


**ROWING**

**CHALLENGE**

**321g**  **PROJECT** **GUIDE**

## EVERY JANUARY, CONCEPT2 HOSTS A VIRTUAL TEAM CHALLENGE.

Your gym can enter for FREE. **Your goal:** record as many meters as possible in 1 month on the Concept2 logbook (also free.)

For details on the 2015 Virtual Team Challenge, [click here](#).

Each member of your team registers themselves as an athlete on the Concept2 site. For links and instructions from Catalyst's 2014 challenge, [click here](#).

Every time a team member logs their scores, your team is updated. Total the most meters rowed by midnight on January 31! You can sort rankings by gym, and if you're the top gym in the 321Go challenge, we'll send you a 321Go banner autographed by Chris Spealler and a \$500 gift certificate for any 321Go service!

### 1. POINTS

This is simple: every meter counts. Assign a goal to your clients (we use 100,000m for the month.) Meters are tracked on the Concept2 logbook site.

### 2. REWARDS

Concept2 will provide a t-shirt template; use it to press your own shirts for members reaching the targeted distance. Last year, we gave out over 30 shirts for members who reached the 100,000m mark.

### 3. TIMELINE

Allow clients to use 'Open Gym' time to do their rowing before or after class. Award free 'open gym' memberships to clients who don't have one. Borrow rowers from clients as necessary.

### 4. CELEBRATE!

Post distances achieved on social media. Share pictures with a tag: "#concept2 #321Go #helpfirst #nopainnograins #gymname....etc.

### 5. LAUNCH WITH A ROWING CLINIC

Free for registrants.

### 6. KEEP IT INTERESTING.

Set up a rowing "biathlon" where participants shoot Nerf rifles every 500m rowed, for example.

### 7. CROWN A WINNER!