



CARROT HEALTH & WELLNESS: Program Launch Checklist

PRE-LAUNCH

- Employer launches CARROT auto-pilot
- Establish program launch date (the date program will be announced to staff)
- Fund corporate account with TANGO (for digital gift cards)
- Determine staff announcement strategies (i.e. CARROT app sharing, emails, flyers, kickoff event)
- Conduct informational CARROT training session with HR, Wellness and other staff members

LAUNCH

- Post first CARROT rewards on company's exclusive tab
- ANNOUNCE PROGRAM TO ALL STAFF**
- Promote program via CARROT app sharing and current communication channels
- Hold kickoff event (if applicable)

POST-LAUNCH

- Identify low-cost or budget-neutral rewards to post on CARROT
- Survey participants to get feedback on program and rewards
- Monitor participation and company's rewards on app via email from CARROT
- Review monthly analytics via email from CARROT