**Jump Shot for Health Marketing Toolkit Supplemental Copy**

In this document, you will find copy for the emails, newsletter blurbs, and social media referenced in the JSFH Marketing Toolkit

1. Email 1: Pre-Season (enrollment period) introduction email
2. Pre-Season Newsletter Blurb (January)
3. Pre-Season Social Media Copy
4. Email 2: Pre-Season reminder email
5. Email 3: 1st Quarter Email (challenge launch day)
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14. 4th Quarter Newsletter Blurb (April)
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**EMAIL 1: PRE-SEASON CHALLENGE INTRODUCTION**

**[Subject Line:]** Are you ready to step up for [Georgia/our] students?

**[Body:]**

SHBP members, get ready to step up for Georgia students!

Dear [name],

Seeing the commitment that colleagues like you show day in and day out makes me extremely proud to be [title] of [organization name]. It also makes me excited to share opportunities that can help us all improve our well-being, while giving back to Georgia youth. The Jump Shot for Health Challenge provides an opportunity for us all to make a difference at Title 1 schools—just by taking a walk.

**What is the Jump Shot for Health Challenge:** Jump Shot for Health is a four-part steps challenge aimed at fostering participation in the Be Well SHBP® well-being program and encouraging physical and mental well-being through increased movement. Created with Georgia in mind, this program will inspire physical activity, promote healthy interactive space for participants to track their daily steps progress, and compete against other teams for the chance to support a Title 1 school in your community.

**Why it’s important for you**: Since most of us spend about a third of our waking hours at work, we have a chance to move in a healthier direction, together.

**How to join:** Pre-season starts January 1, 2025, when you can join a Jump Shot for Health team in the Sharecare app. Once you’ve signed up for the challenge, you’ll have the option to join an existing team representing our finalist schools. To learn more about these schools selected, go to Bewellshbp.com/jump-shot-for-health.

I’d like to invite you to join me and our colleagues as we help Georgia schools while moving toward a healthier, more connected workplace together.

Thank you for your commitment—I hope to see you on the leaderboard!

**PRE-SEASON NEWSLETTER BLURB (January)**

**THE JUMP SHOT FOR HEALTH PRE-SEASON DRAFT IS ON!**

WE’RE STEPPING UP FOR GEORGIA STUDENTS. YOU IN?

The Jump Shot for Health steps challenge launches January 15, and you’re a first-round draft pick. Log in to the Sharecare app early to join the challenge and choose the finalist team you’d like to play for. Every step you take helps [one Georgia school/our school] get closer to winning a basketball court makeover and increases your odds of winning an individual prize. Learn more about the challenge and participating schools by visiting Bewellshbp.com/jump-shot-for-health.

**PRE-SEASON SOCIAL MEDIA POSTS**

**Post 1 – non finalist schools (before 1/1)**

ARE YOU READY TO STEP UP FOR GEORGIA STUDENTS?

The Jump Shot for Health steps challenge is coming soon. Get ready to start the new year off right, with a focus on your health and well-being while helping one Georgia school win a basketball court makeover. Jump Shot for Health registration will be available in the Sharecare platform for eligible Be Well SHBP® members and spouses starting New Years Day. Learn more about the challenge and participating schools by visiting Bewellshbp.com/jump-shot-for-health.

**Post 1 –finalist schools (before 1/1)**

[SCHOOL NAME] IS IN THE JUMP SHOT FOR HEALTH FINALS!

The Jump Shot for Health steps challenge is coming soon. Get ready to start the new year off right, with a focus on your health and well-being while helping our school win a basketball court makeover. Jump Shot for Health registration will be available in the Sharecare platform for eligible Be Well SHBP® members and spouses starting New Years Day. Learn more about the challenge by visiting Bewellshbp.com/jump-shot-for-health.

**Post 2 (on or after 1/1)**

THE JUMP SHOT FOR HEALTH PRE-SEASON DRAFT IS ON!

The Jump Shot for Health steps challenge launches January 15 for eligible Be Well SHBP® members, and you’re a first-round draft pick. Log in to the Sharecare app early to join the challenge and choose the finalist team you’d like to play for. Every step you take helps [one Georgia school/our school] get closer to winning a basketball court makeover and increases your odds of winning an individual prize. Learn more about the challenge and participating schools by visiting Bewellshbp.com/jump-shot-for-health.

