



Mental Health Awareness Bingo

Coordinator Guide

About the campaign

This four-week campaign will provide a fun way for employees to engage in activities that promote mental health, mindfulness, stress reduction, happiness, and anxiety management through a game that you may know—bingo.

How the campaign works

Employees participate individually. They receive a Mental Health Awareness Bingo card via email each week. Each bingo card is filled with actions for the employee to complete for that week. Once they achieve a bingo (horizontal, vertical, or diagonal line) they turn it in via a drop box or email to have their name entered into a weekly drawing for prizes, as well as a grand prize. Once a bingo card is turned in, an employee can have an additional card to work on for additional bingo entries.

Bingo cards: There are a total of ten different bingo cards. Choose one to send each week. Employees will all have the same card, but will work toward the bingo differently based on what tasks they choose to complete.

Challenge materials

- Coordinator guide with challenge timeline
- Promotional flier
- Email text: prelaunch invitation, week 1–4 cards, week 2–4 weekly winners, week 2 invitation, week 3 update and invitation, and week 5 wrap-up with all winners
- 10 bingo cards (1 card per week plus bonus entries)
- Prize suggestions
- Sample survey

Your role as a coordinator

- Review the coordinator guide
- Choose challenge dates
- Market and promote the campaign



Use the timeline on the following page to help promote and implement the campaign.

Questions?

Contact your Wellness Consultant or email us at Wellness@PacificSource.com



Challenge timeline

Item/Task	Timeline	Date
Review campaign materials	Six weeks before challenge begins	
Determine your goals for the challenge (such as number of participants, program satisfaction, survey results)	Six weeks before challenge begins	
Plan challenge materials and timing	Six weeks before challenge begins	
Plan other challenge activities, such as educational sessions (optional)	Six weeks before challenge begins	
Determine prizes or incentives (if any)	Five weeks before challenge begins	
Onboard key stakeholders (leadership, managers, wellness ambassadors)	Four weeks before challenge begins	
Order prizes/incentives (if any)	Two weeks before challenge begins	
Hang promotional fliers	Two weeks before challenge begins	
Send initial email	Friday before challenge begins	
Send welcome email with week 1 bingo card	Friday before challenge begins	
Begin the challenge	Challenge start date	
Send bingo cards	Weekly	
Announce weekly winners	Weekly	
Send wrap-up email, survey, announce grand prize winners	End of Challenge	

Prize suggestions

Prizes that support mental health should be as diverse as your employees. A wellness committee or employee survey is a best practice to gather ideas. Here are a few to get you started:

- One-month membership to local wellness business of the employee's choice*
- Gift certificate to local healthy restaurant*
- Designated parking spot for 3 months (if parking seems to be an issue for staff and this is an option; it doesn't have to be a front-row spot)
- One-year subscriptions to an app of the employee's choice that supports wellness*
- Massage gun
- Bath salts and oils
- Earbuds
- Fitbit
- Yoga mat
- Journal
- Puzzles
- Paints
- Mindfulness coloring book
- Small plant
- Cozy slippers

If you are unable to provide funds for incentives, get creative! What interests your employees? Consider reaching out to favorite businesses to see if they are interested in donating something in exchange for promotion throughout the campaign.

*Consult with your finance team to understand tax implications for gift certificates.