



June 1<sup>st</sup>, 2024  
Active&Fit Direct Newsletter

Dear Active&Fit Direct Partner,

This Month **Active&Fit Direct** is focused on Motivation. We know that getting started and finding the right motivation to keep going can be the toughest part of your fitness journey. Finding the time to be active can be challenging especially after a long day of work or getting back into the grind of it all. Which is why **Active&Fit Direct** is making the first step into your fitness journey the easiest it has ever been by joining the June Webinar. The Webinar will go into detail about how you can find the right motivation to get started or continue to work towards your fitness goals. **Please join us on June 4<sup>th</sup>, 2024, at 2:00 - 3:00p ET/ 1:00 - 2:00p CT/ 11:00 - 12:00p PT.**

- [Click here to Register → June 4, 2024 Active&Fit Direct Tips to help you find your Fitness Motivation](#)

#### Recent Updates:

##### Starting this Month:

- We have an exciting new program update for Summer 2024! Starting this month **Enrollment Fees will be waived** for both **Standard** and **Premium** memberships.

##### July 2024 Updates:

- Starting July Members will have the option to have an **enrollment start-date flexibility**. Which means members can immediately start using the fitness center by paying the current and next month's fee or they can start the membership on the first of next month.
- Members will have the option to **switch their fitness center**, they can switch immediately and pay a small fee or wait till the beginning of next month and switch over for no additional cost.
- We are modifying **Multi-Facility Access**; Members using a fitness center and choose to add an additional fitness center will be available to them with a \$5 discount off the monthly fee for the second fitness center.
- Reciprocity will still exist within many fitness center chains in the Standard network, so members can use the same fitness center chain in different locations for no additional fees.
- Member can switch fitness centers on the first of the month with no change fee.

##### Current Promotion:

- Our Spring Promotion is currently active, June 1<sup>st</sup> through June 30<sup>th</sup>, 2024, members/employees can save \$28 and join the Active&Fit Direct™ program with NO enrollment fee for the **Standard Network and Premium Network**. Using code **STAYSTRONG**.

##### Marketing Resources:

- Spring promotional materials for June are currently available on the [Marketing Portal](#).
- **NEW** Marketing Materials for the Summer Promotion are underway! Once available, please update your marketing materials to share with your employees/members for the upcoming Summer Promotion.
- If you need help navigating the marketing portal or co-branding your materials, please see this [User Guide](#) and [how-to video](#). If you create your own materials, you must submit them to our marketing team for review before distribution and allow for a 10-day turnaround to review materials.

##### Webinars:

- Educational Webinars (**Employees/Members**) – Please invite your employees/members to our upcoming Webinar series:
  - [July 9<sup>th</sup>, 2024 Active&Fit Direct Tips for Getting the Most out of your Membership](#)
  - [August 27<sup>th</sup>, 2024, Active&Fit Direct Premium Network Featuring Orangetherapy Fitness](#)
  - [September 10<sup>th</sup>, 2024, Active&Fit Direct Finding Time to Balance Your Fitness Goals with your Life](#)



Marketing Portal Demo Webinar (**Client Only**) – if you are looking to learn more about our Marketing Portal and available resources, please join us for one of the following **Thursday's at 2pm ET/1pm CST/12pm MT/11am PT.**

[June 6, 2024 Active&Fit Direct Marketing webinar](#)

[June 20, 2024 Active&Fit Direct Marketing Webinar](#)

**Best Practices:**

- Now is a great time to consider mapping your Summer Marketing Plan if you have not done so already.
- Reach out to your promotional Sales Specialist to set up a meeting and help you get started.
- You may now add your own unique QR code to the Active&Fit Direct marketing materials. Adding your QR code to your AFD landing page or benefits portal has never been easier. Very similar to adding your logo to a flyer, you click on images in the top left-hand corner, find your saved QR code and upload. If you need any assistance with creating a QR code, please reach out to me. For those of you who must be on VPN to log into your intranet, you will not be able to utilize a QR code.

Take advantage of our exclusive offer today and help your members/employees get active and fit this season! If you have any questions or would like to discuss your marketing plan, please do not hesitate to reach out—we're happy to help.

In good health,

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Promotional Sales Specialist II