**Post 3 (approx. 1 week before challenge launch)**

WE’RE STEPPING UP FOR GEORGIA STUDENTS. YOU IN?

Only one week to go until the Jump Shot for Health steps challenge launch! Jump Shot for Health provides an opportunity for us all to make a difference at Title 1 schools—just by taking a walk. Get started today by joining the challenge and selecting the team you’d like to support.

Step 1: Log in to your Sharecare account or register today

Step 2: Navigate to Challenges and join the Jump Shot for Health steps challenge

Step 3: Select the finalist school team you’d like to support with your steps

Step 4: Make sure to sync your fitness tracker and log in weekly to ensure your steps are being tallied

**Post 4 (launch day)**

JUMP SHOT FOR HEALTH’S 1ST QUARTER STARTS TODAY!

SHBP members—let’s lace up for tip off. The Jump Shot for Health steps challenge is officially underway. You can make a difference for Georgia students, just by taking a walk. The winning school gets a basketball court makeover, and every step you take helps your team move to the top of the leaderboard.

**Join Now**

Step 1: Log in to your Sharecare account or register today

Step 2: Navigate to Challenges and join the Jump Shot for Health steps challenge

Step 3: Select the finalist school team you’d like to support with your steps

Step 4: Make sure to sync your fitness tracker and log in weekly to ensure your steps are being tallied

The more we move, the closer we get to making a difference. Will you rise to the challenge? Learn more about the finalist schools at Bewellshbp.com/jump-shot-for-health.

**EMAIL 2: PRE-SEASON CHALLENGE REMINDER**

**[Subject Line:]** Jump Shot for Health is only one week away

**[Body:]**

Dear [name],

We’re just one week away from the start of the Jump Shot for Health steps challenge. The challenge provides an opportunity for us all to make a difference for [one Georgia school/our school] just by taking a walk. Every step you take will help your team rise to the top of the leaderboard for a chance to win the grand prize—a basketball court refresh.

**What is the Jump Shot for Health Challenge:** Jump Shot for Health is a four-part steps challenge aimed at fostering participation in the Be Well SHBP® well-being program and encouraging physical and mental well-being through increased movement. Created with Georgia in mind, this program will inspire physical activity, promote healthy interactive space for participants to track their daily steps progress, and compete against other teams for the chance to support a Title 1 school in your community.

**Why it’s important for you**: Since most of us spend about a third of our waking hours at work, we have a chance to move in a healthier direction, together.

**How to join:** Pre-season is underway, and you can join a Jump Shot for Health team in the Sharecare app now. Once you’ve signed up for the challenge, you’ll have the option to join an existing team representing our finalist schools. To learn more about these schools selected, go to Bewellshbp.com/jump-shot-for-health.

Don’t wait—register today!

**EMAIL 3: 1st QUARTER (January 15)**

**[Subject:]** Jump Shot for Health’s 1st Quarter Starts Today!

**[Body:]**

SHBP members—let’s lace up for tip off!

Dear [Name],

Today is the day—the Jump Shot for Health challenge is officially underway.

You can make a difference for our communities, just by taking a walk. Jump Shot for Health gives back to Title 1 Schools, and every step you take helps your team move to the top of the leaderboard. The winning school gets a basketball court makeover—a gamechanger for Georgia students. Learn more about the finalist schools at Bewellshbp.com/jump-shot-for-health.

**Join Now**

Step 1: Log in to your Sharecare account or register today

Step 2: Navigate to Challenges and join the Jump Shot for Health steps challenge

Step 3: Select the finalist school team you’d like to support with your steps

Step 4: Make sure to sync your fitness tracker and log in weekly to ensure your steps are being tallied

The more we move, the closer we get to making a difference. Will you rise to the challenge?

Ready. Set. Step!

**1st QUARTER SOCIAL MEDIA COPY**

**Post 1**

It’s time to lace up for tip off!

Tie your sneakers tight and get stepping in the Jump Shot for Health challenge. This four-month challenge provides an opportunity to make a difference for Georgia students, just by taking a walk. Eligible Be Well SHBP® members and spouses can join now in the Sharecare app. Pick your finalist team and aim to get 100,000 steps before Valentine’s Day. Every step you take helps [one Georgia school/our school] get closer to winning a basketball court makeover and increases your odds of winning an individual prize. Learn more about the challenge and participating schools by visiting Bewellshbp.com/jump-shot-for-health.

