



 RAINY DAY TRUST

MAD MARCH MILLION

1 Shared Goal • 1% of Your Day • 1 Million Steps

Campaign Toolkit

WELCOME TO MAD MARCH MILLION CAMPAIGN TOOLKIT

Thank you for signing up your organisation to take part in the Rainy Day Trust Mad March Million Challenge.

This campaign toolkit has been created to make it as easy as possible for you to bring a team together, spread the word internally and externally, and build excitement ahead of March. Everything inside is ready to download, share and use straight away.

The Mad March Million is about small, achievable daily movement that adds up to something much bigger. By encouraging just 10 active minutes a day (around 1,000 steps), your organisation will be contributing to a shared industry goal of one million steps, while supporting physical and mental wellbeing across the home improvement and home enhancement sector.

What's Inside The Toolkit?

This toolkit includes a full set of ready-to-use assets and copy to support your internal and external communications:

-  **Campaign Poster** – A printable and digital poster explaining the challenge and how to take part
-  **Internal Email Templates** – Copy you can send directly to colleagues to recruit your team of 10
-  **Social Media Graphics & Captions** – Pre-written posts to share your involvement and build momentum
-  **Countdown Graphic (1 Week to Go)** – A reminder asset to keep the challenge front of mind
-  **Launch Day Graphic (It Starts Today)** – A launch asset to mark the start of the challenge

INTERNAL EMAIL TEMPLATE & CAMPAIGN POSTER

Subject: Join our Mad March Million team

Hi everyone,

This March, **[Organisation Name]** is taking part in the Rainy Day Trust Mad March Million Challenge, and we'd love you to join our team.

The challenge is all about small, achievable daily movement:

- Just 10 active minutes a day
- Roughly 1,000 steps
- Completed anywhere, at any pace

It's not about big workouts. Small, consistent movements like taking the stairs, walk-and-talk lunches or parking a little further away all count and can have a powerful impact on physical and mental wellbeing.

By taking part, you'll help build a positive daily movement habit, boost your wellbeing, and contribute to a shared industry goal of one million steps.

If you'd like to be part of our team of 10, simply reply to this email by **[xx/xx/xx]**. Let's move together this March.

Best wishes,
[Name]



Quick Links

[Campaign Poster](#)

[Team Registration Form](#)

[Mad March Million Bonus
Point Bingo Card](#)

SOCIAL MEDIA GRAPHICS

To **download the graphics** simply click on the image below. This will open the image in your browser where you can right click and save it.

Graphic 1: We Are Joining the Mad March Million

Caption:

We're proud to be part of the Rainy Day Trust Mad March Million, a sector-wide movement challenge bringing together 25 businesses across the home improvement and home enhancement industry.

By working towards a shared goal of 1 million steps, we're also shining a light on the power of small, consistent habits, showing how dedicating just 1% of your day to your health and wellbeing can lead to lasting positive change #MadMarchMillion



Graphic 2: The Power of 1%

Caption:

Did you know that just 1% of your wakeful day is around 10 minutes? The Mad March Million is built on this simple idea, encouraging small, consistent habit changes that fit into real working lives and can support meaningful wellbeing benefits over time.

Work-related mental health challenges cost the UK economy billions each year, with burnout affecting nearly two-thirds of employees. In sectors characterised by long hours, physical demands and financial pressures, this highlights the importance of taking a proactive, preventative approach to wellbeing in the workplace #MadMarchMillion



ADDITIONAL GRAPHICS

If you would like to share your involvement in the challenge then please feel free to share our 1 week to go and launch day graphics.

Graphic 3: Countdown Graphic – 1 Week to Go

Caption:

One week to go until we kick off the Mad March Million at [Organisation Name].

Our team is ready to commit 1% of their day, just 10 extra active minutes and contribute to the Rainy Day Trust's shared goal of one million steps #MadMarchMillion



Graphic 4: Launch Day Graphic – It Starts Today

Caption:

Today's the day, the Rainy Day Trust Mad March Million kicks off at [Organisation Name].

It's not about big workouts. We're focusing on small, consistent movements, from taking the stairs to walking lunches and meetings that can make a real difference to physical and mental wellbeing. Let's get moving! #MadMarchMillion



WHAT'S NEXT?

Once you've registered your team, you'll receive:

-  A **confirmation email**
-  **Clear guidance** on how your team can log their daily active minutes via email, plus how to earn **bonus points**
-  A **webinar e-invite** to our Mad March Million onboarding session

Thank you for being part of a collective effort that supports wellbeing across our sector. Every step counts.

NEED HELP?

If you have any questions about getting started or supporting your team through the Mad March Million, please get in touch, we're happy to help.

Email: anna@rainydaytrust.org.uk

Visit: www.wellbeingpeople.com/rainy-day-trust-mad-march-million/

