

Dear Program Coordinator,

Welcome to the Hat Trick Motion activity program—the ultimate program to help employees move more and feel better! We're excited to have your employee group on-board and want to help you motivate members to enjoy a more active lifestyle.

**It's easy to launch the Hat Trick Motion activity program with this convenient starter kit and access to an online .ZIP folder of resources and info!**

**This starter kit includes:**

- Checklist to guide you through process (see the other side of this letter).
- Trio® activity trackers to give to employees on the All Savers Motion Plan.
- Packing list so you know which employees should receive Trios.
- Special access to your group's activity and management reports with a preset username and password for HatTrickMotion.com (located on the final page of the enclosed packing list).
- Setup guide with registration and group codes (we recommend making copies for your employees).
- Promotional posters in two sizes (8.5x11 and 11x17) to hang around your office.

**Access additional resources by going to [HatTrickMotion.com/Resources](https://HatTrickMotion.com/Resources).**

**There, you will find a downloadable .ZIP folder, which includes:**

- Sample introduction emails to send to employees.
- Sample email to send to employees who forgot to pick up their Trios.
- Sample emails to help boost your employees' engagement in the program.
- Setup guide with registration and group codes to give to employees when they pick up their Trios.
- Information about Hat Trick Motion and the research behind the program.
- Other successful motivational ideas and resources!

Be sure to download the .ZIP folder at [HatTrickMotion.com/Resources](https://HatTrickMotion.com/Resources)!

**Creating a successful Hat Trick Motion activity program for your employees is easy.**

The included checklist (see reverse) will help you successfully launch Hat Trick Motion in your workplace.

## Get your employees excited about participating in Hat Trick Motion.

Just follow these easy steps:

- ☐ **Download the free resources available to you:** go to [HatTrickMotion.com/Resources](https://HatTrickMotion.com/Resources) to download the .ZIP file.
- ☐ **Hang posters around your office:** print and display the activity program posters, available for download in two different sizes (in the .ZIP file).
- ☐ **Ask your President or CEO to email your team:** send out an email to promote the program to employees on the All Savers Motion plan (sample email in .ZIP file).
- ☐ **Send a welcome email to eligible employees:** send an email to your employees, introducing them to Hat Trick Motion and telling them when they can sign up and receive their Trio® activity trackers (sample email in .ZIP file).
- ☐ **Prepare setup guides for eligible employees:** make enough copies of the setup guide (enclosed with this letter and also available in the .ZIP file) to give to employees when you distribute the Trios. Providing copies of the setup guide is important; employees will not be able to sign up at [HatTrickMotion.com](https://HatTrickMotion.com) without the registration and group numbers listed on the guides.
- ☐ **Recruit and meet with your program champions:** consider asking a few passionate and influential employees to become your program champions. Champions are volunteers who can boost peers' participation and excitement in Hat Trick Motion. Meet with these champions and ask them to help you motivate the team to participate (sample email and meeting agenda in .ZIP file).
- ☐ **Remind employees to pick up their Trios:** send an email a few days before you plan to distribute Trios, explaining where and when you will provide employees with Trios and setup guides (sample email in .ZIP file).
- ☐ **Distribute Trios:** hand out Trios and setup guides (which include registration and group numbers) to participants.
- ☐ **Follow up with those who forget to pick up their Trios:** consider sending an email to eligible employees who forget to pick up their Trios and setup guides (sample email in .ZIP file).
- ☐ **After the Trios are distributed:** keep your team's interest and engagement high by sending occasional motivational emails (samples in .ZIP file).

We'll help, too. We'll send a mailing to your employees on the All Savers Motion Plan. We'll also email weekly and monthly activity reports to your employees who've signed up for Hat Trick Motion. Plus, we'll be a resource to you anytime. Just drop us a line at [info@HatTrickMotion.com](mailto:info@HatTrickMotion.com).

Helping your team move more and feel better!

**Hat Trick Motion**