

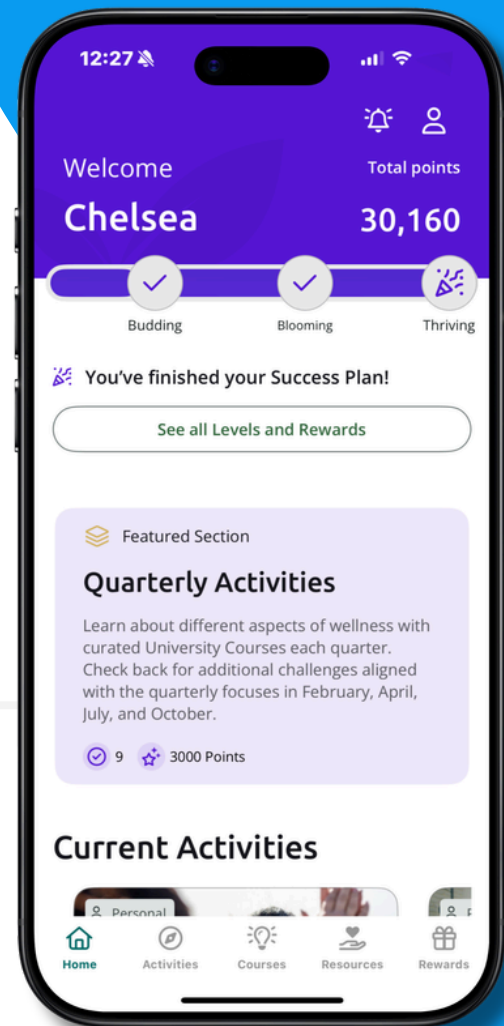
From One Champion
to a Movement:

The Wellness Committee Playbook

Everything you need to go from solo advocate
to a sustainable, company-wide program

What's In This Toolkit:

- 01.** Before You Begin: Understand Your Organization
- 02.** Setting Goals Leadership Will Care About
- 03.** Building Your Wellness Committee
- 04.** Empowering Wellness Champions
- 05.** Platform Tools: Your Committee Command Center
- 06.** Your 90-Day Launch Plan
- 07.** Sample Assets and Templates



01. Before You Begin: Understand Your Organization



Why This Matters

The most effective wellness committees are built around how your people actually work. Consider your environment before you recruit anyone or launch a single challenge.



Industry and Workforce Type

Manufacturing, healthcare, and office environments have very different rhythms, risks, and access points. What works in a call center may not land on a factory floor.



Remote vs. Onsite vs. Hybrid

Distributed teams need digital-first engagement. On-site workers may respond better to physical touchpoints like break room signage or huddle shoutouts.



Shift Structure

Do your employees work 9-5, or do you have night shifts and rotating schedules? Timing your communications and challenges around real availability is critical.



Tech Access and Literacy

Not everyone regularly uses or has access to a company email address, or has easy access to a computer. WellRight's text-based tracking ensures deskless and field workers can participate, too.

Communication channels to think about for your organization:

- | | |
|---------------------|----------------------------------|
| ✓ Email | ✓ Table Cards / QR Code Stickers |
| ✓ Text / SMS | ✓ Huddles / Standups |
| ✓ Home Mailers | ✓ Teams / Slack |
| ✓ Break Room Flyers | ✓ Manager Messages |
| ✓ Digital Screens | |



Pro Tip:

Use the platform's filters to segment employees by location, shift, or department, then tailor your communications and challenges to each group. **One message rarely fits all.**

02. Setting Goals Leadership Will Care About

Vague goals lead to vague outcomes. Tie your wellness goals to business outcomes—that's what gets you budget and buy-in.



