

Key Dates 2021

PRE-Challenge

- **Register your team** by filling out the [online form](#) (including # employees).
- **Recruit team members: Now - April 30th** (OK for folks to join after May 1st also)
- **April 7** - Send out email blast #1 and attach/hang poster #1
- **Host a fun registration event** with food! (Probably not in person this year.)
- **April 14** – Resend email blast #1 with a P.S. “If you’ve already signed up, thanks so much!”
- **April 21** – Send out email blast #2 and attach/hang poster #2
- Encourage other companies to join the Challenge.
- Every Monday you will get an email with the sample blast for that week, updates, and instructions.

GAME ON!

- **May 3** - Send email blast #3, attach/hang #3
- **Week 2 – May 11** Send email blast #4,
- **Week 3 – May 18** Send email blast #5, attach/hang poster #4
- **Week 4 – May 25** Send email blast #6

GAME OVER!

- **June 7** - Send email blast #7
- Celebrate at the Virtual After-Party – Details TBD