TrainWithMe



12 ACTIVITIES TO ADD TO YOUR NEXT FITNESS CHALLENGE

Reward Participation & Grow Your Business With Ready-to-Use Activities That Boost Engagement, Attract New Members & Generate Referrals

Presented by TrainWithMe

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Make every challenge work harder

What if members could earn challenge points for bringing a friend, trying a new service, sharing their workout or encouraging a teammate?

These activities make challenges more engaging while supporting business goals like new members and added revenue. Use them alongside your regular workouts and healthy habits.

12 ACTIVITIES · FIVE BUSINESS GOALS

Generate buzz & marketing exposure 01–02
Social sharing and milestones

Attract new members & referrals 03–04
Guest workouts and referrals

Introduce additional services & revenue 05–07
Training, recovery and retail

Boost participation & member engagement 08–09
Consistency and bonus activities

Build community & lasting relationships 10–12
Encouragement, teamwork and next goals

HOW EACH IDEA IS BUILT

THE IDEA → WHAT TO SAY → PROOF → POINTS → WHY IT WORKS

You don't need all 12. Choose a few that support your goals and fit your members. A small addition to your challenge can create a big opportunity for your business.

Turn ideas into activities

Give each one a clear goal, completion instructions and a way for participants to show they've done it.

Share Your Workout
Earn points for sharing eligible workout moments and tagging your gym, with an equivalent private option.

Bring a Friend
Earn points for introducing eligible guests to your facility.

Try Something New
Earn points for participating in unfamiliar classes or training experiences.

Support a Teammate
Earn points for encouraging and recognizing others.

Celebrate a Win
Earn points for documenting personal milestones.

Make points work for your challenge

Not every activity needs the same frequency. Some make sense several times a week; others suit weekly check-ins or special events.

REPEATABLE

Reward behaviors you want members to practice regularly, such as completing workouts, encouraging teammates or sharing genuine progress.

WEEKLY

Use recurring reflection, education and milestone activities to maintain engagement throughout the challenge.

SPECIAL

Introduce occasional events, guest workouts, workshops and final-week celebrations to keep the experience interesting.

1

Generate buzz & marketing exposure

Turn everyday challenge moments into opportunities to showcase your gym.

01 SHARE YOUR POST-WORKOUT MOMENT

Turn social sharing into an optional challenge activity. Participants earn points for posting about their workout experience and tagging your gym, helping introduce your facility to new audiences.



SAY: *"Finished your workout? Capture the moment! Share a post-workout photo or Instagram Story, tag our gym, and submit a screenshot to earn your challenge point."*

NOTE: Offer an equivalent private activity for members who prefer not to post publicly.

PROOF: Screenshot showing the gym tag, or proof of the equivalent private activity.

POINTS: Up to 2–3 submissions per week.

WHY IT WORKS: Authentic member posts can introduce your gym to friends, family and potential local customers. Unlike traditional advertising, they show real people enjoying being part of your community.

PRO TIP: Create a branded challenge hashtag and encourage participants to share different moments rather than repeatedly posting similar photos.

02 CELEBRATE A PERSONAL MILESTONE

Reward members for documenting meaningful fitness or personal progress.

SAY: *"What's something you're proud of accomplishing this week? Maybe you completed an extra workout, tried something new or reached a personal goal. Tell us about it and earn your point!"*

PROOF: A short written reflection, photo or video describing a personal achievement.

POINTS: Once per week.



WHY IT WORKS: Personal achievements make compelling stories because they're authentic and relatable, and they show the value of your coaching and community.

PRO TIP: With permission, turn selected milestones into a recurring social feature such as "Member Wins Wednesday."

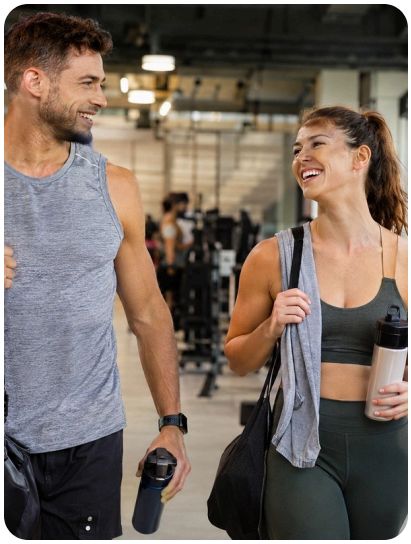
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Attract new members & referrals

Give existing members fun reasons to introduce friends and family to your gym.