60%

positive return on wellness initiatives with active champion networks



28%

reduction in sick days with engaged champion programs



90%

of HR leaders who measure wellness see positive ROI

Examples of Strong, Measurable Wellness Goals

Increase platform participation rate

Target: 60%+

Reduce absenteeism / sick days

Target: 15% reduction

Improve employee wellbeing survey scores

Target: +10 pts

Champion network coverage

Target: 1 per dept



Leadership Tip:

Different leaders respond to different data. HR cares about retention and engagement scores. Finance cares about healthcare cost trends. Operations cares about absenteeism and productivity. **Know your audience when you present your wellness case.**

Sources: Wellness Council of America, American Journal of Health Promotion, Wellhub (<https://www.myshyft.com/blog/wellness-champions/>)



03. Building Your Wellness Committee

A wellness committee provides the structure that turns one person's passion project into a sustainable, company-wide program. Without defined roles and shared ownership, even the most enthusiastic wellness effort stalls when that one person gets busy, changes roles, or burns out.

Here's who you need at the table — and what role they should play.



**Executive Sponsor:
Leadership Champion**

Provides visibility, resources, and signals to the organization that wellness is a priority, not an afterthought.



**Committee Lead:
Program Administrator**

Usually in HR or People Ops. Oversees strategy, manages the platform, coordinates champions, and reports results to leadership.



**HR Liaison:
Benefits Connector**

Bridges wellness programming with benefits offerings, health plans, EAP, coaching, and other resources.



**Wellness Champions:
Boots on the Ground**

Employee volunteers embedded in departments or locations who bring the program to life where people actually work.



Time Commitment Guidance

Committee lead: 4–6 hrs/month for strategy, reporting, and platform management.

Champions: 2–4 hrs/month for communication, events, and peer engagement.

Executive sponsor: 1–2 hrs/month for visibility and sign-offs.

What makes a committee sustainable?

- ✓ Defined roles and written expectations for every position
- ✓ Management support, since champions need permission and protected time
- ✓ Regular meeting cadence with a consistent agenda format to make the most of each committee member's time
- ✓ Review data and analytics at every meeting (i.e. WellRight dashboard)
- ✓ Formal recognition of committee members' contributions

04. Empowering Wellness Champions

Wellness champions are the heartbeat of your program. They're the coworkers people actually listen to, not because they have authority, but because they're trusted peers. Think of them as your organization's wellness mayors.



Volunteers vs. "Volun-Told"

Champions who genuinely want the role are exponentially more effective than those who feel assigned to it. Always lead with an interest form; share a self-report link so employees can opt in on their own terms.



What to Look For in a Champion:

- ✓ **Authentic Enthusiasm**
They don't need to be a fitness expert; they just need to genuinely care about the people around them.
- ✓ **Peer Trust**
The coworker people go to for recommendations, who others naturally listen to and respect.
- ✓ **Good Communicator**
Comfortable sending messages, facilitating a quick huddle, or putting up a flyer and following up.
- ✓ **Representative Diversity**
Seek champions across departments, shifts, locations, and employee demographics for true reach.

How WellRight Helps You Support Them:

- ✓ Collect interest via a survey link or self-report challenge
- ✓ Award points specifically to champions for their contributions
- ✓ Filter announcements, activities, and resources by champion's group/location
- ✓ Use your preferred collaboration forum to connect champions across the organization
- ✓ Track champion-driven participation through analytics dashboards
- ✓ Post description of roles and responsibilities as a Resource filtered to champions



Recognition Matters:

Champions who feel seen stay engaged. Use callouts within your wellness platform like banners and newsflashes to recognize and award points for champion activities—communication, event facilitation, and challenge promotion—and acknowledge their work in company communications.

05. Platform Tools: Your Committee Command Center

When evaluating a wellness platform—or getting more out of the one you have—here are the six capabilities that matter most:

TEXT & MOBILE TRACKING

 **98%**

open rate for SMS vs. 20% for email.
Reaches deskless workers, provides instant confirmations.

PERSONALIZED COMMS

 **41%**

higher engagement vs. generic messages. Segment by department, shift, or health interest.

RESOURCE HUB

 **42%**

improvement in resource utilization with a centralized hub vs. scattered links and emails.

CUSTOM CHALLENGES



Unlimited challenge types: steps, hydration, mindfulness, nutrition, sleep, and more.

INTEGRATED COACHING

 **1:1**

Professional support for employees who need more than peer motivation, which reduces champion's burden.

ANALYTICS DASHBOARD

 **LIVE**

Real-time participation data, challenge metrics, and engagement trends to share with leadership.



