

FAQ for Cigna & DailyFeats National Sponsorship

About DailyFeats

What is DailyFeats?

DailyFeats, available free for the web and iPhone, helps people make positive change by forming small daily habits. Whenever you do a healthy, positive action, that's a feat--anything from eating fresh fruit to climbing a mountain--that you can check in at Cigna.DailyFeats.com. With every check-in, you'll earn points, and build momentum towards making that feat a real-life habit; DailyFeats helps by offering tools and motivation to keep you going. Once you've racked up enough points, you can redeem them for rewards--or, use your points to prompt Cigna to make a donation on your behalf to a 501(c)3 non-profit like Save the Children or the Prevent Cancer Foundation.

What does it mean that Cigna is DailyFeats' national sponsor?

Cigna's national sponsorship of DailyFeats.com encourages individuals to engage in whole person health and wellness efforts, from eating well and exercising, to giving back to communities or caring for friends and family. Cigna is DailyFeats' exclusive health service sponsor, supporting Cigna's brand message of GO YOUSM by rewarding people for the positive daily activities they do to improve their lives.

"Doing good" is further extended via [donations](#) from Cigna to national charitable organizations. Donations to the charity are based on the points given by DailyFeats users to the particular organization. The charities that will be available for donations include:

- [American Heart Association](#)
- [Juvenile Diabetes Research Foundation](#)
- [P2V](#)
- [Prevent Cancer Foundation](#)
- [Save the Children](#)

As a national sponsor, Cigna also has five branded "feats" aligned with its GO YOU brand campaign and its goals to improve health and help individuals reach their full potential.



- Eat fruits and vegetables.
- Work out.
- Play with your kid.
- Hit a personal best.
- Be true to yourself.

Commonly Asked Questions

Do I have to be a Cigna member to use DailyFeats or Cigna's feats?

No. DailyFeats is free for anyone to use.

How does it work?

When you come to DailyFeats, you'll build a **goal**—like losing weight, being a better parent, or giving back to your community. DailyFeats breaks your goal down into a set of manageable "feats" to do every day. As you achieve your feats, you "check them in" at DailyFeats, sharing your progress with friends and building inspiration. Plus, for every check-in, you'll earn points to redeem for savings from national brands, or partner donations to nonprofits.

How can I check in a feat?

1. Visit DailyFeats.com, and click 'Explore' to discover feats: click on any feat to learn more about it and check it in.
2. You can also use the DailyFeats iPhone app -- download it [here](#) or in the App Store. (An Android app is in the works!)

I did (some action). Can I check in (a certain feat)?

You can learn more about any feat by clicking on it and reading a description, which will help you understand what it means. But ultimately, it's up to you to decide what counts as a feat; we trust you to report your behavior accurately in the spirit of *doing good*.

When should I check in?

That's up to you. Some people like to check in their feats right as they're doing them (often using their mobile phones); other people like to visit DailyFeats once or twice a day, and check in their feats in bulk. In fact, you can even use the Calendar view to check in feats you did on previous days or weeks.

What can I do with my points?

Get rewards! Browse rewards to see our catalog, and add your favorites to your Wishlist. When a new stock of rewards is available for you, we'll email you; if something on your Wishlist becomes available, we'll give you a 24-hour heads-up, so you can plan to redeem it before supplies run out.

Not feeling materialistic? You can always put your points toward donations by our partners to 501(c)3 nonprofits.

What happens when you add a feat to your 'habits'?

When you find a feat you like, click 'Add to my habits' to start working on it: you'll be asked to make a promise to yourself to do that feat at a particular part of your daily routine. The idea is to use an everyday event to remind yourself of the habit you're building, so try to pick a very simple and clear moment in your day -- like "when I take off my shoes after work", or "when I open the refrigerator". You can always edit your routine later, or skip this and just click 'Save my habit' to move on.

After you save your habit, that feat will appear in the 'Dock' at the top of your screen, with a counter showing how many times you've done that feat this week, as well as the total from your best week. Click on that feat in your Dock to view the feat and see more details on your habit. You can always remove it by clicking 'Remove from my habits'.

What are lists?

A DailyFeats List is a step-by-step guide to changing your life for the better. List break down your big ambitions—like eating better or volunteering more—into a set of manageable positive actions, or "feats," to do every day. Use your DailyFeats List to track your progress: you'll see how much you've accomplished, and what you still need to work on.

What are challenges?

DailyFeats and our brand partners use challenges to present you with timely and interesting ways to do good and test yourself. Join a challenge and you will be tasked with completing specific feats within the predetermined time limit for a juicy point bonus, and the satisfaction of a job well done.

Who are these "partners"?

DailyFeats' partners are a coalition of businesses and nonprofits who share our belief that doing good should be meaningful—so they contribute to DailyFeats by sponsoring specific feats and issuing you a double-points bonus when you complete those feats. You can identify a partner-supported feat by the "DOUBLE POINTS" icon on its stamp, or the partner's logo above the How and Why explanation on its feat page.

What defines a "feat"?

