

fernwood





CHALLENGE OVERVIEW

The Fernwood Winter Challenge is designed to be offered in a 6-week format so that the Food & Mood Program and/or Empower program can be incorporated if desired. It is strongly recommended that clubs also incorporate FIIT30 as a base offering (and to continue driving heart rate monitoring), to provide some engagement for members who started with FIIT30 following the April Campaign.

Members often need something to keep them motivated during the winter months, so no better time to sign up for a challenge. Our next National Challenge pre-sale will not commence until October, so clubs can consider running a 6 week winter challenge anytime during the months of June, July and August allowing a rest in September to prepare for the national challenge.

WORKOUT RESOURCES

- > 8x Weekly Workout options
- 3x FIIT30 Workouts (pre-loaded into promywellness)
- 3x FIITMAX Workouts (pre-loaded into promywellness)
- 3x FIITBOX Workouts (pre-loaded into promywellness)
- 3x FIITRIGHT Workouts (pre-loaded into promywellness)

NUTRITIONAL RESOURCES

- Phase 1* Food & Mood Coaching (All resources available on the following link).
 https://fernwoodfitness.sharepoint.com/:f:/s/Operations/EpIA8Gx1ET5Fn-2fAVHgy0QBLDnHfGzXcsV28EwWkvT7tw?e=x0ithW
- Clubs who have the resources for 1:1 nutrition may also like to incorporate this into their packages.

Note: Phase 2 Food & Mood will be available with the Rise Challenge 2021.





FERNWOOD WINTER CHALLENGE PACKAGES

Challenge packages will differ from club-to-club depending on the services available and what you believe will have the best outcomes for your club. Please see below example packages and inclusions. It is important that you promote the weekly package rate, rather than the total to make it more appealing to members.

Note It is recommended that all challenge participants complete a new health screen questionnaire at the time of registering for the challenge.

PACKAGE #1 TRAIN TO YOUR BEAT PACKAGE

- ➤ Unlimited FIIT30
- Weekly workout
- > PDF recipe plans are available on Canva to give participants on this package
- Fitness testing
- PMW FIIT30 MOVES challenge access
- POLAR heart rate monitor

\$49.83 per week or \$299 PIF

+ add Food & Mood Program for an extra \$33.16 per week or \$199 PIF

PACKAGE #2 NOURISH & NURTURE PACKAGE

- Unlimited Reformer Pilates
- Food & Mood Program
- Weekly workout
- Fitness testing
- Weekly workout
- PMW classes completed challenge access

\$58.16 per week or \$349 PIF

PACKAGE #3 ACCOUNTABILITY PACKAGE

- 6x Personal Training sessions
- Food & Mood Program
- Fitness testing
- Weekly workout
- PMW Reformer Pilates classes completed challenge access

\$83.00 per week or \$498 PIF







EXERP FRONT DESK PRODUCTS

The following Exerp Products will be available in the challenges group in the Front Desk.

POS PRODUCT	RECOMMENDED PRICE
Food & Mood Coaching (6 weeks)	\$199
- this product provides privilege to access Food & Mood content on MyFernwood	
Unlimited Reformer Pilates (6 weeks)	\$150
1:1 Reformer Pilates sessions (6)	\$150
1:1 Personal Training sessions (6)	\$240
Unlimited FIIT30 (6 weeks)	\$150
FIIT30 sessions (6)	\$120
1:1 Nutrition Coaching sessions (6)	\$120
Unlimited Outdoor Bootcamp	\$180
Outdoor Bootcamp Sessions (6)	\$120
Polar Heart Rate Monitor	\$120

All product requests must come directly to helpdesk@fernwoodfitness.com.au with as much detail as possible, 10 business days prior to you requiring processing.







EXERP PROCESSING

All products requested by clubs will be set up and added to the 'challenges' product group in Exerp. There is no base package so the pricing for products will need to add up to the total package price you are selling. When you are sending your request through to the Helpdesk for product set up, please include your package options so that we can set up and confirm the best way to process.