Instead of mass emails, create three segments:

“Active Lifestyle Enthusiasts,” “Wellness Curious,” and “Just Getting Started.” Tailor your challenge invitation to each group's motivation: competitive leaderboards for enthusiasts, social connection for the curious, and gentle encouragement with a buddy system for beginners.

06. Your 90-Day Launch Plan

A phased approach builds momentum without burning out your team or your champions.

01.



Day 1-30: Foundation

- ✓ Complete wellness platform training
- ✓ Audit wellness resources, identify gaps
- ✓ Build a champion directory
- ✓ Launch first simple challenge (i.e., hydration)
- ✓ Upload content to the resource hub

02.



Day 31-60: Momentum

- ✓ Analyze the first challenge results
- ✓ Gather feedback via platform surveys
- ✓ Launch the second challenge with a team format
- ✓ Create 3 audience segments
- ✓ Host first wellness event

03.



Day 61-90: Optimization

- ✓ Review full analytics, present to leadership
- ✓ Expand and onboard new champions
- ✓ Launch a multi-week challenge with milestones
- ✓ Create a 6-month strategic plan
- ✓ Secure leadership commitment

Platform Mastery Checklist:

- ☐ Set up a personalized profile and notification preferences
- ☐ Create your first custom challenge from a template
- ☐ Schedule 3 automated text/email campaigns
- ☐ Build a resource hub with 10+ pieces of content
- ☐ Segment the employee population into 3+ groups
- ☐ Generate and review the analytics dashboard
- ☐ Connect with 5+ champions in the collaboration forum
- ☐ Upload and share your first success story

07. Sample Assets and Templates

Use and adapt these templates to hit the ground running. The goal is 30% valuable content and 70% actionable resources, and that balance starts here.



Committee Meeting Agenda

- ☐ Welcome and attendance **(5 min)**
- ☐ Platform metrics review **(10 min)**
- ☐ Current challenge update **(10 min)**
- ☐ Upcoming events planning **(15 min)**
- ☐ Champion wins and recognition **(10 min)**
- ☐ Open discussion and action items **(10 min)**



Champion Interest Form Questions

- ☐ What wellness topics interest you most?
- ☐ What departments/shifts do you work with?
- ☐ How many hours/month can you commit?
- ☐ Have you led peer programs before?
- ☐ What would you most want to improve?