03 BRING A FRIEND TO A WORKOUT

Reward participants for introducing new people to your gym through guest-friendly classes or hosted group workouts.



SAY: *"Bring a friend to one of our guest-friendly classes or group workouts. Complete the workout together and earn a challenge point!"*

PROOF: Coach-confirmed guest attendance, event check-in, or a photo together (with permission).

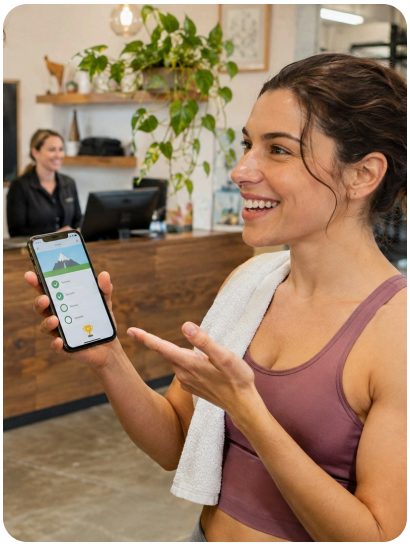
POINTS: Up to 2 guest visits per week, with a different eligible guest each time.

WHY IT WORKS: A personal invitation makes visiting an unfamiliar gym less intimidating, and hosted group workouts give prospective members a fun, low-pressure first experience.

PRO TIP: Host a guest-friendly group workout every other week, brief coaches in advance and give every guest a warm welcome and a simple next step.

04 BECOME A CHALLENGE AMBASSADOR

Encourage participants to spread the word about your challenge through genuine personal invitations.



SAY: *"Know someone who might enjoy our next challenge? Share the details with them and invite them to learn more. Tell us how you spread the word and earn a point!"*

PROOF: A brief description of how you shared an invitation, without anyone else's private contact information.

POINTS: Up to 2 per week for separate, genuine invitations.

WHY IT WORKS: Personal recommendations can introduce your facility to people who might never respond to traditional advertising.

PRO TIP: Give participants a shareable invitation or challenge information page so they don't have to explain every detail. Avoid encouraging unsolicited mass messages.

3

Introduce services & revenue

Help members discover everything your facility has to offer.

05 TRY A NEW TRAINING EXPERIENCE

Reward members for exploring training options available at your facility.



SAY: *"Step outside your usual routine! Try an eligible class, small-group session or introductory training experience you've never done before. Complete it and earn a point!"*

PROOF: A brief reflection or other approved attendance confirmation.

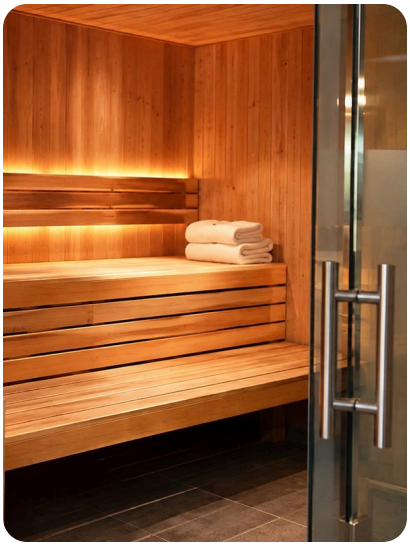
POINTS: Up to 2 per week for different eligible experiences.

WHY IT WORKS: Members often stick to familiar routines and overlook services they might enjoy. Trying something new can lead to greater participation, coaching inquiries and future upgrades.

PRO TIP: Offer complimentary introductory experiences where practical so participants can earn points without additional purchases.

06 DISCOVER YOUR RECOVERY OPTIONS

Introduce members to recovery, mobility and wellness services at your gym.



SAY: *"Learn about one of our recovery or mobility offerings. Attend a demonstration or educational session, share something you learned and earn a point!"*

PROOF: A short written takeaway or other approved confirmation.

POINTS: Up to once per week, featuring a different topic or service.

WHY IT WORKS: Many members don't know about recovery services already available to them. This raises awareness and shows which options could support their goals.

PRO TIP: Feature different topics, such as mobility, stretching, recovery routines or amenities. Keep purchases optional.

07 DISCOVER OUR PRODUCTS & MERCH

Turn the products and merch you sell into a learning activity.

SAY: *"Check out a product or piece of merch we sell, like apparel, supplements or training accessories. Tell us one thing you learned and earn your point!"*

NOTE: Purchases should never be required to earn points.

PROOF: A short response naming the product and one useful fact.

POINTS: Once per week, with a different theme.