TRACKING/REPORTING

To pull a report of all your challenge participants, follow the steps listed below:

- 1. Exerp > Reports App
- 2. Select Extract Wizard > Franchisee
- 3. Choose the Clip Card Report
- **4.** Select your date range (this is based off purchase date) and select Next to pull your data We recommend using the first date of your pre-sale when pulling this report
- 5. Right click on the data and export to Excel to filter
- **6.** Once your report is in an excel spreadsheet > click on Filter in the top right-hand corner and you can de-select all and then select all your required Challenge products.

CANCELLING A TRANSACTION

If you have accidentally processed a challenge package under the wrong member, rather than crediting their account, you can simply cancel the transaction and it will reverse what you have processed on their account.

- 1. Go the member's profile in Exerp > Details Tab
- 2. Select the Sales List on the bottom menu tab
- **3.** A new window will pop up where you will need to select the product you need to cancel on their account
- **4.** Follow the steps and select the cancellation reason

On the final page it will prompt you with how you want to cancel the transaction. You can simply select refund to member's credit card, as this will not go anywhere as there are no EFTPOS machines connected to Exerp. This will essentially cancel the transaction and reverse everything in their account.

For further information on cancelling transactions, please refer to the Exerp Training Manual.





PARTICIPANT GIFT PACK & MERCHANDISE (Recommended)

Strategic Flow Management (SFM) has a range of products that can be purchased to make up a gift pack for each of your challenge participants that are available for you to order. Clubs can add their own locally sourced items to these packs, as well as FIIT30 merchandise (see below).

FIIT30 MERCHANDISE BY BEETLE BRANDING



FIIT30 SPORTS TOWEL

COST

\$9.90 + GST per towel + delivery costs Minimum order - 10



FIIT30 CAPS

COST

\$16.00 + GST per cap (+ delivery costs) Minimum order - 10

\$12.90 + GST per cap (+ delivery costs) Minimum order - 25

\$9.90 + GST per cap (+ delivery costs) Minimum order - 50

\$8.90 + GST per cap (+ delivery costs) Minimum order - 100

Note Pricing may have changed since the toolkit was printed. Please confirm pricing with Beetle Branding directly.







SETTING YOUR CLUB TARGET

- 1. Set a team target for how many participants you are aiming for. We recommend setting 5% coverage as a target for your club i.e., 1000 members @ 5% = 50 members.
- 2. Track targets daily on a whiteboard for all staff to see, similar to new member targets.

Staff engagement is vital to the success of any in-club campaign. Find ways in your club to incentivise staff for challenge registrations, for example:

- First staff member to register five participants gets a \$50 gift card of their choice.
- ➤ All staff who register 10 participants go in the draw to win a \$100 gift card of their choice.
- Fitness staff vs admin staff registration competition. The team who reaches the highest registrations wins a team dinner at a local restaurant.

WHAT'S THE GOSS? BOARD

Your 'What's the Goss?' board is a great way to promote the challenge and keep members engaged throughout. Use some of the suggestions below or come up with your own, remembering to keep them legible and engaging - lots of bright colours!

- Pre-sales dates and special sign up offers
- Testimonials from previous challenge participants
- During the challenge
- Each week throughout the challenge, display the weekly theme on the 'What's the Goss?' board
- > Recipe of the week
- Workout of the week
- A weekly wellness affirmation to promote Empower Online
- End of challenge congratulations to all participants and winner announcement







MARKETING COLLATERAL & RESOURCES

Creative to promote the April campaign is now available on Canva under Folders > Fernwood Campaigns > May June Campaign 2021, including:

- A1, A3 & A4 posters
- DL flyers
- Email images
- Social media images
- Social media videos



