

2026 MEMBER CHALLENGE

WHAT IS THE MEMBER CHALLENGE?

Couple community learning with a healthy dose of competition and you get the 2026 trueU Member Challenge! The trueU Member Challenge is an opportunity for you to positively impact your company's employee experience while earning rewards for your entire organization!

ANNUAL WINNERS

1ST PLACE

- \$2500 donation to the non-profit of their choice.
- 6-months membership OR 2 Leadership Academy seats at no cost.*
- 5 minutes on the trueU stage to receive recognition and showcase company and announce the non-profit their donation will go to.

2ND PLACE

- \$1,000 donation to the non-profit of their choice.
- 3-months membership OR 1 Leadership Academy seat at no cost.*
- 100 points toward the 2026 Member Challenge

3RD PLACE

- \$500 donation to the non-profit of their choice.
- 1-month membership at no cost.
- 50 points toward the 2026 Member Challenge

*CREDIT CANNOT BE USED FOR ADVANCED LEADER

POINT SYSTEM

MYTRUEU

- **1 point:** For each course completed in the digital solution

ATTENDANCE

- **10 points:** Per person for attending an event. This includes trueU Tuesdays, trueU Timeouts, Monthly Virtual Onboarding Calls, Culture Champion Meet-Ups, and CEO events.
- **10 points:** Bringing a guest (prospective member) to an in person event
- **10 points:** For scheduling and attending quarterly member meeting with your Member Success Manager
- **25 points:** New Member Kick-Off
- **25 points:** Member Rollout/Relaunch

LEADERSHIP ACADEMY

- **60 points:** For each individual who completes a program
- **10 points:** For each individual who attends a graduation
*Points awarded upon graduation.

SOCIAL MEDIA

- **10 points:** For mentioning & tagging trueU on LinkedIn

COMMUNITY SERVICE

- **10 points:** For inviting trueU to a service day with your company

ADDITIONAL POINT OPPORTUNITIES

- **10 points:** Member to Member Connections
- **10 points:** HR Peer Group participation
- **10 points:** Ops Peer Group participation
- **10 points:** E&I Peer Group participation
- **10 points:** Sales Peer Group participation
- **10 points:** L&D Peer Group participation
- **10 points:** Member to Member Connection
- **20 points:** Utilize a trueU Thought Partner
- **25 points:** Event speaker/panelist
- **100 points:** Sponsor or host a trueU event
- **150 points:** Member referral joins trueU

POINTS LOST

- **5 points:** For each event no show (excludes cancellations)