Movement Matters Campaign  
invitation from leadership

Dear Residents/Members, Team Members and Family Members at [Community name],

I am excited to invite you to participate with me in **Movement Matters** throughout the month of [date your community is running campaign]!

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

[If your community has selected a specific shared purpose or motivation to move during **Movement Matters**, share it here.]

Tracking new healthy behaviors provides motivation, accountability and a visual of your progress. The tracking system for **Movement Matters** is based on minutes of movement. The CDC recommends 2.5 hours or 150 minutes of physical activity per week. Movement is an activity of any kind, including but not limited to dancing, walking, gardening, bicycling, sports, water activities, winter and summer activities – cooking, cleaning, and household chores are also included.

Use the attached information and tracking sheet to record your minutes of movement [include tracking sheet]. At the end of the month, please turn your tracking sheet into [designated person/place at organization]. There will also be the opportunity to win [insert drawings/awards that will be offered at the end of Movement Matters - OPTIONAL].

**Join us for a kickoff celebration on [**share date here**]**

I am looking forward to participating in this campaign with you.

 [Executive Director]