Movement Matters Campaign  
Facilitator guidebook

Welcome to **Movement Matters,** a campaign powered by Masterpiece. **Movement Matters** is a month-long campaign centered on increased movement and overall wellbeing. The goal is to motivate individuals within your organization to move more and sustain their increased movement throughout the year. **Movement Matters** is also about incorporating the areas of focus (Social Engagement, Intellectual Vitality, Physical Health and Peace & Fulfillment), that are the foundation for healthy longevity and purposeful living, into movement. What is your motivation to move more this month? How can you incorporate this purpose into your daily movement and goals?

The following **Movement Matters** resources are designed to support you in facilitating a successful campaign:

* A list of **Movement Matters** Best Practices
* A list of TED Talks and Exercise Resources
* A promotional message for internal and/or external publications
* An invitation letter from leadership
* A Movement Matters Tracking document that can be used to record movement by minutes or steps
* A list of free Movement Apps
* Social Media Memes
* A Movement Matters post-campaign questionnaire
* Go4Life Resources

Masterpiece thanks you for your commitment to the healthy longevity movement and your work to encourage others to enhance their lives through the **Movement Matters** campaign.

Sincerely,

The Masterpiece Team

# What is the Movement Matters Campaign?

**Movement Matters** is a month-long campaign to inspire and challenge your entire community or organization to motivate individuals within your organization to move more and sustain their increased movement throughout the year. Organizers are encouraged to use this Facilitator Guidebook to determine what your **Movement Matters** Campaign will include, how participants will engage and in what way you will celebrate individual successes.

# The Challenge

Residents/members, team members and family members are challenged to move more and incorporate the areas of focus (Social Engagement, Intellectual Vitality, Physical Health and Peace & Fulfillment), that are the foundation for healthy longevity and purposeful living, into movement.  Participants record their movement on the **Movement Matters** tracking document. At the end of the month, participants can engage in an invigorating group discussion about the experience and, as a group, celebrate successes.

# Masterpiece Contest Guidelines

Each May, Masterpiece partners are invited to participate in the **Movement Matters** Campaign Contest. Here are the guidelines for organizations that choose to be a part of the contest.

1. Post photos and/or short videos along with a short description on Facebook of the community or individual showing that **Movement Matters.**
2. Tag our Facebook page (@PoweredbyMasterpiece) and use hashtag **#MovementMatters** to participate in the **Movement Matters** Campaign Contest.
3. Post your videos and photos throughout the month of May.
4. To be considered for the contest, all posts must be submitted by one full week after the month of May ends.
5. There will be three **Movement Matters** winners:
6. **Most Engaged Community**
   1. Include the number of individuals that participated in the campaign on one of your Facebook posts.
7. **Most Creative Community**
8. **Most Inspiring Community**

# Planning and Preparation for Movement Matters

Consider the following bullets as you plan and prepare for **Movement Matters**. All the events and suggestions are options to enhance your campaign.

* If your organization participated in **Movement Matters** last year, review your campaign notes to consider what worked and what should be adjusted.
* Establish community goals for the **Movement Matters** campaign. You may find inspiration in the **Movement Matters Best Practices** document. Consider how to offer both individual and group movement opportunities.
* Establish what awards/drawings might be offered at the end of **Movement Matters**.
* Invite the greater community to participate in the **Movement Matters** Campaign. The campaign can serve as a marketing event, an opportunity to invite family members to join in programming or as an opportunity to engage in intergenerational opportunities.
* Announce **Movement Matters** to residents/members, team members, family members and the greater community. Incorporate the **promotional message** into your external newsletter and/or internal community newsletter.
  + Involve local media, issue a press release, and post on social media.
* Leadership support for campaigns is crucial. Distribute the**Invitation from leadership.**
* Plan a kickoff celebration to inform participants about the campaign logistics.
  + Hand out the **Movement Matters Flyer and Tracking Sheet**. Participants will use this to track their movement. The document is editable, so you are able to add/update the events you chose for your organization.
* As the campaign is taking place, share the photos and/or short videos with participants via social media, email or print a copy and display.
* Share the photos and/or short videos with the Masterpiece network and greater community via Facebook using the specific hashtags listed earlier in this guidebook.
* Celebrate with a Wrap-up & Awards Ceremony (Optional)
  + Take photos of participants and announce winners and share success stories.
* Determine how your organization will continue to move more throughout the year.
  + Encourage participants to think about what they can do, after **Movement Matters,** to continue to move more every day.
* Debrief. Determine what worked well and what might present opportunities for improvement. Document the conversation to use for planning next year.