**Post 2**

The game is on!

Have you joined the Jump Shot for Health steps challenge? Log in to the Sharecare app today to register or sync your fitness tracker and help send your team to the top of the leaderboard. The first quarter has just begun, and the grand prize will be a gamechanger for Georgia students. Learn more about the challenge and participating schools by visiting Bewellshbp.com/jump-shot-for-health.

**EMAIL 4: 2nd QUARTER (February 14)**

**[Subject:]** Jump Shot for Health’s Second Quarter Starts Today!

**[Body:]**

SHBP members—make a fast break for fitness!

Dear [Name],

Things are heating up, but it’s not too late to join the Jump Shot for Health Challenge.

Log in to register and/or confirm your fitness tracker is synced. This month’s goal? 150,000 steps—each helping [a Georgia/our] school climb to the top of the leaderboard and pushing you one step closer toward the chance to win an individual prize.

**Join Now**

Step 1: Log in to your Sharecare account or register today

Step 2: Navigate to Challenges and join the Jump Shot for Health steps challenge

Step 3: Select the finalist school team you’d like to support with your steps

Step 4: Make sure to sync your fitness tracker and log in weekly to ensure your steps are being tallied

Let’s move together toward a brighter future for Georgia schools!

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**What is the Jump Shot for Health Challenge:** Jump Shot for Health is a four-part steps challenge aimed at fostering participation in the *Be Well SHBP®* well-being program and encouraging physical and mental well-being through increased movement. Created with Georgia in mind, this program will inspire physical activity, promote healthy interactive space for participants to track their daily steps progress, and compete against other teams for the chance to support a Title 1 school in your community. Learn more by visiting Bewellshbp.com/jump-shot-for-health

**2nd QUARTER NEWSLETTER BLURB (February)**

**LET’S MAKE A FAST BREAK FOR FITNESS**

THE SECOND QUARTER OF JUMP SHOT FOR HEALTH STARTS FEBRUARY 14

Things are heating up, but it’s not too late to join the Jump Shot for Health steps challenge. Log in to the Sharecare app to register and choose the team you’d like to play for. Every step you take helps [one Georgia school/our school] get closer to winning a basketball court makeover and increases your odds of winning an individual prize. Make sure to sync your fitness tracker weekly to ensure your steps are being tallied. Learn more about the challenge and participating schools by visiting Bewellshbp.com/jump-shot-for-health.

**2nd QUARTER SOCIAL MEDIA COPY**

**Post 1**

The Jump Shot for Health second quarter is underway!

The game is heating up, but it’s not too late to get in on the fun. Join the Jump Shot for Health steps challenge and help [one Georgia/our] school get closer to the grand prize—a basketball court refresh. Eligible Be Well SHBP® members and spouses can join now in the Sharecare app. Find your fast break and move your body to take at least 150,000 steps before March 14. The more steps you log, the better your chances are of winning an individual prize. Learn more about the challenge and finalist schools by visiting Bewellshbp.com/jump-shot-for-health.

**Post 2**

Make a fast break for fitness!

Rally your team to the top of the leaderboard with every step you take in the Jump Shot for Health challenge. Don’t forget to log in to your Sharecare account to sync your fitness tracker and have your steps tallied. Aim to get 150,000 steps before the game’s second quarter ends on March 14. Learn more about the challenge and finalist schools by visiting Bewellshbp.com/jump-shot-for-health.

**EMAIL 5: 3rd QUARTER (March 14)**

**[Subject:]** Jump Shot for Health’s Third Quarter Starts Today!

**[Body:]**

Time to push it in the paint!

Dear [Name],

The second half of the Jump Shot for Health Challenge has begun. Is your team at the top of the leaderboard?

It’s not too late to join in on the fun, all while making a difference for Georgia schools. Help your team get one step closer to victory by taking 150,000 steps before this quarter’s buzzer. The winning school gets a basketball court makeover—a gamechanger for Georgia students. A bonus? The more steps you take, the better your chances of winning an individual prize at the end of the challenge.

**Join Now**

Step 1: Log in to your Sharecare account or register today

Step 2: Navigate to Challenges and join the Jump Shot for Health steps challenge

Step 3: Select the finalist school team you’d like to support with your steps

Step 4: Make sure to sync your fitness tracker and log in weekly to ensure your steps are being tallied

Dribble and step your way to the challenge goal today!

