

Pay It Forward Challenge Overview

What is Pay It Forward?

Pay It Forward is a 2-week challenge that aims to spread positivity throughout the workplace and create a culture of optimism.

Why do the Pay It Forward Challenge?

We all need positivity in our lives. Positive attitudes can improve people's health and wellbeing. This challenge offers a simple way to add some optimism to our workdays.

How does the Pay It Forward Challenge work?

1. **Order Positivity Cards** from your Wellbeing Engagement Consultant or Account Manager. There are 52 cards in a deck, each with a different positivity message; you may order multiple decks. If running the challenge virtually, electronic versions of the positivity cards are included in the toolkit.
2. **Pick dates** to run the challenge.
3. **Distribute cards to employees.** Instruct employees to write their name on the back and pass it onto another employee, and so forth.
4. **At the end of the challenge**, put all the collected cards on display for everyone to see.
5. **Decide on prizes** if you plan to offer them. *It is the employer's responsibility to ensure that incentives and prizes comply with all ACA and IRS regulations. Consult with your legal counsel for guidance.*
6. **Promote the challenge** frequently and using multiple methods (e-mail, flyers, etc.). Send your first promotion at least 2 weeks prior to the start of the challenge. Customize the flyer to include dates of the challenges, who to turn their cards into, and what the prizes are, if offering any.
7. **Celebrate** positivity!

Included in this toolkit:

- ✓ Flyer template
- ✓ Electronic version of the positivity cards
- ✓ Post-challenge survey