WHY IT WORKS: Members often don't notice the products and merch you sell. This builds awareness and may lead to future purchases.

PRO TIP: Feature a different product or theme each week, like apparel or supplements, and have staff show it off.

4

Boost participation & engagement

Reward consistency, curiosity and small achievements that keep members motivated.

08 COMPLETE YOUR WEEKLY WORKOUT GOAL

Reward participants for maintaining a consistent workout routine.



SAY: *"Set a realistic workout goal for the week and work toward completing it. Submit proof of each eligible workout to earn points toward your challenge!"*

PROOF: Proof of each completed workout, up to the weekly maximum.

POINTS: Up to 3–4 workout submissions per week, depending on the challenge.

WHY IT WORKS: Consistency supports fitness progress while encouraging regular participation at your facility. Recognizing members for showing up reinforces positive routines.

PRO TIP: Choose reasonable submission limits and provide modifications so members at different fitness levels can participate successfully.

09 COMPLETE A SURPRISE BONUS ACTIVITY

Keep the challenge fresh by introducing unexpected activities during the program.



SAY: *"Surprise! This week's bonus activity is here. Complete the announced activity before the deadline and earn a challenge point!"*

PROOF: The required text, photo or video for the announced activity.

POINTS: One per announced activity. Consider 1–2 per week.

WHY IT WORKS: Unexpected activities renew enthusiasm, create conversation and give participants something new to look forward to. Try a mobility session, class attendance activity, community task or team challenge.

PRO TIP: Keep activities accessible and announce clear completion requirements and deadlines. Any new activity must be configured within your challenge's supported setup workflow.

5

Build community & relationships

Create opportunities for members to connect, support each other and feel part of something bigger.

10 ENCOURAGE A TEAMMATE

Make positive encouragement an intentional part of your challenge.



SAY: *"Give a teammate or fellow participant some encouragement this week. Congratulate them on a milestone, check in or recognize their effort. Tell us what you did and earn a point!"*

PROOF: A short reflection on the encouragement (no screenshots of private chats needed).

POINTS: Up to 3 per week for separate, genuine interactions.

WHY IT WORKS: Encouragement builds a supportive community where participants feel noticed and valued, and gives members a reason to engage beyond their own performance.

PRO TIP: Encourage participants to recognize different people rather than repeating the same type of interaction.

11 PARTICIPATE IN A TEAM WORKOUT

Bring participants together for shared fitness experiences.

SAY: *"Join your teammates for an approved group workout. Work together, support each other and have fun! Complete the workout and earn your challenge point."*

PROOF: Appropriate proof of attendance or a group photo (with permission).

POINTS: Up to 2 per week for eligible team workouts.

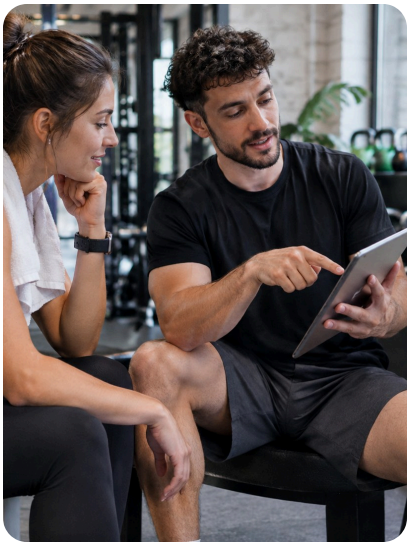


WHY IT WORKS: Shared workouts strengthen relationships and make challenges feel like community events, not solo competitions.

PRO TIP: Offer team workouts at different times for varying schedules, and design them for different fitness levels.

12 SET YOUR NEXT GOAL

Help participants carry their momentum into the next fitness milestone.



SAY: *"As our challenge wraps up, think about what you've accomplished. What's one goal you'd like to work toward next? Share your goal and one action you'll take to achieve it to earn a challenge point!"*

PROOF: A written goal and a realistic next step.

POINTS: Once during the final week.

WHY IT WORKS: A challenge shouldn't end with participants wondering what's next. Helping members set a next goal opens natural paths to continued training, coaching and future challenges.

PRO TIP: Encourage coaches to follow up personally and suggest an appropriate next step based on each member's interests and goals.

Example: a four-week community challenge

The strongest challenges mix categories. Here's one way to combine them with regular workouts and healthy habits.

WEEK 1 MAKE CONNECTIONS

Complete Your Weekly Workout Goal	Up to 3
Share Your Post-Workout Moment	Up to 2
Encourage a Teammate	Up to 3

GOAL Help participants feel connected and establish early momentum.

