

## **Self-Care Journalling Challenge**

### **What is this about?**

In celebration of International Self-Care Day, this month-long challenge encourages employees to build small, sustainable wellbeing habits through Intellect's journaling and guided support features.

The challenge is designed to feel approachable and flexible, encouraging employees to build journalling and self-reflection habits that fit naturally into their routines and improve their overall wellbeing.

### **What is the objective?**

To encourage employees to build simple, consistent self-reflection habits while driving adoption and continued engagement with Intellect's wellbeing features.

### **How does it work?**

Employees are invited to complete:

- 5 journal entries or guided sessions within 1 month
- Entries/sessions do not need to be consecutive

### **Your organisation to contribute 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. Copy for launch and nudges/reminders
2. Recommendation of Intellect app journal sessions and prompts

## 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. [Campaign FAQs](#)
  2. [Banners](#)
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## How to use:

Copy the text below and attach the image as shown. Edit the text in **red** and delete the **yellow highlighted text**.

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

1. Select I'm new here, then With your organisation
2. Select "Continue with SSO"
3. Sign up with your work email address

## Comms Calendar

| Date                 | Channel/Format                         | Details                                                             |
|----------------------|----------------------------------------|---------------------------------------------------------------------|
| 1 Week Before Launch | Email                                  | <a href="#">eDM 1</a> : Challenge announcement                      |
| Week 1               | Chat Platform (e.g., Slack or MS Team) | <a href="#">eDM 2</a> : Challenge launch                            |
| Week 2               | Email                                  | <a href="#">eDM 3</a> : Mid-challenge reminder                      |
| Week 3               | Chat Platform (e.g., Slack or MS Team) | <a href="#">eDM 4</a> : Last reminder                               |
| Week 4               | Email                                  | <a href="#">eDM 5</a> : Participant recognition/winner announcement |

## **eDM Copy (Email 1):**

### **Send date:**

Hi everyone,

In celebration of International Self-Care Day, we'll be launching a month-long Self-Care Challenge with Intellect from **[campaign period]**.

Self-care doesn't always have to mean making big changes. Often, it's the small moments of reflection, awareness, and intentional pause that help us feel more grounded over time.

This challenge is designed to help you build that habit in a simple and flexible way:

- Complete 5 journal entries or guided sessions on Intellect within 1 month
- Your entries do not need to be consecutive—feel free to participate at your own pace

Everyone who completes this challenge has a chance to win **[prize]**! Submit this Challenge Submission Form **[hyperlink here]** and **[X]** winners will be randomly selected and announced at the end of the campaign.

### **How to get started on Intellect?**

1. Download the Intellect app
2. Select I'm new here, then With your organisation
3. Enter the access code: CODE
4. Sign up with your work email address

### **What is Intellect?**

Intellect is your 24/7 wellbeing companion. From bite-sized learning programmes to mindfulness exercises, journaling tools, and 1:1 sessions with professionals – you've got support anytime, anywhere.

## eDM Copy (Chat Platform)

**Send date:**

[collateral]

Hi everyone,

Our Self-Care Journaling Challenge officially starts today! Complete 5 journal entries by **[insert campaign end date]** and be in the running to get **[prize]**.

Not sure where to begin? Try these prompts to get started:

- "What's been taking up most of my mental space lately?"
- "What's one thing that helped me feel grounded this week?"

Or explore these journals on the Intellect App:

- Reflection Journal
- Gratitude Journal
- Building a Self-Care Plan

Whether it's a quick journaling check-in or a guided session during your break, every small step counts. Let's take care of our wellbeing through moments of reflection and self-care.

## eDM Copy (Email 2)

**Send date:**

[collateral]

Hi everyone,

We're officially halfway through our Self-Care Journalling Challenge and we hope you've been taking the time to pause and reflect.

If you have yet to start, it's not too late! You have until **[insert campaign end date]** to complete five journals and stand a chance to win **[prize]** by submitting this form **[hyperlink here]**.

Remember, small moments to check in with yourself can help to build overall wellbeing habits that are realistic and sustainable.

## eDM Copy (Chat Platform)

**Send date:**

[collateral]

This is your last chance to join our Self-Care Journalling Challenge! Complete 5 journals by [insert campaign end date] and submit this form [hyperlink here] for a chance to win [prize].

Don't miss out and start today with these journals on Intellect:

- Open Journal
- Gratitude Journal
- Reflection journal

Winners will be announced via email on [date] so stay tuned!

## eDM Copy (Email 3)

**Send date:**

[collateral]

Hi everyone,

Thank you to everyone who took part in our Journalling Self-Care Challenge!

Over the past month, it's been encouraging to see employees make time for meaningful moments of reflection, journaling, and self-care through Intellect.

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

Congratulations to our lucky [X] winners!

- 🏆 Person A
- 🏆 Person B
- 🏆 Person C
- 🏆 Person D
- 🏆 Person E

As the challenge comes to an end, we encourage you to continue exploring Intellect's self-care tools, guided sessions, and wellbeing resources whenever you need a moment to pause and check in with yourself.

Thank you once again for being part of this challenge and stay tuned for more exciting activities with Intellect.