



## Groups Challenge Guide

Your Charipillar Journey Begins Here

# Groups Challenge Guide

Wellness Challenges That Unite Communities and Create Change

## Welcome to the Group Challenge Experience

Your Charipillar Group Challenge is designed for any collection of people who want to grow stronger together, make a difference, and have fun doing it. Groups can take many forms—community and civic organizations such as Rotary, Kiwanis, or Lions Clubs; youth programs like Scouts or 4H; sports teams and fitness clubs; local nonprofits or charities; neighborhood associations; wellness collectives; or even professional, volunteer, or hobby groups.

If you are not a business, school, or faith-based organization, but you are united by shared purpose or community connection, you are exactly what Charipillar means by a group. Your Charipillar Group Challenge is more than a program. It is a shared journey of health, teamwork, and purpose. Whether your members are athletes, volunteers, public servants, or neighbors, Charipillar helps you strengthen bonds, promote wellness, and make the world a better place together.

This guide will show your group how to launch a challenge that brings people closer while supporting a cause that matters. Through small daily actions, your members can improve their wellbeing, support local or global charities, and experience the joy of doing good as a team.

Every challenge connects individual effort to collective impact. When your group grows healthier together, you create a ripple effect that reaches far beyond your members and into the community you serve.

Your journey begins here, with purpose-driven challenges that strengthen connection, inspire generosity, and make a lasting difference.

## What Charipillar Is

Charipillar is an interactive wellness and giving platform that helps groups turn shared activity into shared impact. Built around eight interconnected pillars—physical, nutritional, emotional, social, spiritual, intellectual, financial, and environmental—it transforms good intentions into action.

Each challenge completed helps members develop healthy habits, build camaraderie, and contribute to a meaningful cause. Charipillar gives community-based groups a simple and inspiring way to live out their values while helping others.

## How It Works for Groups

Follow these steps to create a successful challenge that strengthens both wellness and community.

### Choose a Cause

Begin by choosing a charity that aligns with your group's mission or inspires your members. You may select one charity for everyone, allow individuals or teams to choose their own charity from the list of ten, or let participants support additional beneficiaries by registering more than once. Each fundraiser created through additional registrations is managed independently in the participant's Charipillar account.

### Set a Timeframe

While challenges can vary in length, a 90-day challenge creates the strongest impact. It gives participants time to build healthy habits, deepen relationships, and sustain enthusiasm for both wellness and service. And remember, you can always begin another 90-day challenge once you finish the first to keep your momentum going.

## Engage Your Members

Group members participate individually or in teams, completing challenges across the eight pillars. These activities can include fitness goals, mindfulness practices, volunteer projects, or acts of kindness. Each one builds health and reinforces purpose while contributing to your group's total results.

## Earn Points and Raise Funds

Every action completed contributes to three measurable outcomes:

- Dollars Raised – Funds collected through personal pages, group sponsorships, or partner donations
- Challenge Points Earned – Points awarded for completing wellness activities across the eight pillars
- Total Impact – The combined total of dollars raised, and challenge points earned, representing each participant's and team's overall contribution

Leaderboards and reports track progress across all three outcomes, creating a sense of excitement and shared achievement.

## Celebrate Together

At the end of your challenge, bring everyone together to celebrate accomplishments and reflect on the journey. Recognize top participants, highlight the funds raised, and share how your contributions are making an impact in the community.

When wellness meets purpose, your group becomes a force for good that inspires others to join in.

## Why Groups Use Charipillar

Charipillar brings people together around health, service, and shared purpose. It turns ordinary activities into extraordinary outcomes.

- Strengthen Connection: Build teamwork and unity through shared goals
- Promote Wellness: Encourage healthy living and personal growth across all eight pillars
- Serve the Community: Turn participation into positive local or global impact
- Deepen Purpose: Reinforce the values that make your group strong and vibrant

When groups engage in meaningful action together, they create stronger teams and healthier communities.

## Challenge Format Options

Every group is unique, and Charipillar challenges can be designed to fit any size, focus, or purpose.

### Individual Leaderboard

Participants take part individually, completing challenges and raising funds through their personal pages. This format highlights individual commitment while contributing to a shared cause.

### Team vs Team Challenge

Teams compete based on their team's total impact, which combines both dollars raised and challenge points earned per participant. This format keeps the competition fair, fosters teamwork, and encourages departments to inspire full participation. Each team's total impact appears on the team leaderboard, showcasing the collective wellness and generosity of every department.

### Hybrid Challenge

The hybrid model highlights both individual and team achievements. Individuals are measured on the individual leaderboard, which tracks their total impact through dollars raised and challenge points earned. Teams are measured on the team leaderboard, where each department's total impact showcases collective wellness and generosity. This dual structure fuels friendly competition and ensures that both personal effort and team success are celebrated equally.

## How to Run Your Challenge

This simple framework will help you plan, launch, and celebrate a successful Charipillar Challenge from start to finish.

### Begin with Purpose

Start by choosing a charity or cause your group can rally behind. Discuss the purpose, share stories, and help members understand the difference their efforts can make.

### Choose Your Format

Select the format that best matches your group's style—individual, team based, or hybrid. Choose a 90-day window to give everyone time to build habits, enjoy progress, and sustain momentum.

### Select Challenges

At registration, each participant selects one pillar and one core challenge to focus on. After registering, participants or teams can follow a curated set of related challenges or choose their own short challenges to complete over the 90-day period. This structure lets everyone commit to a clear focus while still having flexibility to pick activities that build into lasting positive habits.

### Register on the Platform

Each participant creates an account on Charipillar using their name and email and creates or joins a team or group page. Participants who are not part of a group still have their own personal page to track progress and manage individual fundraising.

