

JANUARY 4 - FEBRUARY 28, 2021

*MOVING FORWARD. ACHIEVING NEW GOALS.
2021 STARTS NOW.*



IT'S TIME TEXAS 
COMMUNITY CHALLENGE

COMMUNITY CHALLENGE GUIDE

*DO HEALTHY THINGS TOGETHER.
EARN BIG POINTS FOR YOUR COMMUNITY.*

ittcommunitychallenge.com

#COMMUNITYCHALLENGE



This institution is an equal opportunity provider. This material was funded by USDA's Supplemental Nutrition Assistance Program -- SNAP. To receive assistance purchasing healthy foods, sign up for SNAP benefits at yourtexasbenefits.com.



SO, WHERE DO YOU BEGIN?

First, thank you for your support in the It's Time Texas Community Challenge. As the coronavirus continues to impact our communities, staying healthy is more important than ever.

More than a competition, the Community Challenge is about bringing Texans together and supporting each other's efforts to lead healthier lives. By participating in the Challenge and inviting others to join, you're leading the way for your community – and that makes you pretty incredible in our book.

This toolkit is meant to provide you a guide on ways to get involved in the Community Challenge and spread the word to get others in your community involved. While the options to participate and share are endless, the key is to choose healthy activities you enjoy and invite your friends, family, co-workers, neighbors, and anyone else who will listen to join in on the fun.

If you have any questions, you can email us anytime at support@ittcommunitychallenge.com. We're here to support you in whatever way we can.

Thanks, and good luck in the Challenge!

- The It's Time Texas Team

WHAT'S INSIDE

- » Quick Facts about the Challenge
- » Ways to get Involved
- » Tips for Getting the Word Out
- » Sample Email
- » Sample Social Media Posts
- » About It's Time Texas
- » Big Picture Flyer
(Ways to Earn Points)



● QUICK FACTS

Here are a few important details about the It's Time Texas Community Challenge

The It's Time Texas Community Challenge is a statewide competition that inspires individuals, organizations, and cities across Texas to engage in healthy activities in support of a healthier community.

Taking place January 4 - February 28, 2021, the 8-week challenge is built around healthy actions like getting a workout, eating nutritious food, and drinking plenty of water. People sign up on behalf of their city or school district and earn points for their community with every healthy action they submit.

At the end of the Challenge, the cities and school districts with the most points in their category are awarded as winners in a celebration. There are also regular prize giveaways for individual participants.

It's completely free to participate and you can sign up any time at ittcommunitychallenge.com to start earning points for your community!

When we talk about the Challenge, we like to call it by its full name, the "It's Time Texas Community Challenge." We'd appreciate it if you would, too.

○ 2020 WINNING COMMUNITIES & SCHOOL DISTRICTS

- San Antonio - Metro
- McAllen - Large
- Harlingen - Mid-sized
- Los Fresnos - Small
- Smithville - Extra Small

- North East ISD - Metro
- Pharr-San Juan-Alamo ISD - Large
- Harlingen CISD - Mid-sized
- Los Fresnos CISD - Small
- La Feria ISD - Extra Small



QUESTIONS? We have answers.

Looking for step-by-step instructions on how to register? Curious about all the different ways to earn points? The Community Challenge website is where you'll find tip sheets, FAQs, flyer templates, social graphics, and more.



WAYS TO GET INVOLVED

Do something fun together.
Earn Big points for your community.

GET OTHERS TO REGISTER

The best way to get your friends, family, co-workers, neighbors, and members of your community to register is by hosting a virtual registration event. By hosting a virtual registration event, not only will you be able to earn 5,000 points for yourself and your community and school district, but also, every person in your community who registers and downloads the Community Challenge app will earn 500 points for your community. For more information on how to host and submit a registration event, please see the Virtual Registration Event Flyer attached below.

SPREAD THE WORD

Get more people involved in the Community Challenge by posting on social media or sending out a quick email blast to your network.

