Living It Campaign

## FACILITATOR GUIDEBOOK

Greetings! Welcome to **Living It,** a four-week campaign to inspire and challenge your entire community or organization to try new pursuits in the four areas of focus of healthy longevity: Social Engagement, Intellectual Vitality, Physical Health and Peace and Fulfillment. Research has shown that trying new and complex pursuits creates new neural pathways in the brain, which can lead to improvements in memory and learning capacity. Organizers are encouraged to use this Facilitator Guidebook to determine what your **Living It** Campaign will include, how participants will engage and in what way you will celebrate individual successes.

The following **Living It** materials are located on the Masterpiece website and were designed to support you in facilitating a successful campaign:

* A list of **Living It** Best Practices
* A promotional message for internal and/or external publications
* An invitation letter from leadership
* A ***Living It*** *Flyer and Tracking Sheet* that can be used to track new pursuits in each of the four areas of focus of healthy longevity
* Recommended TED Talks and discussion questions that relate to trying new things
* A **Living It** post-campaign questionnaire

The materials can be found by logging in to the website: [www.mymasterpieceliving.com](http://www.mymasterpieceliving.com), clicking on Resources > Campaigns and Programs > Living It Campaign.

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

Sincerely,

The Masterpiece Team

Facilitator Guidebook

# The Challenge

Residents, team members and family members try four NEW pursuits, each week, for four weeks. Participants record their activities on the *Living It Tracking Sheet*. At the end of the month, participants can engage in an invigorating group discussion about the experience and, as a group, celebrate successes.

Note: Consider being flexible with your approach to **Living It.** Your organization may choose to use the first page of the *Living It Tracking Sheet* document with the goal of completing one new pursuit for each area of focus or as an alternative use all 4 pages completing four new activities each week for a total of 16 new pursuits.

# Masterpiece Contest Guidelines

Each February, Masterpiece partners are invited to participate in the **Living It** 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 **Living It***.*
2. Tag our Facebook page (@mymasterpieceliving) and use hashtag **#livingit** to participate in the *Living It* Campaign contest.
3. Post your videos and photos throughout the month of February.
4. To be considered for the contest, all posts must be submitted by one full week after the month of February ends.
5. There will be a winner for each area of focus as well as a **Living It** Community winner.

# Planning and Preparation for Living It

Consider the following bullets as you plan and prepare for **Living It.** All the events and suggestions listed are options to enhance your campaign. All items that are in **bold, underlined text** are available on the Masterpiece website.

* If your organization participated in **Living It** last year, review your campaign notes to consider what worked and what didn’t.
* Establish community goals for the **Living It** campaign. You may find inspiration in the **Living It** **Best Practices** document on the Masterpiece website. Some organizations choose a theme, some have individuals choose all their own new activities and others plan organized events for all new offerings.
* Identify how residents, team members, and the greater community can share their skills and abilities in supporting this campaign. Use the **Human Capital or Engagement Questionnaire** to start a skills and interests database. It’s located on the Masterpiece website: Resources > Lifestyle Resources > Engagement Resources.
* Consider how to offer both individual and group challenges (there is a list of examples of individual and organization challenges at the end of this facilitator guidebook)
* Insert the group challenges on the **Living It Tracking Sheet**. The document is editable, so you can add/update the challenges you chose for your organization.
* Invite the greater community to be a part of the campaign. **Living It** can serve as a marketing event, can be an opportunity to invite family members to join in programming or can be an opportunity to engage in intergenerational opportunities.
* Establish what awards/drawings might be offered at the end of **Living It** to the most active residents/team members/family members.
* Announce **Living It** 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, newsletter, etc.
* Leadership support for campaigns is crucial. Distribute the **Invitation Template from Leadership** to all who interact with your organization (i.e., residents, board members, team members, family members & corporate team members).
* Plan a kickoff celebration to inform participants about the campaign logistics and to try something new as a group. Pass out the **Flyer and Tracking Sheet.**
* As the campaign is taking place, share the photos and/or short videos with participants and the Masterpiece Network via social media, email or print a copy and display.
* Celebrate with a Wrap-up & Awards Ceremony (Optional)
  + Ask the participants to provide feedback using the **Post-Living It Campaign Questionnaire.**
  + Have a group discussion after the campaign to focus on the growth and to share success stories. Optional to use some or all these discussion questions:
    - Humans are social beings. Given your experience, what are the challenges of meeting new people? What do you feel are the benefits of meeting new people?
    - How can we continue to challenge ourselves to connect with others in a deeper and meaningful way?
    - What do you notice about yourself when you are socially connected to others?
    - What did you try that you might continue?
    - Through this experience, did you find a new pursuit that brought you peace?
    - No matter our similarities or differences, how can we support one another in continually seeking growth opportunities?
    - Please share anything that surprised you about this experience of challenging yourself to try new things.
  + Take photos of participants and winners (if applicable) and post on social media outlets.
* Determine how your organization will continue to try new things throughout the year.
* Debrief. Determine what worked well and what might be best to change. Document the conversation to use for planning next year.

LIVING IT CAMPAIGN

## Examples of Challenges

# Organizational Challenges

Encourage participants to try new pursuits in each area of focus by offering group challenges. Here are some ideas you can add to the ***Living It******Tracking Sheet***that the organization can try together. Additionally, resident led programming based on their own interests, is always a great way to offer new challenges.

Social Engagement

* Invite participants to a tea party and encourage attendees to sit with someone they don’t know
* Offer a class that has always been in person in a virtual format
* Organize a volunteer opportunity with a local group
* Offer a speed-meeting event (similar to speed dating) with ice breaker questions

Intellectual Vitality

* Host a trivia night
* Create a scavenger hunt around the community
* Invite a local businessperson or representative to speak at the community
* Offer a current events gathering encouraging participants to bring a positive story featured in the news

Physical Health

* Offer a cardio drumming circle or course
* Mix trivia and movement together in an exercise class
* Invite attendees to a happy hour with a healthy snack
* Offer a class to introduce participants to safe power training

Peace and Fulfillment

* Establish a meditation group
* Create a mindful walk focusing on the beauty of nature
* Offer group lifestyle coaching
* Schedule a music performance

# Individual Challenges

Encourage participants to try new pursuits in each of area of focus. Here are some ideas you can add to the ***Living It******Tracking Sheet***that individual participants can try on their own.

Social Engagement

* Call a friend you haven’t talked to in a while
* Share something you are passionate about
* Invite your neighbor to have tea
* Attend an event and meet someone new

Intellectual Vitality

* Learn ten words in a new language
* Brush your teeth with your non-dominant hand
* Find the meaning of your name
* Play an online memory game

Physical Health

* Take a different path when you go for a walk
* Try a new (to you) vegetable or fruit
* Attend a new exercise class
* Share a recipe or learn a new one

Peace and Fulfillment

* Write a thank you letter
* Write a journal entry about how you're connected to the world around you
* Get involved in a volunteer event
* Listen to your favorite songs with a friend