an individual challenge. You'll be asked to provide progress updates every week so that the Wellness Specialist can share the total amount of cumulative walking. You may choose to participate anonymously. Each week you'll receive educational information specifically written to help you achieve results.

### Overview:

- Week 1 – Walk for the Health of It: The Big Benefits of Walking
- Week 2 – Training & Tracking: Sample Workouts and Tracking Your Progress
- Week 3 – Walk Off the Weight: Walking for Weight Loss
- Week 4 – Power Walking: Walking for Fitness
- Week 5 – Staying Motivated: Local Walking Groups, Accountability & Boredom Prevention
- Week 6 – Eating for Energy: How to Fuel Your Efforts
- Week 7 – In the Home Stretch: Stretching Benefits & Injury Prevention
- Week 8 – After the Challenge: Walking for Life

### Key Components:

- Reporting – Aggregate participation reporting and mid-challenge standings report
- Resources – Weekly, themed encouragement email with electronic curriculum/handouts; participant tracking tool
- Rewards – Victory prizes for the top three participants in each walking category (based on metrics provided)
- Support – Unlimited access to Wellness Specialist; weekly onsite group walk (optional)

**Investment:** Starting from \$2,600



## STRESS MASTERY FOR LIFE

---

**Content Areas:** Attitude, Meditation, Mindfulness, Mindset, Movement, Resiliency, Self-Awareness, Self-Care, Self-Regulation, Stress Mastery

**Duration:** Eight Weeks

**Description:** Stress is a fact of life in the world today, and in some cases, is unavoidable. Yet with up to 90% of disease and injury linked to chronic stress, it is imperative to learn how to master it for long-term health, happiness and well-being.

This eight-week program guides you on a journey to stress mastery through coaching and education. It also assists in building awareness and develops key skills and practices. Look forward to creating an individualized stress mastery plan that will support your success. Experiential opportunities are integral components of the program, along with group discussion and support.

### Overview:

- Week 1 – Understanding Stress
- Week 2 – Homeostasis & Self-Awareness
- Week 3 – Self-Care
- Week 4 – Self-Regulation & Values Clarification
- Week 5 – The 3Ms: Mindfulness, Meditation & Movement
- Week 6 – Planning for Change
- Week 7 – Time & Energy
- Week 8 – Continuous Improvement on the Path to Stress Mastery

### Key Components:

- Reporting – Aggregate participation reporting
- Resources – Weekly, themed encouragement email with electronic curriculum/action items
- Support – Access to Wellness Specialist; weekly 45-minute onsite or virtual group meeting

**Investment:** Starting from \$2,600



## THE 21-DAY QUICK START

---

**Content Areas:** Nutrition, Health Care

**Duration:** Three Weeks

**Description:** Let's all agree ... fad diets are not sustainable. However, it does feel nice to have structure and hit the ground running when trying something new. We call this building "success momentum".

**The 21-Day Quick Start** offers an approach to clean eating that sets the stage for better nutrition and improved body composition. Rather than focusing on what you "can't have", this program focuses on small steps that you can take to yield big results.

**Overview:**

- Week 1 – Maximize
- Week 2 – Prioritize
- Week 3 – Organize

**Key Components:**

- Reporting – Aggregate participation reporting
- Resources – Weekly, themed encouragement email with electronic curriculum/handouts; supplemental participant textbook (optional)
- Support – Unlimited access to Wellness Specialist; weekly onsite group walk (optional)

**Investment:** Starting from \$1,200



## THE 30-DAY CHALLENGE

---

**Content Areas:** Financial Well-Being, Nutrition, Movement, Work / Life Integration

**Duration:** Four Weeks

**Description:** Creating new, healthy habits takes time, commitment, support, accountability and other coaching tools. **The 30-Day Challenge** provides an opportunity to focus on one of four focus areas:

- Daily Moving
- Healthy Eating
- Balanced Living
- Smart Spending

With the help of a health coach, you'll apply daily action items to bring about positive change in one of these four focus areas. The goal is to work toward practicing new, healthier behaviors daily or at least 80% of the time – the tried-and-true 80/20 rule makes great sense! Through reflection and revision, you'll have the tools and skills needed to make positive, behavioral changes in daily routines. Focusing on a single area allows self-improvement to feel manageable, do-able and less intimidating. And because we believe in a holistic approach, the benefits are far reaching. Additional recognition and rewards are an added incentive for anyone who completes **The 30-Day Challenge**, in addition to the improved health, well-being and life satisfaction you'll experience!

### Overview:

- Part 1 – Welcome
- Part 2 – What Can You Learn?
- Part 3 – Celebrate Focus, Consistency & Flexibility
- Part 4 – You Run the Day
- Part 5 – Wrap Up & Reminders

### Key Components:

- Reporting – Aggregate participation reporting
- Resources – Weekly, themed encouragement email; participant workbook tracking tool
- Support – Unlimited access to Wellness Specialist; weekly 45-minute onsite or virtual group meeting

**Investment:** Starting from \$1,250



# UNDER PRESSURE: STRESS AS A CATALYST FOR POSITIVE CHANGE

---

**Content Areas:** Attitude, Body, Mind, Mindset, Optimism, Self-Care

**Duration:** Three Weeks

**Description:** Perhaps you have heard this before: “If it doesn’t challenge you, it doesn’t change you.” This three-part series explores the physiology and biology of stress, mind/body connection and the possibility that some stress can produce positive adaptations while building capacity and personal/professional growth.

**Overview:**

- Week 1 – Understanding Stress & How it Affects the Mind/Body
- Week 2 – Uncovering Perspective Shifts & Igniting Positive Change
- Week 3 – Exploring Stress Mastery Strategies for Long Term Success

**Key Components:**

- Resources – Weekly, themed encouragement email with electronic curriculum/practices
- Support – Unlimited access to Wellness Specialist; weekly 45-minute onsite or virtual group meeting (optional)

**Investment:** Starting from \$1,250



## WEIGHT LOSS & FITNESS CHALLENGE

---

**Content Areas:** Health Care, Nutrition, Movement

**Duration:** 12 Weeks

**Description:** Get to ready to join what's sure to become the year's most highly anticipated event! This activity is perfect for those looking to step up their health and fitness game through support, accountability, structure and ... awards for achievement! Plus, you will receive coaching and support written to help you achieve results and to establish life-long healthy habits. Register in one of these two categories:

- **Weight Loss:** You will use a tracking worksheet to record (self-reported) weight loss on a weekly basis. Your Wellness Specialist will use this data to report the percentage of weight you lose over the course of the challenge. Please record your weight in pounds. Although only reported in percentage lost, your results may remain anonymous if that is your preference.
- **Fitness:** If you are interested in tracking the amount of physical activity you perform, enroll in the fitness category. Upon providing updates on a physical activity tracking worksheet, your Wellness Specialist will track how much physical activity you accumulate throughout the 12-week challenge. Please record your physical activity in minutes.

### Overview:

- Week 1 – Declare & Share
- Week 2 – Prepare
- Week 3 – Connect
- Week 4 – Explore
- Week 5 – Nourish
- Week 6 – Restore
- Week 7 – CrEATe
- Week 8 – Motivate
- Week 9 – Notice
- Week 10 – Sustain

### Key Components:

- Reporting – Aggregate participation reporting and mid-challenge standings report
- Resources – Weekly, themed encouragement email with electronic curriculum/handouts; participant tracking tools
- Rewards – Victory prizes for the top three participants in each walking category (based on metrics provided)
- Support – Unlimited access to Wellness Specialist; weekly 45-minute onsite or virtual group meeting (optional)

**Investment:** Starting from \$3,400