
NFP Activation Guide

Welcoming Introduction Paragraph

Helping You Build Healthier Habits for Lasting Change

Imagine having all the support you need to create a healthy lifestyle and boost your well-being. Real Appeal® can make it possible, by helping you take small steps for lasting change. Real Appeal is an online weight management program that's available to you and eligible family members at no additional cost as part of your health plan benefits.

Get started today at nfp.realappeal.com

One Healthy Step at a Time

- **Ongoing Support From a Coach.** Get personalized guidance from a knowledgeable coach, who leads collaborative weekly group sessions.
- **Addressing Common Challenges.** Real Appeal focuses on **how** to change your behavior. We'll discuss emotional eating, mindset, motivation, and more.
- **Resources to Stay Motivated.** Get a Success Kit with access to online fitness classes, anytime, anywhere. Plus scales, a portion plate, and more.

Real Appeal is available to members at no additional cost as part of their medical benefits plan, subject to eligibility requirements. The Real Appeal program is educational in nature and is not a substitute for medical advice.

What is Real Appeal?

Use this additional short- and longer-form messaging to generate awareness of Real Appeal®.

Short Description

Real Appeal® helps you build healthy habits for lasting change. It's an online weight management program available to you and eligible family members at no additional cost as part of your health plan benefits.

75 Words

Real Appeal® helps you build healthy habits for lasting change. It's an online weight management program available to you and eligible family members at no additional cost as part of your health plan benefits. Create a healthy lifestyle and boost your well-being with ongoing support from a coach, a focus on common challenges we all face, and resources to help you stay motivated. Get personalized support for a healthy lifestyle and change your habits for good, with Real Appeal.

SMS Messaging/100 Characters or Under

(option 1)

Build healthier habits for lasting change with Real Appeal®, an online weight management program.

(97)

(option 2)

Get the support you need to get healthier with Real Appeal®, an online weight management program. (97)

What are the key benefits of Real Appeal for employers?

Real Appeal helps your employees create a healthy lifestyle, change their habits, lose weight, and reduce medical claims.

- The Real Appeal hands-on approach delivers up to 3x the member engagement of similar programs
- More than 904,000 enrolled participants
- 88% of at-risk participants lost weight
- 37% lost 5% or more in body weight

What are the key benefits of Real Appeal for employees?

Ongoing Support From a Coach

Get personalized guidance from a knowledgeable coach, who leads collaborative weekly group sessions.

Addressing Common Challenges

Real Appeal focuses on how to change your behavior. We'll discuss emotional eating, mindset, motivation, and more.

Resources to Stay Motivated

Get a Success Kit with access to online fitness classes, anytime, anywhere. Plus scales, a portion plate, and more.

No Additional Cost

Real Appeal is available to you and eligible family members at no additional cost as part of your health plan benefits.

Who's eligible for Real Appeal?

Include this eligibility statement when promoting Real Appeal to your population:

Real Appeal is available to members at no additional cost as part of their medical benefits plan, subject to eligibility requirements

How do you sign up for Real Appeal?

It's important to have a clear and prominent call to action, such as "Get Started" or "Join Now." The call to action can be a hyperlink or clickable action in digital pieces, directing to the destination URL, nfp.realappeal.com.

Are there legal requirements with mention of Real Appeal?

Real Appeal is a registered trademark of Real Appeal, Inc. and the first mention of Real Appeal® in body copy should include a superscript registration mark.

Use this language when promoting to your employees:

Real Appeal is available to you and eligible family members at no additional cost as part of your health plan benefits.