WEEK 2 TRY SOMETHING NEW

Try a New Training Experience	Up to 2
Discover Your Recovery Options	1
Discover Our Products & Merch	1

GOAL Introduce members to new experiences and services.

WEEK 3 BRING THE COMMUNITY TOGETHER

Bring a Friend to a Workout	Up to 2 guest visits
Participate in a Team Workout	Up to 2
Complete a Surprise Bonus Activity	1

GOAL Create excitement, strengthen community and introduce new people to the gym.

WEEK 4 CELEBRATE & KEEP GOING

Celebrate a Personal Milestone	1
Set Your Next Goal	1

GOAL Celebrate participation and build momentum beyond the challenge.

Your challenge activity planner

Turn great ideas into your next challenge. Print this page and fill it in with your team.

STEP 1 Choose your primary business goal

- [ ] Increase local awareness
- [ ] Attract new members
- [ ] Introduce additional services
- [ ] Boost participation
- [ ] Build community
- [ ] Improve retention
- [ ] Other: _____

STEP 2 Choose five activities

ACTIVITY	WEEKLY POINT OPPORTUNITIES	PROOF REQUIRED
1.		
2.		
3.		
4.		
5.		

STEP 3 Set your scoring rules

For each activity: What counts as successful completion? How many submissions can earn points each week? What proof is required? Are there alternative ways to participate? Do participants need special instructions?

STEP 4 Plan your communications

- [ ] Weekly announcements
- [ ] Coach reminders in class
- [ ] Progress updates
- [ ] Team messages
- [ ] Member recognition
- [ ] Social media highlights

STEP 5 Measure your results

- [ ] Number of participants
- [ ] Activity submissions
- [ ] New guest visits
- [ ] New memberships
- [ ] Coaching inquiries
- [ ] Service or retail sales
- [ ] Member-generated content
- [ ] Participation & engagement
- [ ] Satisfaction & feedback

STEP 6 Learn and improve

Afterward, review which activities were most popular, which were difficult to complete and which helped achieve your goals. Use that to build an even better experience next time.

Keep it fun, fair & inclusive

Activities should never pressure participants to spend money, share personal information or promote your gym publicly.

Reward participation, not purchases

Members should earn points for educational activities, introductory experiences or learning about services without buying anything.

Make public sharing optional

If members can earn points for tagging your gym or posting, provide an equivalent private activity. Ask participants to disclose incentives and follow platform policies.

Keep reviews separate from incentives

Don't make public reviews part of points-based activities. Invite genuine, unbiased reviews separately, follow the platform's rules, and never reward or pressure members for positive ratings.

Respect member privacy

Get permission before using photos, videos, testimonials or submissions in public marketing. Submitting content to a challenge isn't consent to public use.

Make activities accessible

Provide reasonable alternatives for different fitness abilities, schedules, budgets and access to social media.

Explain the rules clearly

Participants should understand what to do, how to show completion and how many points they can earn.

Encourage quality, not just quantity

Repeatable activities should encourage meaningful participation. Bringing different eligible guests creates more genuine introductions than bringing the same person repeatedly, and authentic posts and thoughtful interactions are worth more than repetitive submissions made just to raise a score.

The goal isn't more hoops to jump through. It's more ways for members to participate, succeed and connect with your community.

Small activities. Bigger opportunities.

Some of the most valuable moments in a fitness challenge have little to do with the leaderboard.

- A member brings a friend to class.
- Someone discovers a coach who helps them reach a new goal.
- A participant celebrates a milestone they never thought possible.
- Two members become workout partners.
- A personal story introduces your gym to someone new.

You can make these experiences part of the challenge itself, rewarding members for activities that benefit them while supporting your gym's growth. No complicated rules, expensive prizes or elaborate promotions required.

CREATE. LAUNCH. ENGAGE. WITH TRAINWITHME CHALLENGE STUDIO

FOR ORGANIZERS

Use AI-assisted program creation or build from scratch. Customize activities, set weekly submission limits, manage scoring and monitor engagement.

FOR PARTICIPANTS

The TrainWithMe Challenges app makes it easy to complete activities, submit text, photos or videos as proof and track progress.

FOR COACHES

Coach Mode lets coaches track action item submissions from their phones, and they can join challenges themselves.

Ready to make your next challenge your best one yet?

More engagement. Less busywork. TrainWithMe brings weekly workouts and creative community activities together in one experience.

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