A1,A3,A4 INTERNAL POSTERS // POWER WINTER CHALLENGE 2021



INTERNAL DL FLYERS // POWER WINTER CHALLENGE 2021









EDM BANNER // POWER WINTER CHALLENGE 2021



EDM BANNERS // POWER WINTER CHALLENGE 2021



SOCIAL STATIC 1:1 // POWER WINTER CHALLENGE 2021



PRICE PRESO CARD // POWER WINTER CHALLENGE 2021



REGISTER INTEREST CARD



PARTICIPANT CERTIFICATE



PARTICIPANT RECORD CARD



PARTICIPANT RECORD CARD







COMMUNICATIONS

PROMOTIONAL EMAIL Template in Talkbox

Template name - 2021 CLUB Power Challenge promotion

Clubs can use this template to promote the challenge members throughout the sales period. These blank emails will need to be edited as required by clubs to include packages specific to their club.

CONFIRMATION EMAIL Triggered via Exerp

There will be a standard confirmation email triggered via Exerp, which will be sent to participants who purchase the base package (detailed above). This email will outline the purchase only. Clubs will need to contact participants separately to outline all the information they need to know about classes, timetables, etc.

DURING THE CHALLENGE Template in Talkbox

Template name - 2021 CLUB Power Challenge participants

Clubs can use this template to communicate with challenge members throughout the challenge period. These blank emails will need to be edited as required by clubs. These may be used to provide challenge information, welcome packs, share motivation and to check in on participants.

We are working with Impact Data on creating more filtering options for TalkBox. In the interim, to make contact with challenge members, you can use the upload and tag process. Steps on how to do this are available via this link: Click here

All you need to do is fill in the person_id below the header and then save the file (rename it too). Then you can upload it into TalkBox; the key step is to match person_id to External ID. Please note it is crucial that the person_id is correct as this is how TalkBox identifies the members.

When you are manually uploading a list of members to Talkbox to communicate with, you will need to have their external ID in the spreadsheet, NOT their person ID.







CLUB CHECKLIST

ACTIONED BY STAFF

Print toolkit and have staff read and sign it
Plan your challenge schedule i.e., FIIT30 and/or Bootcamp timetable, weekly in-club activities, fitness testing
Confirm your challenge packages and pricing
Confirm club/individual targets and communicate this to your staff
Role play and train your staff
Check all staff know how to register someone for a PMW Challenge
Plan your marketing and promotions (SMS, email, in-club and socials)
Log in to Canva and print collateral to place around club
Have an expression of interest list at reception
Arrange at least one info night during your pre-sale
Create hype/decorate your club - What's The Goss? board, in-club displays
Have fun!







RETENTION CHALLENGES

CHALLENGE CLASS

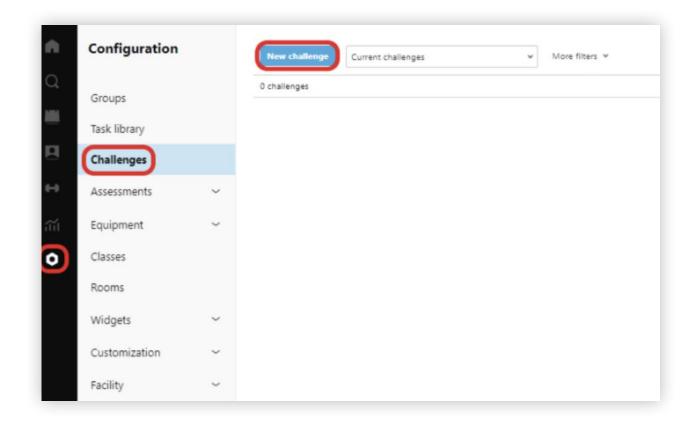
We have set up a generic Challenge Class for clubs to use for any challenge events you would like bookable via the app. This could be used for Workout of the Weeks, challenge events or classes that you would like you challenge participants to book in to.

