

Self-Care Bingo Challenge



What is it?

A challenge designed to help employees prioritise mental wellbeing through fun, bite-sized activities with a chance to win a prize.

What is the objective?

To drive higher engagement and adoption in your organisation through a gamified approach as well as promote easy ways employees can build healthier habits for their mental wellbeing.

How does it work?

Participants complete a series of initiatives with a reward incentive for a randomly selected X number of those who successfully complete the challenge.

What are the challenge requirements?

1. Complete the 'Personal Insights' quiz on the Intellect app
2. Complete 14-days of 'Wellbeing Check-in' on the Intellect app
3. Complete the Bingo Card

Your organisation to support in:

1. Reinforcement of communication about the campaign and launch engagement
2. Incentives for winners
3. Set up of challenge submission form and confirmation of recipients to receive incentives

Intellect to support in:

1. Provide copy for launch and nudges/reminders
2. Confirmation on the back-end if selected participants have completed the Intellect items above to stand a chance to win the prize

Canva Links

Make a copy of the Canva files below. Edit the content according to your organisation's preferences and needs, including the challenge requirements, organisation logo, timeframe, etc.

1. [Bingo Card](#) (please insert the QR code of your edited FAQs)
Note: Non-Intellect activities can be edited based on your preferences
 2. [Banners](#)
 3. [Frequently Asked Questions](#)
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How to use: Copy the text below and attach the image as shown. Edit the text in **red** and replace the **yellow highlighted text**.

If accessing using SSO, change sign-up instructions in the copies and Canva files to:

1. Download the Intellect app
2. Select **I'm new here**, then **With your organisation**
3. Select **"Join via SSO"**
4. Sign up with your **work email address**

Comms Calendar

Date	Channel/Format	Details
1 Week Before Launch	Email	eDM 1 : Launch Teaser Announcement
Week 1	Internal Chat Platform (e.g., Slack or MS Teams)	eDM 2 : Challenge Launch
End of Week 2	Internal Chat Platform (e.g., Slack or MS Teams)	eDM 3 : Mid-Challenge Reminder
End of Week 3	Email	eDM 4 : Mid-Challenge Reminder
2 Weeks Before End Date	Email	eDM 5 : Final Reminder
Week of End Date	Email	eDM 6 : Winner Announcement

eDM 1 (Email Launch Teaser Announcement)

Send date: 1 Week Before Launch

Attachment: Bingo card, FAQs

Subject: Build Healthy Habits and Win 🌱

Preview text: Join the Self-Care Bingo Challenge



Body:

Hi everyone,

We're excited to announce that in partnership with our wellbeing benefit, Intellect, we'll be launching a **Self-Care Bingo Challenge** – a simple and fun way to build habits that care for you. Happening from [campaign period]!

🎁 [prize] Lucky Draw for [X] Challenge Finishers

Everyone who successfully completes the challenge has a chance to win [prize]! [X] winners will be randomly selected and announced at the end of the campaign.

📌 How it works:

Complete any 3 rows OR columns on your Bingo card to stand a chance at winning and fill in this **Challenge Submission Form** [please insert link] to submit your entry. It's that easy! Winners will be revealed on [date].

 How to get started on Intellect:

1. Select **I'm new here**, then **With your organisation**
2. Enter the access code: **[insert your organisation's unique code]**
3. Sign up with your **work email address**

Questions? Read the FAQs attached.

Ready to start feeling your best, one box at a time? Download the Bingo card and start today!

eDM 2 (Internal Chat Platform (e.g., Slack or MS Teams) Challenge Launch)

Send date: Week 1

Attachment: Bingo card, FAQs



Body:

Ready, Set, Bingo! 🎯

Hey team, our **Self-Care Bingo Challenge** with our wellbeing benefit, Intellect, that we announced last week is officially live – and yes, there are prizes up for grabs just for prioritising yourself! 🙄

🏃 **Get Started Now**

You have until **[campaign end date]** to complete any 3 rows OR columns on your Bingo card and qualify for the **[prize]**.

Will YOU be one of the lucky **[x]** participants? Hurry and get started now if you don't want to miss out!

👉 **Check out the FAQs attached for more information.**

eDM 3 (Internal Chat Platform (e.g., Slack or MS Teams) Mid-Challenge Reminder)

Send date: End of Week 2

Attachment: Bingo card, FAQs

 <company logo>

Tick Your Way to Better Habits

Keep checking in, ticking off, and looking after you.



GET STARTED TODAY

- Select "I'm new here" then "With your organisation"
- Select "Join via SSO"
- Select your language, then sign up using your **work email address**

Alternatively, access the web version at app.intellect.co



Body:

Hey team,

Where are you on the **Self-Care Bingo Challenge**? If you've started checking off a few boxes, you're already on your way to building healthier habits!