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**What is the Jump Shot for Health Challenge:** Jump Shot for Health is a four-part steps challenge aimed at fostering participation in the *Be Well SHBP®* well-being program and encouraging physical and mental well-being through increased movement. Created with Georgia in mind, this program will inspire physical activity, promote healthy interactive space for participants to track their daily steps progress, and compete against other teams for the chance to support a Title 1 school in your community. Learn more by visiting Bewellshbp.com/jump-shot-for-health

**3rd QUARTER NEWSLETTER BLURB (March)**

**TIME TO PUSH IT TO THE PAINT**

THE SECOND HALF OF THE JUMP SHOT FOR HEALTH CHALLENGE HAS BEGUN!

Log in to the Sharecare app to see if your team has risen to the top of the leaderboard or to join in on the fun. Every step you take helps increase the odds of [one Georgia school/our school] winning the grand prize and improves your chance of winning an individual gift card. Dribble and step your way to the challenge goal today! Learn more about the challenge and participating schools by visiting Bewellshbp.com/jump-shot-for-health.

**3rd QUARTER SOCIAL MEDIA COPY**

**Post 1**

The 2nd half of the Jump Shot for Health challenge has begun!

Help your team get one step closer to victory by taking 150,000 steps before this quarter’s buzzer. Eligible Be Well SHBP® members and spouses can still join in on the fun by registering for the challenge the Sharecare app. Dribble and step your way to the challenge goal today! Learn more about the challenge and finalist schools by visiting Bewellshbp.com/jump-shot-for-health.

**Post 2**

It’s time to push it in the paint!

We’re halfway through the Jump Shot for Health steps challenge, but it’s not too late to join in on the fun. You can still support [Georgia schools/our school] while improving your own well-being—just by taking a walk. Log in to your Sharecare account to pick a team or sync your fitness tracker and have your steps tallied. Aim to get 150,000 steps before the fourth quarter begins on April 15. Learn more about the challenge and finalist schools by visiting Bewellshbp.com/jump-shot-for-health.

**EMAIL 6: 4th QUARTER (April 15)**

**[Subject:]** Jump Shot for Health’s Fourth (and final) Quarter Starts Today!

**[Body:]**

Beat the buzzer in the final push toward the championship!

Dear [Name],

Only 4 weeks to go until the end of the Jump Shot for Health Challenge. Can you taste victory?

You can still help propel [a finalist/our] school to the top of the leaderboard. Boost your team by aiming to walk at least 200,000 steps this month for a chance to win the grand prize.

**Join Now**

Step 1: Log in to your Sharecare account or register today

Step 2: Navigate to Challenges and join the Jump Shot for Health steps challenge

Step 3: Select the finalist school team you’d like to support with your steps

Step 4: Make sure to sync your fitness tracker and log in weekly to ensure your steps are being tallied

Lace up and make every step a game-changer!

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**4th QUARTER NEWSLETTER BLURB (April)**

**BEAT THE BUZZER BEFORE THE MONTH IS OVER**

WE’RE IN THE FINAL PUSH OF THE JUMP SHOT FOR HEALTH CHALLENGE!

Only 4 weeks left to help propel your team to the top. Every step is a game-changer, for you and for [one Georgia/our] school. Boost your team’s standing by aiming to walk 200,000 steps before the challenge ends on May 15. Learn more about the challenge and participating schools by visiting Bewellshbp.com/jump-shot-for-health.

**4th QUARTER SOCIAL MEDIA COPY**

**Post 1**

Only four weeks left until the end of the Jump Shot for Health steps challenge!

Will you give your team a buzzer beater boost by walking 200,000 steps before May 15? You can still rally your school team to the top of the leaderboard for a chance to take home the championship title (and a basketball court refresh). Lace up and make every step a game-changer! Learn more about the challenge and finalist schools by visiting Bewellshbp.com/jump-shot-for-health.

**Post 2**

Can you beat the buzzer?

It’s the final push to take the Jump Shot for Health championship. Boost your team’s odds of winning by walking at least 200,000 steps before the challenge ends on May 15. The winning school will get a basketball court refresh, and participants with the highest step counts have the chance to win individual prizes. Eligible Be Well SHBP® members and spouses can still join now. Learn more about the challenge and finalist schools by visiting Bewellshbp.com/jump-shot-for-health.