

# VIRTUAL CAMPAIGN TOOLKIT

## Virtual Workout Class

**Advance your company's health goals,  
while also raising money for a great cause!**

### **Supplies Needed:**

- Digital video platform that is available to all participants. Could be Zoom, WebEx, Go-to - Meeting, etc.
- Any specialized equipment depending on the class (yoga mat, dumbbells, etc) Instructions:
  - 1) Identify employees who are interested and available to host a class via Zoom, WebEx or other video platform
  - 2) Work with the workout leaders to identify the days and times they will be hosting the classes. Try having a variety of times that are available, depending on people's schedules (i.e. early morning, lunch break, right after work, etc).
  - 3) Email employees to inform them of the choices they have and to sign-up to attend. Sign-up can be done via Google sheet, or by emailing a designated individual. Email should also specify how to pay for the class.
  - 4) Classes are conducted live via a video platform (Zoom, WebEx, Go-to-Meeting, etc)

**Suggested entry fee: \$5-10**

### **Considerations**

May want to consider running idea by company HR first to ensure you are covered in case of injury or accident that occurs during the course.

Consider pairing the workout classes with an overall health challenge– employees can pay \$5 to enter the challenge and complete bingo with different health challenges (such as drinking water, walking a mile, etc).

Can offer incentives to employees who participate in the classes (gift cards, company swag, etc). Consider making the incentives fitness-related (such as a fitness tracker or equipment).

The more unique or interesting the class is– the more likely people are to join. For instance, if you have an employee who can lead yoga, Zumba, a HIIT class, or other type of unique course, these may attract more individuals. Consider also making the courses at a level that even a novice could participate in, or have different levels depending on experience (beginner vs. advance).

**Equity considerations:** As with all campaign activities, this challenge should be optional, and care should be taken to address negative comments or microaggressions.

**Access:** need access to and ability to use computer and internet, as well as space to perform the exercises that are being taught.

**Mobility issues:** Dependent on the exercise chosen, participants will need to be able to exercise a range of motion, and tolerate sitting or standing for periods of time, bearing weight, and other requirements associated with common exercises. Ability issues: may exclude individuals who suffer from body dysmorphia or other challenges related to body confidence. Could also pose challenges for individuals suffering from anorexia, bulimia nervosa, or other eating disorders.



## QUESTIONS?

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