Feats are actions that make a *substantive contribution to good*, proven either by accepted science or common sense to be beneficial to people and their communities. Every feat idea must pass that test before it's included in DailyFeats—we're very serious about that. But ultimately the decision is up to you: a feat is only as good as DailyFeats members make it, and your choice to check it in (or not) really defines its value.

How can I learn more about a particular feat?

Click on any stamp or !bangtag and you'll visit a *feat page*, a page dedicated to that particular feat. We've written short explanations of **Why** every feat is a good thing, and **How** you can do it; read those explanations and you'll learn about that action quickly.

How do you decide how many points a feat is worth?

We determine point values by balancing the *difficulty* of a feat with the *frequency* that it can be done. A feat that can be done infinite times in a day, or that can be done without leaving your chair or thinking very hard, is worth one point; feats that can only be done once or twice a year, or that require months of intensive preparation, are worth 50+ points. We gauge every feat on these terms, and use our judgment to give it a point value that matches.

It's important to remember that points are not indicators of a feat's *value or positivity*; we strongly believe that all feats are positive and important, regardless of how difficult or easy they are. In practice this works well. For example, choosing to give blood is more difficult and ambitious for most people than eating a banana - and it's also something you obviously wouldn't do as frequently—so it's worth 25x more. If you have a banana, an orange, and a few grapes a day for a week, you earn as many points as if you'd given blood once.

What about fake checkins? Don't people try to take advantage?

DailyFeats asks that you check in only the feats you've actually done today, or in the past 24 hours. (Otherwise they wouldn't be "daily" feats!) As for getting points for feats you haven't actually completed, the simple answer is that we trust our members.

If a check-in looks really suspect, you can flag it to call attention to a potential problem. We have several other built-in tools and algorithms to prevent misuse, but we're proud to say we rarely have to use them.

Why does DailyFeats offer rewards?

Two reasons. One, they make it easier for you to change your life: a lot of us respond really well to financial incentives. Being able to say "I'll make this healthy choice because it'll save me \$5 tomorrow" is pretty powerful.

At the same time, they help us sustain our business: DailyFeats is powered by the support of partners, as you might have noticed. Many of our sponsors offer rewards to help demonstrate their commitment to positive change, and meet new loyal customers (that's you). So it's a win-win-win for everyone involved.

How do you choose what rewards are available when?

Rewards come and go based on all kinds of factors, like availability, budgets, and the change of seasons. We're always looking for new supplies of rewards: as soon as we get them, we send them out to our members.

How often will I get reward emails?

If you choose to Wishlist a certain reward, you'll get an alert 24 hours before that particular reward becomes available. Otherwise, you'll get reward alerts a few times a month, depending on your DailyFeats usage (we try not to spam people, so you won't see reward emails if you aren't an active member).

Is there a limit on how often I can redeem?

Yes—certain kinds of rewards may be redeemed only once, or twice, in 30 days. Once you've redeemed one of those rewards, you have to wait 30 days before redeeming another from that group. (There are also certain other rewards with different restrictions, like two per month.) We do this to make sure everyone has a fair chance to get rewards that are in short supply.

Can you guarantee that I'll get the reward I wishlisted?

We wish we could, but we can't. Some rewards, especially high-value or expensive ones, are in limited supply or only come along occasionally. To help mitigate against that, when we release new rewards, we always include some that are in larger quantities.

How are these rewards delivered to me?

It varies by the reward. Most are digital codes, which we'll email to you within 2-3 days of your redemption (after we verify your activity). Some premium gift cards are fulfilled by U.S. Mail, which can take up to 4-6 weeks.

What's the deal with donations?

One of the coolest things our partners do is offer donation rewards: when you redeem one of these, our partner makes a donation to the specified nonprofit. This is a great way to use your points to help contribute to positive change.

Are donation rewards tax-deductible?

No. There are no tax implications for donation rewards: it's just good karma.

Do these rewards expire?

Some do, yes. Certain printable coupons will have an expiration date printed on them, and a few premium rewards have a six-month limit. But most of them are good forever.

What does DailyFeats do with my personal information? How is my privacy protected?

We never share individual members' data with *anyone*, including our partners, unless we need your address to send you a reward (in which case it's shared with reward providers for the purpose of redemption only), or if required by law. The only data we share is aggregated and anonymized, used for research by us and our partners.

Where does the money for this come from?

DailyFeats is supported by partners, who pay us for the opportunity to align their brand with positive actions. You'll see them around the site; they support specific feats that connect with their mission & values. We've built a coalition of partners, including nonprofits (who don't pay us), that support the goal of helping people live better.

Are DailyFeats rewards tied into my Healthy Living Rewards?

No, DailyFeats is not associated with Healthy Living and vice versa, so any points accrued and rewards are counted separately.

I forgot my password / can't log in to my account.

Visit dailyfeats.com, click 'sign in', and click the 'forgot my password' link. You can enter your email address and DailyFeats will send you a new password.

I'd like to change my (password / name / photo / community) at DailyFeats.

Visit your [DailyFeats.com](https://dailyfeats.com) profile page, by logging in and clicking the "profile" link at top right. You can adjust all those settings there.