



**HOW TO
MOTIVATE YOUR
BOX COMMUNITY
DURING COVID-19**

INTRODUCTION

CrossFit is all about community and friendship. When you go to your local CrossFit box, you're not just going to train in a fitness centre! You're going to meet up with your friends, encourage and support one another and enjoy some time together after you've finished training.

It's a key part of CrossFit that has, in recent months, been severely limited by the pandemic, and this can be damaging for the overall community spirit in your box.

During the COVID-19 pandemic, boxes have faced one of two scenarios: either complete closure or being able to open but having to limit the number of people allowed in at any one time. In both cases, looking after your box community is something of a challenge.

In this eBook, we've put together a list of actions to inspire your box community during the COVID-19 crisis.

HOW TO LOOK AFTER YOUR BOX COMMUNITY DURING COVID-19

Make sure your crossfitters can continue to train

Regardless of whether your box is closed or can only open with limited capacity, you should make sure that your users can still train, and there are plenty of different ways you can do this.

Online classes

You might not have thought that you could do a WOD online, but online classes are probably the best way for your users to keep training, whether your box is closed or open with limited capacity.

These days, there is a wide range of platforms and tools that you can use to stream both live and pre-recorded classes. Below is a list of some of the different options out there.

| Streaming Platforms | Video Editing Platforms |
|---------------------|-------------------------|
| Youtube | Adobe Premiere Pro |
| Zoom | Final Cut Pro |
| Jitsi | Imovie |
| Whereaby | Inshot |
| Google Meet | Sony Vegas Pro |
| Bluejeans | Youtube |
| Google Meet | Kinemaster |

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Mixed classes

If your box is open but has restrictions on capacity, why not suggest a mix of classes online and in-person? Restrictions probably mean that many of your crossfitters will miss out on their favourite class, and some people may even want to continue training at home for the time being. In this situation, having both options available makes things more convenient for your users and then, they can decide on what is best for them.

Send out training routines

Another good way to make sure your users can still train in this situation is to send them home exercise routines. Training charts, mobility exercises, stretching routines... the possibilities are endless!

If you choose to do this, for an improved user experience, we recommend getting your users to send you their results so that you or their coach can give them some feedback. This will keep your crossfitters motivated and wanting more. There are lots of apps that are able to record results and personal bests and automatically send them to the coach for review.

| | | | |
|-----------------------------------|-----------------------------|---------------------------------|-------------------------------|
| 10 Pushups in 30 Seconds | 15 Situps in One Minute | 100 Pullups in 20 Minutes | Hold Blank For Two Minutes |
| Touch Your Toes For One Minute | 50 Squats in Two Minutes | One Minute Butterfly Stretch | 10 Burpees in One Minute |

Example routine

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Interact more with your crossfitters

Keeping in touch with your users is more important than ever before. Remind them that you're there and that you're thinking of them. It could be just a quick message, a newsletter or a link to something interesting, but whatever it is, it'll all help tighten your bond with them during these difficult times.

Furthermore, people aren't really able to interact socially very much at the moment and they may be getting bored more easily. Now is the ideal time to share stories and chat with your crossfitters. You could even create an online group chat for your box and really promote that CrossFit community spirit!

WAYS TO INTERACT MORE WITH YOUR USERS

- ✓ Send them personalised birthday messages
- ✓ Set up some online meetings just for a chat
- ✓ Tell them about how your day is going
- ✓ Share stories or anecdotes about things related to CrossFit that have happened to you or your coaches
- ✓ Share stories or videos about competitions that you or your crossfitters have participated in

HOW TO LOOK AFTER YOUR BOX COMMUNITY DURING COVID-19

Use social media to interact with your community

During the pandemic, social media has become an important way for people to keep in touch. Take advantage of the resources on offer to consolidate your community, whether it's by uploading photos, telling stories, posting training routines, setting challenges or just sharing fun content.

Make sure you also take the time to reply to comments that you receive and interact with content shared by your box users. Take a look at their social media accounts and give likes, comment or share their posts. Your box community will be all the stronger for it!

- ✓ Use stories to communicate with your users and tell them what you're up to
- ✓ Set challenges
- ✓ Promote content that your users create
- ✓ Hold live question-and-answer sessions
- ✓ Post previous WODs
- ✓ Use stories to share your classes and training sessions
- ✓ Interact with and share your users' content
- ✓ Hold live sessions with other sporting and health professionals

HOW TO LOOK AFTER YOUR BOX COMMUNITY DURING COVID-19

Set challenges and hold competitions

One great way to really galvanise your box community right now is by creating training challenges for your users. These activities can be really simple and are really popular with crossfitters.

By creating fitness challenges and competitions, you won't just be encouraging them to keep up with their training; it'll also be a fun activity that generates conversation topics and content for your social media or other communications.

You could hold competitions based on your WODs or set challenges focusing on a particular movement. Lots of users won't just participate but also record themselves doing the challenge. They'll even challenge each other to see who's best!

CHALLENGE AND COMPETITION IDEAS FOR YOUR BOX COMMUNITY



Hold competitions based on your WODs. Who can do the best?



Create your own virtual games



Girls' Challenge
Who can get the best score?



Burpee challenge
Most burpees in a certain time



Most press-ups in a certain time



Heroes Challenge
Who can get the best score?

HOW TO LOOK AFTER YOUR BOX COMMUNITY DURING COVID-19

Create special activities for your crossfitters

Go beyond training and create special activities to keep your crossfitters entertained. Hold special online get-togethers or set a contest where they can compete against each other.

You can use national or international holidays as a theme for competitions or challenges. You just need to use a little imagination and you'll all be guaranteed to have some fun!

SPECIAL ACTIVITIES

- ✓ Healthy eating challenge
- ✓ Webinars with other sports and health professionals
- ✓ Interviews with athletes in your community
- ✓ Activities based on national or international holidays, like Bank Holidays or Valentine's Day
- ✓ Virtual cafes

CAN YOU IMAGINE HAVING EVERYTHING ON ONE PLATFORM?

WITH RESAWOD, YOU CAN!



01 WOD MODULE

For designing daily WODs and competitions and even online WODs!



02 NEWS AND NEWSLETTER MODULE

For keeping in contact with your crossfitters



03 SOCIAL MEDIA MODULE

For managing your social media accounts and analysing your campaigns



04 INTEGRATED MOBILE APP

So that your crossfitters can manage their training sessions



05 ONLINE CLASSES

To stream your live or pre-recorded classes



06 CONVERSATIONS

For setting up online chats between friends in your box community

THE MOST COMPLETE SOFTWARE, DESIGNED BY CROSSFITTERS FOR CROSSFITTERS.

You train your CrossFitters!
Let our Resawod software do the rest:



Calendar
and bookings



Wodbook



User and community management



Automated payments



Specific modules for COVID-19:
online streaming classes...

AND MANY OTHER FEATURES!