30 CLASSES IN 30 DAYS

30 classes in 30 days is a free retention challenge for members that you can run in one month (June, July or August). The idea is that the member attempts to complete 30 classes in 30 days and helps improve average visits and your group fitness program.

You can either track this in promywellness by setting up a classes-based challenge that members can view on the Fernwood App or by printing out the sign off card (available on Canva).

PMW > Configuration > Challenges > New Challenge

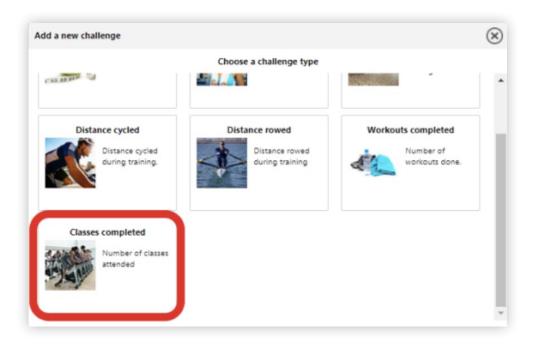






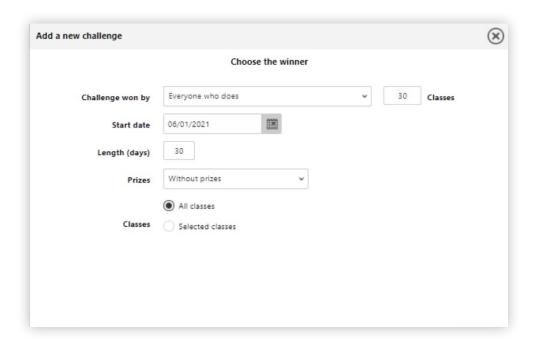


Select the 'Classes Completed' option



Complete winner details. For a classes challenge, we recommend entering 'Challenge won by everyone who does 30 classes' and 'without prizes' so that you can enter all members who complete 30 classes into a prize draw.

You can choose the 'all classes' option which will include any classes scheduled in PMW (paid and included in membership) to be included in the tally or selected classes.

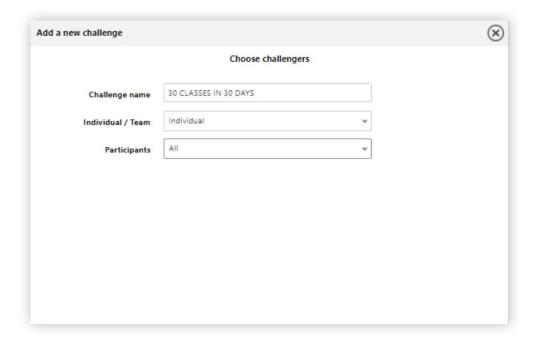








Enter basic details and select 'individual' challenge. If you want, you can also select the participant option 'only those who are invited' which is a good option if you are wanting members to pay a nominal amount to participant.



Publish your challenge. Once published you will be able to track participants and how many classes they have attended. At the end of the challenge all participants who completed 30 classes in 30 days can be entered into a draw to win a prize. For example, Fernwood Merchandise Pack or \$100 Fernwood gift voucher.

