

Converge Back to the Move Challenge

To support you in launching the Move challenge with your employees, we've drafted some content for a couple of emails.

1) Launch email

Subject line: Ready for a challenge?

Hi [name],

Get ready to *move*—literally! We've teamed up with Converge, our wellbeing partner, to bring you an exciting, brand-new **Move Challenge**, kicking off on **Date**.

Here's your mission: form or join a team and embark on a **4-week virtual journey through the decades as you step back in time**. Every step you take counts toward your team's progress. The more you move (and log in the Converge app), the closer you get to the top of the leaderboard!

How to get involved (registration opens on **Date**):

Step 1: Ensure you have the latest version of the Converge app. Not registered yet? Use our organisation code: [insert code]

- For iPhone, download here: <https://apps.apple.com/gb/app/converge-international/id1118947629?platform=iphone>
- For Android, download here: <https://play.google.com/store/apps/details?id=com.goodbarber.convergeintl&pli=1>

Step 2: Sign up for the Team Challenge in your Converge app via the Challenges tab.

Step 3: Create your own team and invite your colleagues, or join an existing one.

See you in the time machine,
[signature]

2) Reminder email

Subject line: Have you joined the Back to the Move Challenge?

Hi [name],

The countdown is on - there's still time to join our Back to the Move Challenge, brought to you in partnership with Converge, our wellbeing partner.

It's a 4-week virtual adventure across time where every step and workout takes your team closer to the finish line. Ready to get moving?

Here's how to join:

1. **Download or open your Converge app** and find the Move Challenge tab to register. Not registered yet? Use our organisation code: **[insert code]**
 - For iPhone, download here: <https://apps.apple.com/gb/app/converge-international/id1118947629?platform=iphone>
 - For Android, download here: <https://play.google.com/store/apps/details?id=com.goodbarber.convergeintl&pli=1>
2. **Join or create a team** and start stepping toward fun, fitness, and maybe even some prizes!

Whatever your favourite activity—walking, running, or dancing—it all adds up. Let's make this about health, happiness, and a little friendly competition.

Winning is great, but moving is the real reward.

See you at the starting line,

[Signature]