SUPPORT THE CAUSE

Interested in supporting the Community Challenge and It's Time Texas? You can donate or create your own Community Challenge Fundraiser by visiting www.betterunite.com/communitychallenge. You can create or join a fundraising team [here](#).

You can also support the Community Challenge monetarily through purchasing Community Challenge gear. Visit the Community Challenge Store at ittcommunitychallenge.com/store/ to view our new gear available for purchase. And bonus, you can wear your gear to the next socially distance healthy activity you attend!



TIPS FOR GETTING THE WORD OUT

The best way to up your community's score is to get as many people involved as you can. Start with who you know and ask them to help you spread the word. Below are a few tips for getting the word out about the Community Challenge.

- • • • • **Send a Few Emails:** Reach out to family, friends, coworkers, neighbors, classmates, members of your faith organization, local businesses, civic organizations, and anyone else you feel comfortable messaging with details about the Community Challenge. Start by emailing 5-10 of your closest contacts and expand the circle from there.
- • • • • **Make the Most of Social Media:** Take to social media to spread the word to anyone who will listen. Be sure to post regular updates about your Community Challenge journey - letting people know what you are up to, what healthy activities you are doing, and how they can join you. Tag your friend and ask them to help you spread the word.
- • • • • **Personalize Your Message:** When inviting people to join you in the Community Challenge, be sure to include why you're participating and why they should join you. The more authentic the better.
- • • • • **Download Free Flyers & Poster Templates to Post Around Your Community:** Access our free promotional materials – including flyers, posters, logos, and social media graphics – at ittcommunitychallenge.com/resources. Be sure to include the date, time, location, and event details – and indicate that event is free and open to the public.



SAMPLE EMAIL

You're probably already a pro at this kind of thing, but in case it's helpful, we've provided an email template with a few details about the Challenge. Feel free to personalize it in whatever way you wish. The most impactful message is one that shares your personal commitment to the Challenge and why it is important to you.

Hey!

I am participating in the It's Time Texas Community Challenge that is taking place from January 4th through February 28th, and I'd really like for you to join me.

In case you're not familiar, the Community Challenge is a statewide competition built around healthy activities (walking, running, eating carrots, yoga, you name it). You sign up on behalf of your city or school district and earn points for your community with every healthy action you submit.

At the end of the 8-week challenge, the cities and school districts with the most points in their category are awarded as winners in a celebration. There are also regular prize giveaways for individual participants.

You can register for the Community Challenge by visiting ittcommunitychallenge.com. Once you have registered you will receive more information on how to participate in this year's Challenge. By just registering and downloading the new app, you will earn 500 points for your community!

Even more than the competition, the It's Time Texas Community Challenge is about encouraging each other to lead healthier lives and build a stronger, more connected community. ***[OR, ADD SOMETHING PERSONAL about your motivation for joining Challenge and why this event is important to you.]***

I look forward to you joining me on this journey!

Xxx



● SAMPLE SOCIAL MEDIA MESSAGES

Attach a photo, add your personal spin, and you're on your way!



Tag @itstimetx in any Community Challenge related social media posts so we can brag about you to our friends.

- Hey! Let's do healthy things together! Sign up for the @itstimetx Community Challenge at my virtual registration event on [DATE]
- I'm working on a healthier me and you can too! Sign up for the @itstimetx Community Challenge at www.ittcommunitychallenge.com and join in the fun!
- Do something good for yourself. Sign up for the @itstimetx Community Challenge at www.ittcommunitychallenge.com and come work out with me!
- Put your health first. For you, your family, and your community. Join the @itstimetx #CommunityChallenge. Register now! www.ittcommunitychallenge.com
- Because health impacts everything. Join me for the @itstimetx #CommunityChallenge. Sign up and start earning points at www.ittcommunitychallenge.com!
- Our community needs you! I'm earning points for the @itstimetx #CommunityChallenge, and you can, too! It's as simple as going for a 15-minute walk or snapping a pic of your nutritious lunch. Get started here: www.ittcommunitychallenge.com