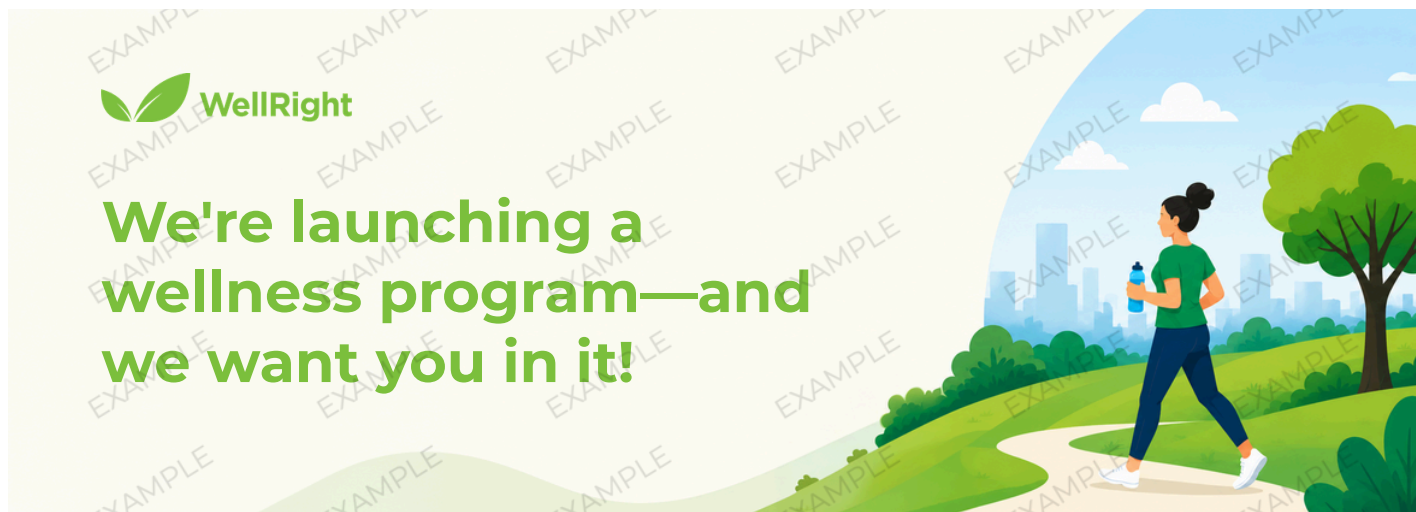


Goal-Setting Framework

- ☐ Participation rate targets
- ☐ Challenge completion benchmarks
- ☐ Absenteeism reduction metrics
- ☐ Survey score improvement goals
- ☐ Champion network growth targets

Sample Emails for: Program Launch

Subject: We're launching a wellness program—and we want you in it!



Hi [First Name / Team],

I'm excited to share that [Company Name] is launching a wellness program, and as your [department/location] wellness champion, I'll be your go-to person for all things wellbeing!

Here's what that means for you:

- Access to challenges, resources, and rewards—right from your phone or computer
- Personal support from someone who actually works alongside you
- A chance to connect with colleagues across the company around health goals

Getting started takes less than 5 minutes.

[Insert platform link or QR code here]

Our first challenge kicks off on [Date], and I'd love to see you there! Reply to this email or stop by [location/desk/Teams handle] if you have any questions.

Here's to feeling good at work,

[Your Name]

Wellness Champion, [Department / Location]

Sample Emails for: Challenge Reminder Nudge

Subject: 3 days left—don't miss the [Challenge Name]



Hey [First Name / Team],

Quick reminder: the [Challenge Name] wraps up on [Date], and we still have spots on the leaderboard up for grabs.

[Add a personal note: e.g., "I've been logging my steps every morning; it's surprisingly fun to see the numbers add up."]

Haven't joined yet? It's not too late! Log in at [link] or text [keyword] to [number] to jump in.

Already participating? Thank you! Share this with a teammate who might want to join before the deadline.

See you at the finish line,
[Your Name]

Sample Slack / Teams Messages for:



Program Kick-Off Announcement

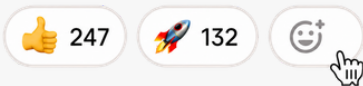
Hey [#channel / @team]!

I'm your wellness champion for [department/location] and I wanted to officially introduce our wellness program, [program name if applicable]!

Here's the short version: it's a platform where you can join challenges, track healthy habits, earn rewards, and actually have fun with it. Think step challenges, mindfulness activities, hydration goals—pick what works for you.

Our first challenge starts [Date]. Sign up here: [link]

Questions? Drop them here or DM me directly. Happy to help anyone get set up!



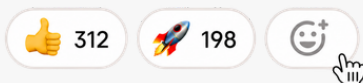
Challenge Launch

We just kicked off the [Challenge Name] challenge and [X] people have already joined. Come keep us company!

It runs through [End Date]. Log in at [link] or text [keyword to number] if you're on the go.

[Callout]

Optional: Add a fun personal note, e.g., "I'm already at 4,200 steps today and it's only 10am. No promises I'll keep this up but I'm trying!"



Sample Slack / Teams Messages *(cont'd)* :

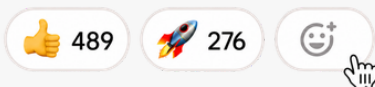


Win / Milestone Celebration

Shoutout to everyone who completed the [Challenge Name]! We had [X] participants log [result, e.g., over 2 million steps] together. That's huge!

Special recognition to [Name(s) / Team] for finishing at the top of the leaderboard!

Next challenge starts [Date]. Stay tuned!



Sample Break-Room Flier:

[Company Name] Wellness Program
is here, and it's for you!

Join challenges, build healthy habits,
and earn rewards, all at your own pace.

- Step challenges, mindfulness, nutrition, sleep, and more
- Works on your phone, no computer needed
- Track progress and earn points toward real rewards
- Supported by a real colleague who's here to help

[Button] Get started: [link or QR code]

Questions? Contact your wellness champion:
[Name] · [Email or Teams handle]

[COMPANY NAME] Wellness Program is here, and it's for you!