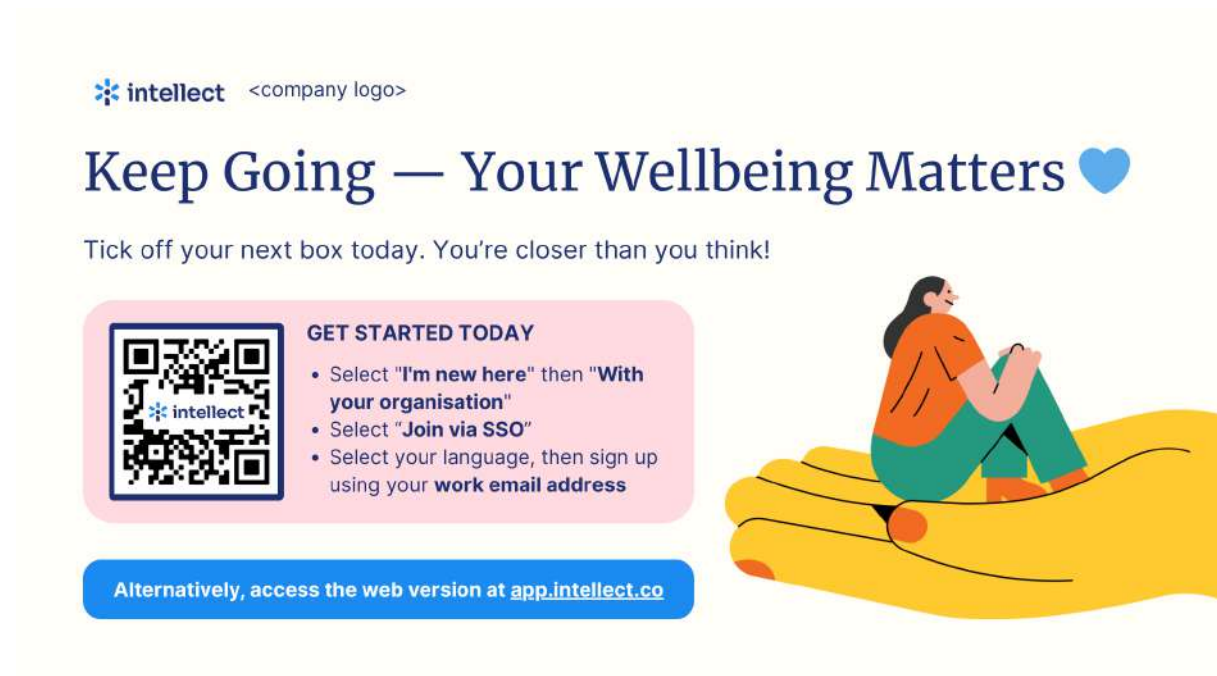
Just a reminder: All you need to do is complete any 3 rows OR columns and submit this form [\[please insert link\]](#) to qualify for the [\[insert prize\]](#) draw. We'll be announcing winners on [\[date\]](#).

Every check-in, every small step – it all adds up. You've got this! 💪

eDM 4 (Email Mid-Challenge Reminder)

Send date: End of Week 3

Attachment: Bingo card, FAQs



Subject: How's Your Bingo Going? ✨

Preview text: Complete any 3 rows OR columns and fill in the form before it's too late!

Body:

Hi everyone,

We're more than halfway through the **Self-Care Bingo Challenge**, and it's been wonderful to see so many of you taking part.

For the next month, take small steps to build better habits – whether it's drinking more water or checking in on your strengths and weaknesses with Intellect's Personal Insights quiz. It's simple, meaningful, and yes, there are prizes!

Questions? Read the FAQs attached for all the details.

eDM 5 (Email Final Reminder)

Send date: 2 Weeks Before End Date

Attachment: Bingo card, FAQs



Subject: [Insert Prize] Could Be Yours

Preview text: Last 2 Weeks to Complete Your Bingo Card ⌚

Body:

Hi everyone,

We're almost at the finish line! The **Self-Care Bingo Challenge** wraps up on [campaign end date], so be sure to complete and submit your entries.

Every action you've taken, big or small, helps build a healthier, more connected culture here at [your organisation].

Remember to submit this form [please insert link] to stand a chance to win [insert prize].

📣 **Winners will be announced on [date],** so stay tuned!

eDM 6 (Email Winner Announcement)

Send date: Week of End Date



Hi everyone,

Thank you for being part of our **Self-Care Bingo Challenge** with Intellect – we loved your enthusiasm and commitment to prioritising your mental wellbeing in your daily life.

And now, the moment you've all been waiting for... 🥁

Congratulations to our lucky [X] winners!

🏆 [insert name]
🏆 [insert name]
🏆 [insert name]
🏆 [insert name]
🏆 [insert name]

Kindly wait for the **HR/ Wellness/ Rewards team** to reach out through email and send your well-deserved [insert prize].

🚀 **Keep the Momentum Going**

Your wellbeing journey doesn't end here! The [Intellect platform](#) is filled with self-guided tools, habit trackers, and journaling tools to help you stay on track anytime – you can also schedule a coaching session when you need extra support!

Stay tuned for more exciting activities with Intellect. ✨