SOME OF OUR FAVORITE HASHTAGS

#CommunityChallenge #HealthierTexas #ItsTimeTX
#ItsTimeTexas #CultureOfHealth #HealthyCompetition #Health #Healthy
#Competition #HealthChallenge #Texas #TX #Community
#CommunityHealth #TexasStrong #BetterTogether



Find free social graphics at ittcommunitychallenge.com/resources.

ittcommunitychallenge.com



● ABOUT IT'S TIME TEXAS



**TEXAS IS
BEST WHEN
TEXANS ARE
HEALTHY**

It's Time Texas is a 501c3 nonprofit empowering Texans to lead healthier lives, build healthier communities, and contribute to a healthier state.

Every day, we work alongside Texans committed to improving health within their homes, schools, workplaces, and communities. Our goal is a Texas where everyone – no matter where they live, their age, race, or income – has the resources, support, and opportunities to prioritize health and live their best life.

Whether you're looking to make a healthy change or connect with others working to advance health in your community, we're here to support you. United in our efforts, we can ignite the movement for a healthier Texas and inspire a culture of health across our state.

JOIN US AT ITSTIMETEXAS.ORG

○ STAY CONNECTED



@itstimetx



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Helping Here



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**JAN 4
THROUGH
FEB 28**



2021

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Host a registration event!

Earn 5,000 points for your community and school district before the Challenge starts.

How to host a registration event:

- » Set a date and time for your event
- » Promote your event by creating an online event invite, sending a few emails to people you want to join, and sharing on social media
- » Host your event and be sure to take photos or screenshots
- » Submit your event with a photo to here:
<https://www.surveymonkey.com/r/ccevent-reg>
to earn 5,000 points for your community and school district

Event Rules:

- » Must be free and virtual
- » Must focus on registering folks for the Community Challenge
- » Have at least 15 people attend the event

- » Track your healthy activities
- » Upload photos
- » Earn Points
- » Win Prizes

Sign up at:
ittcommunitychallenge.com

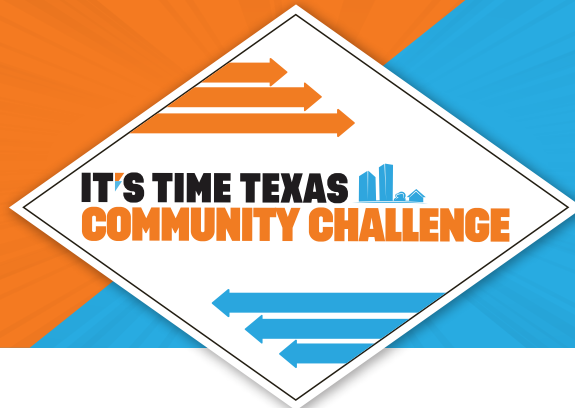


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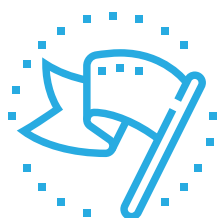
2021 STARTS NOW

Join the free, 8-week challenge at ittcommunitychallenge.com.
You'll earn 500 points for registration after you have downloaded the app

3 WAYS TO PARTICIPATE

Earn Points and Win!

*Submit these healthy actions to earn points
for your community and prizes for yourself!*



Host a Virtual Registration Event: 5,000 points

Put on a free, virtual event to get people registered for the Community Challenge with a fun healthy activity for 15 or more people. Be sure to take a photo of your event and share it with us at www.surveymonkey.com/r/ccevent-reg to earn your points.



Report a Healthy Activity: 100 points/submission

Take a photo of your healthy activities and upload them to the Community Challenge App by selecting "Report Activity." These activities can include physical activity, healthy meals, water consumption, attending a virtual or socially distanced healthy small group activity, and signing a healthy pledge.



Share a Mayor Challenge Video: 1,000 points

Have the Mayor of your city submit a video promoting the It's Time Texas Community Challenge, post it on YouTube, and share the link with us here:

www.surveymonkey.com/r/ccmayorvideo

Questions? We've got answers at support@ittcommunitychallenge.com



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