MARKETING RESOURCES AVAILABLE

- Social Tiles
- A4 and A2 Posters
- 30 classes in 30 days sign off card



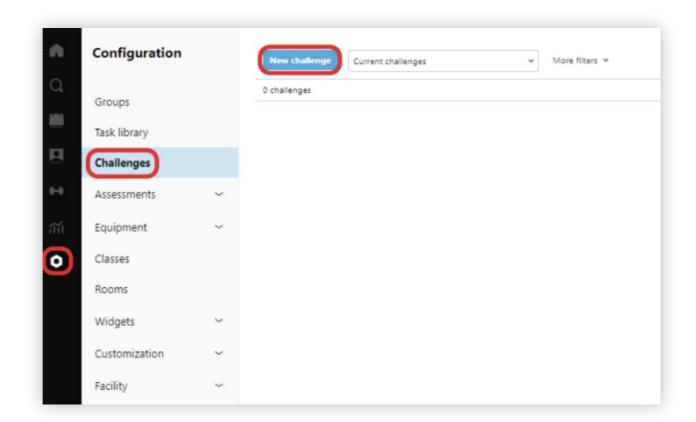


FIIT30 MONTHLY MOVES CHALLENGE

As a value add to your FIIT30 program and to encourage sales of compatible heart rate monitors, you can choose to run a FIIT30 Monthly MOVEs Challenge. This is available to FIIT30 participants who have a compatible HRM.

- ➤ Existing FIIT30 members can participate by purchasing a POLAR heart rate monitor for \$120.
- Non-FIIT30 members can participant for a weekly payment of \$50 (\$20 unlimited FIIT30 access + \$30 for HRM) or if you are wanting to promote heart rate training and just cover cost of the monitor you could do \$38-\$43 per week (\$20-\$25 unlimited FIIT30 access + \$18 for HRM).
- > POLAR heart rate monitors are \$72 each + GST. ORDER HERE.

PMW > Configuration > Challenges > New Challenge

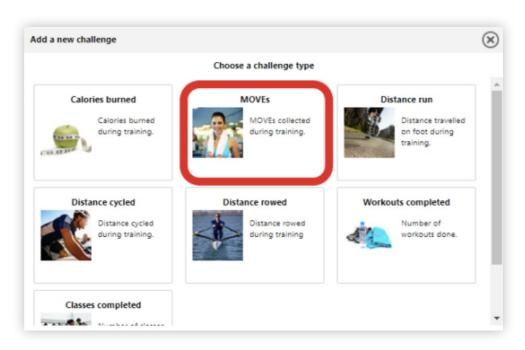




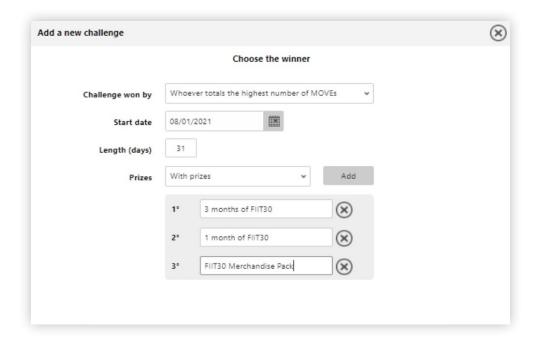




Select the 'MOVEs' option



Complete winner details: there are various options here so select what you would like to offer.

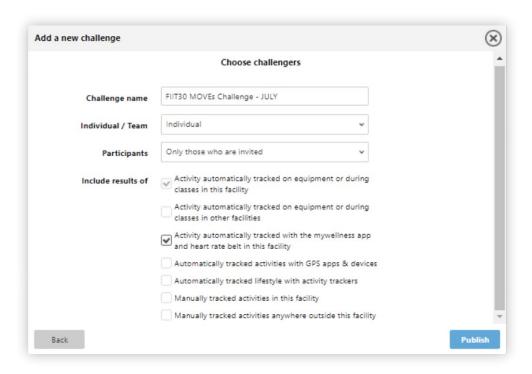








Enter basic details and select 'individual' challenge, 'only those who are invited' and include results of 'activity automatically tracked with the mywellness app and heart rate belt in this facility'. This means that only those members with a heart rate monitor assigned into the kiosk during a FIIT30 session will have their MOVEs recorded.



Publish your challenge. Once published you will be able to track participants and how many classes they have attended via the challenges section in promywellness. At the end of the challenge, you can identify your winners and provide them with their prize. Ensure you take photos and share on your socials to encourage other members to participate in future FIIT30 MOVEs challenge.

MARKETING RESOURCES AVAILABLE

- Social Tiles
- A4 and A2 Posters

