

# Sample Program | Engage Members

## Description

Engagement Period: 6 months  
Avg. Monthly users: 1,500

### Program:

Two week-long challenges take place every month for 6 months. A “challenge” is a one-week engagement where users compete to win the most points, and the winners are awarded at the end of the week. This Sample Program consists of 13 challenges spread evenly over six months of user engagement, with another three months added for development, setup and reporting. This ongoing engagement program includes over 230 individual deliveries of content: including educational information and marketing messages. These deliveries are micro-interactions, mostly in the form of quiz questions (“Qs”) – incentivized, measured and gamified. The content is aimed to **engage your members in a diet of your information until a habit has been built around where to go to get informed.**

## Price Options

DIY:

**\$26,455**

PREMIUM:

from **\$39,568** to **\$149,318**



*We used Ringorang to run a language and culture retention program for the Seminole Nation of Oklahoma. It was an effective use of the app for engaging all tribal members and employees in a fun and competitive learning program. It was exciting to watch the leaderboard and prize winners from all over the state and nation. We calculated an average of 44 minutes of engagement per person over 2 weeks of competition. We're now working to expand and operationalize the program.*



**Kevin Narcomey**, CEO, Osceola Consulting

## Scope

---

### Two Weekly Challenges per Month, Spread Over Six Months

- 5 days engagement per Challenge: 3 weekdays of Live Qs (Wed – Fri), 2 weekend days of [Solo Mode](#) (where users can catch up on unplayed Qs).
- 12 Live Qs delivered per Challenge (avg 3-4 Live Qs/day for 3 weekdays)
- Basic Incentives Package\*:
  - Give away \$10 giftcards each day, awarded at random, to 10% of users
  - \$60 combined value in giftcards to top three on leaderboard in each Challenge
  - \$150 value sweepstakes awarded each Challenge
- **9 months total project period:** 2 months development/setup + 6 months user engagement + 1 month reporting and recommendations.

*\*Basic Incentives Package is assumed for a DIY program. Premium Incentive Packages increase the volume and value of prizes and are assumed in the range of Premium package prices.*

## Value

---

### Target Goal: Establish a Habit of Where to Go for Information

- Push engagements to keep your information [Topstacked](#) in your members' minds
- Capture ongoing data on users knowledge, skills and attitudes -- in real-time
- Diagnostically determine strengths and weaknesses and make dynamic changes
- Educate members on updated information, requirements and results
- Drive actions until they are habits, using a fun format of repetition

### Engagement Value:

155 questions

52 in-app notifications

26 emails

---

233 engagements with each of **1,500 users** over 6 months

## Pricing Options

	<u>DIY</u>	<u>Premium (range)</u>	
User Fees*	\$19,593	\$19,593	\$19,593
Services	\$400	\$15,060	\$64,170
Incentives/Prizing	\$2,730	\$4,915	\$65,555
	<b>\$22,723</b>	<i>from</i> <b>\$39,568</b> to <b>\$149,318</b>	

\*The differences in pricing include variations in hourly rate of service provider, number of hours of services provided in strategy, integration, writing, enrollment marketing, program management and reporting/analytics, as well as the value and volume of prizing/incentives. [Connect with your Ringorang Rep](#) to learn more, or [Generate an Estimate](#).

## Who Buys This?

- Member Services
- Marketers
- Instructors
- Educators

Use Ringorang to...

- Cut above the clutter of typical marketing and education modes
- Educate members on their mobile devices, in real time!
- Learn from your members daily
- Incentivize sufficient repetition to lead to retained learning
- Capture data that verifies recall, without taking time away from their daily routine

## Recommendations

**Hot tip!** **If you're in charge of member communications or education**, why allow all that investment drain away down the Forgetting Curve? The cost of forgetting is usually left unmeasured. Now you can get control of it before it occurs:

- **Use your first month's challenge (#1) as baseline diagnostics.** You'll start by applying our Loss of Recall metric to assess baseline. Then run the first Ringorang challenge to assess first level of reinforcement and identify strengths and weaknesses.
- **Use Challenge #2 - #3 to shore up weaknesses.** Put emphasis on content that drew weak performance and reduce emphasis where your members are strong. [Topstack](#) key concepts and repeat them to measure they are being recalled.
- **Use Challenge #4 - #5 to drive deeper levels of awareness and also verified actions.** Use Ringorang's gamified format to inspire members to undertake tasks, make them fun and lightly competitive, and then reward them for verifying completion.
- **As habits are gradually built, reduce emphasis on prizing and increase emphasis on intrinsic benefit to the members.** The extrinsic rewards of Ringorang's gamification and micro-interactions is designed to stimulate recall, not to deliver deep learning. As recall sets in over time and repetition, the user applies what they remember to problem solving and decision making, which leads to learning and habit. The reward transfers from that of prizing to that of accomplishment.
- **Use Challenge #6 to maintain and reinforce habits.** Once you have built a responsive membership, it's a matter of regularly reinforcing and updating to stave off any slippage.