Join challenges, build healthy habits,
and earn rewards, all at your own pace.



Step challenges, mindfulness,
nutrition, sleep, and more



Works on your phone, *no
computer needed*



Track progress and earn points
toward real rewards



Supported by a real colleague
who's here to help



SCAN HERE

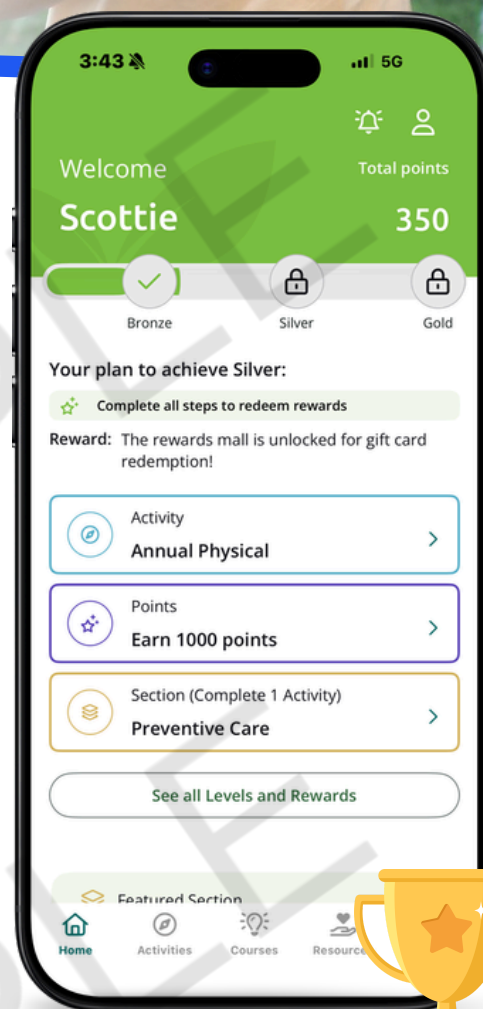
Get started: Scan the QR Code or visit:

[LINK]

Questions? Contact your wellness champion:

[Name] ·

[Email or Teams handle]



Sample Huddle Talking Points



Program Introduction (60 seconds)

Hey everyone! Quick thing before we wrap up.

[Company Name] just launched a wellness program, and I'm your champion for our team, meaning I'm the person to come to if you have questions or want to get involved.

The short version: it's an app where you can join challenges, track things like steps or water intake, and earn points toward rewards. It's totally flexible—you do what works for you.

Our first challenge kicks off [Date]. I'll drop the link in [Teams/Slack/email] after this; it takes about 3 minutes to sign up.

Any questions for me right now? Cool! Talk more soon.



Mid-Challenge Check-In (30 seconds)

Quick wellness update. We're halfway through the [Challenge Name] and [X] of us are already participating.

If you haven't joined yet, there's still time! I'll send the link around again today. And if you're in it, keep going; we're doing great!

[Callout]

Optional: Add a quick personal note or light joke to keep it human.

Sample Manager Forwards for:



Program Announcement

Hey everyone! Quick thing before we wrap up.

[Company Name] just launched a wellness program, and I'm your champion for our team, meaning I'm the person to come to if you have questions or want to get involved.

The short version: it's an app where you can join challenges, track things like steps or water intake, and earn points toward rewards. It's totally flexible—you do what works for you.

Our first challenge kicks off [Date]. I'll drop the link in [Teams/Slack/email] after this; it takes about 3 minutes to sign up.

Any questions for me right now? Cool! Talk more soon.



Challenge Promotion

Hey Team,

Our wellness champion [Name] is running the [Challenge Name] starting [Date], and I'm hoping you'll join in!

It's a great way to connect with teammates and build some healthy momentum, especially during [busy season / this time of year / etc.].

Details and sign-up: [link]

Questions? Reach out to [Champion Name] directly at [contact].

[Manager Name]

Ready to Go Deeper?

Your WellRight Customer Success team can help you customize these templates, pull benchmark data from similar organizations, and build out a strategic roadmap tailored to your workforce. Reach out through your admin portal or contact your WellRight rep.