



PRESENTED BY



Employee and Volunteer Engagement Toolkit



Additional support provided by



Introduction

The ParticipACTION Community Challenge presented by Novo Nordisk is a national physical activity and sport initiative that encourages everyone in Canada to get active throughout June in search of Canada's Most Active Community.

To help you promote physical activity and a sense of community within your organization, we've put together a turn-key toolkit. Within it you'll find an editable poster, activity idea list, email template and e-signature to keep your team moving throughout June.

Get moving to win!

Community prizes

- The challenge is open to all communities and individuals, ultimately recognizing Canada's Most Active Community and awarding it with \$100,000 to support local physical activity and sport initiatives.
- In addition to the prize for the national winner, there is also a prize for the most active community in each province and territory.



Prizes for organizations

- Every week of the challenge, we'll be offering great prizes to organizations who complete specific activities or reach certain activity levels. Be sure to follow us on social media for your chance to win.



Get moving to help your community!

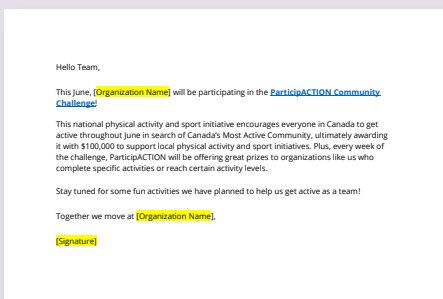
Every move your organization makes counts — but only if you track it. Be sure to register your organization on the ParticipACTION website and track your activities and the number of participants throughout June. The more activities and participants that are tracked, the higher your community's score!

Resources and support

1

Email template

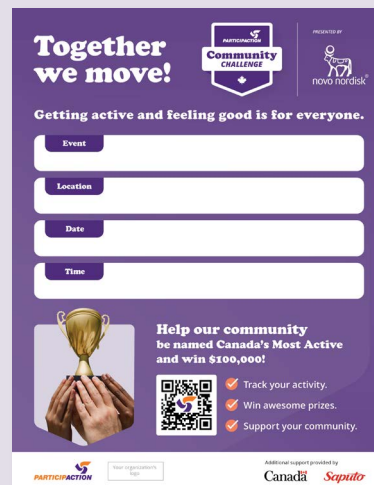
Use this ahead of the Community Challenge launch to announce your organization's participation.



2

Editable event poster

Fill out, print and post this to promote your event(s).



3

Activity idea list

Use this to plan events for your team and encourage everyone to be active throughout the challenge.



4

E-signature

Use this to remind your team that you're empowering them to strengthen their community through the power of sport and physical activity.



Keys to success

Spread the word

Print and/or **share** the resources in this toolkit to encourage participation within your organization.



Be inclusive

When organizing and planning activities, make sure to consider both employees working **remotely** and those working **in person**.



Make it social

Being active as an organization is a great way to build and nurture **social bonds**.



Make it sunny

Take advantage of the warmer weather and **include some daytime outdoor physical activity** for your team.



Make it long term

These activities are just a start. Consider adding your own community-boosting physical activity initiatives to your organization's **calendar**.



Want to learn more?

Visit the [ParticipACTION Community Challenge webpage](#) for more information.

