



# Contest Kit Outline

## Dedication

## Introduction and Executive Summary

## Keys to Success

## Preparation

- Setting Goals and Objectives .....1
- Steering Committee .....2
- Contest Timeline .....3
- Contest Protection .....4

## Structure

- Recruiting a Champion .....1
- Incentives/Rewards & Recognition/Celebration .....2
- Web site Development .....4
  - Web Page Descriptions .....5
  - Online Registration and Pledge .....5
  - Online Activity Logging .....6
  - Including a Disclaimer .....6
- Fitness Fairs.....8
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  - Data Exchange with Your Opponent.....12
  - Internal Reporting .....12

## Promotion

- Branding Your Contest.....1
- Use of Arkansas Fitness Challenge Name .....1
- External Promotion .....2
- Internal Promotion.....2
- Other Ideas.....3

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**Evaluation**

- Essential Element to Contest.....1
- Reviewing Results.....1
- Sample Tools
  - Evaluation Instrument .....2
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**Resources/General Information**

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- Downloading this Kit.....2
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