### Prepare for Launch

Designate a Challenge Lead to organize logistics and communication. Share announcements through newsletters, meetings, social media, or group events. Make sure everyone knows how to register, log activities, and track progress before kickoff day.

### Kickoff Celebration

Host an in-person or virtual kickoff event to introduce the challenge, share goals, and inspire participation.

### Sample Kickoff Message

Welcome to our Charipillar Group Challenge. Over the next several weeks, we will grow stronger together in body, mind, and spirit while making a difference in the world around us. Every challenge we complete earns points, strengthens our team, and supports a great cause. Let's give our best effort, encourage one another, and make this one of the most meaningful experiences of the year.

### Midpoint Connection

Halfway through, share updates, celebrate progress, and recognize participation. A 90-day challenge offers multiple chances to reconnect and renew motivation.

### Sample Midpoint Message

We are halfway through our Charipillar Challenge and have already accomplished so much together. The energy, generosity, and teamwork have been inspiring. Let's keep the momentum going, continue logging challenges, and finish strong. Every step we take brings us closer to our shared goal of health and community impact.

### Final Stretch

As the challenge nears completion, encourage members to complete remaining activities and maximize final results.

### Sample Final Stretch Message

The finish line is in sight. Let's complete our final challenges, inspire one another, and give our best effort in these last few days. Every point earned and every dollar raised brings us closer to creating lasting change.

### Celebrate Your Success

End your challenge with gratitude and reflection. Bring everyone together to celebrate achievements, announce winners, and share stories of impact.

### Sample Completion Message

Congratulations to everyone who participated in our Charipillar Challenge. Together we have improved our health, strengthened our community, and made a real difference for others. Thank you for bringing purpose, energy, and heart to this journey. Our impact extends beyond ourselves—it reaches everyone we have helped along the way.

## Sample Challenge Concepts

Participants earn challenge points for completing wellness activities and raising funds. Groups compete based on their average total impact score, combining challenge points and dollars raised. This structure ensures that both effort and charitable contribution are recognized.

### Community and Civic Groups

Service clubs and community organizations can use Charipillar to build engagement while supporting charitable causes. Members earn points for participating in wellness, volunteer, and educational activities, showing how small actions create collective strength.

### Sports and Fitness Clubs

Teams and athletes can incorporate Charipillar challenges into their training and team-building goals. Activities can include conditioning sessions, nutrition goals, mindfulness breaks, or community outreach, turning fitness into purpose.

### Nonprofits and Charity Partners

Charitable organizations can invite staff, volunteers, and donors to participate in Charipillar challenges as a way to promote health and raise funds. Every step becomes both a personal achievement and a contribution to the organization's mission.

### Health and Wellness Professionals

Practitioners and studios can integrate Charipillar challenges into client programs to reinforce wellness routines. Clients earn points for progress and impact, helping them stay motivated while contributing to charitable causes.

### Government and Municipal Groups

City departments, parks programs, and public health teams can use Charipillar to encourage community wellness participation while supporting local nonprofits. The result is a healthier, more connected community that serves together.

Across all types of groups, the purpose is the same: to unite people in wellness, service, and impact.

## Awards and Recognition

Recognition encourages participation and reinforces community spirit. Celebrate both individual and team achievements in meaningful ways. Award categories may include:

### Individual Categories

- Wellness Champion – highest total impact score combining challenge points and dollars raised
- Challenge Achiever – most challenge points earned through completed wellness activities

- Fundraising Hero – most dollars raised for the selected charity

### Team Categories

- Team Spirit Award – most supportive and enthusiastic team
- Full Participation Award – departments or teams with one hundred percent participation

Prizes can include certificates, recognition at meetings, branded merchandise, or special experiences. The true reward is the pride of knowing your group made a difference together.

### Engagement Boosters

Keep the energy high and participation steady with creative engagement ideas.

- Host mini contests such as “most creative challenge photo” or “most team miles walked”
- Spotlight standout participants or teams in newsletters or meetings
- Share videos or updates from your supported charity to connect effort to impact
- Celebrate milestones such as fundraising goals or total challenges completed

These moments build camaraderie and keep everyone excited and involved from start to finish.

### Frequently Asked Questions

Q: Who can participate?

A: Any group, club, or organization can participate. Members can be of any age or ability.

Q: Do participants need to be athletic?

No. Each challenge offers options for all abilities and interests. Choose activities that fit your group’s goals and culture.

Q: Is there a cost to join?

A: There is no cost to participants. The funds raised go directly toward your chosen charity or cause.

Q: How long should my challenge last?

A: Charipillar recommends a 90-day challenge for the most lasting results. Ninety days gives you enough time to build meaningful habits and see real impact over time. And remember, you don’t have to stop at just one. Many participants choose to begin a new 90-day challenge right after finishing the first to keep their momentum going and deepen the growth they’ve started.

### Final Encouragement

Your group challenge is more than a campaign—it is a movement of people committed to better living and giving. Every action taken and every goal achieved strengthens both your members and the world around them.

Together you are building connection, health, and hope. The change begins within your group but extends outward to everyone you touch.

Your Charipillar journey starts now. Let it inspire your team, your community, and your cause to thrive, give, and grow—one challenge at a time.





## Closing Message

Your decision to participate in Charipillar already makes you part of something extraordinary. You are helping build a community that believes in becoming better and doing better, one challenge and one act of generosity at a time.

Sophie and I thank you for being part of this vision. Your energy, compassion, and effort move us closer to a shared goal: raising one billion dollars for an ever-growing community of remarkable charities, and creating a stronger, healthier, and more connected world for everyone.

Ian & Sophie Tonks  
Co-Chairs, Charipillar