COMMUNITY LEADER
STARTER GUIDE

Proudly supporting

PUSH FOR BETTER Foundation   Lifeline   MOVEMBER®

Welcome to
The Push-Up Challenge 2022

3,139 push-ups. 24 days. June 1 - 24.

Congrats on creating your very own Push-Up Community - look at you go!

We are very grateful to have you and your crew involved as we #PushForBetter mental health and raise awareness of the 3,139 Australians who died by suicide in 2020 (Source: ABS).

The Push-Up Challenge aims to raise awareness, raise funds, foster connection and get everyday Australians engaged in mental and physical health in a fun and unique way.

Our event is for just about everyone. Participants can aim for 25%, 50%, 75% or 100% of the target and you can spread out your push-ups across the day. Alternatives to push-ups such as sit-ups, squats or tailored exercises are welcome and encouraged.

This starter guide will help you engage your crew throughout the challenge and we hope will make your role as a Community Leader as easy as possible.

The fundraising component of the event is optional but a great opportunity to support mental health. We are so proud to be supporting Lifeline, Movember and The Push For Better Foundation to raise critical funds, to increase awareness and to improve mental health and suicide prevention in Australia.

Once again, great to have you on board.

Nick Hudson

Chief of Push-Ups

#PushForBetter

One in five Australians will experience mental ill health this year.

Only 46% of people will seek help.

Nine Australians die by suicide every day.

3 in 4 people with a mental illness develop symptoms before age 25.

Contents

MAKE A DIFFERENCE TO MENTAL HEALTH AND SUICIDE PREVENTION

Lifeline

Lifeline provides all Australians experiencing emotional distress with access to 24-hour crisis support and suicide prevention services anytime, anywhere.

www.lifeline.org.au

MOVEMBER®

Movember is a leading charity changing the face of men's health on a global scale. Funds raised will help deliver life-saving men's mental health and suicide prevention tools and programs across Australia to stop men dying too young.

www.movember.com

PUSH FOR BETTER Foundation

The Push For Better Foundation runs The Push-Up Challenge and aims to improve the mental health of Australia by building knowledge, connection and mental fitness.

www.thepushupchallenge.com.au/pushforbetterfoundation

YOUR COMMUNUITY LEADER CHECKLIST
A few simple steps to engage your crew

April

- [ ] Personalise your Community Page through your Community Leader Dashboard
- [ ] Post on your internal channels using these **templates and resources** to start getting the word out there
- [ ] Put posters up and TV screen images on display
- [ ] Recruit some Team Captains, to help you engage your crew
- [ ] Encourage your leaders to promote the event
- [ ] If you like, get some **merchandise** for your crew. You can place a bulk order on official 2022 T-Shirts and get a great discount or **Contact Us** for Corporate Supporter Package Options.
- [ ] Plan a kick-off or wrap-up event in June to coincide with the event

May

- [ ] Post on your social media to show your support for the event
- [ ] Continue event promotion through your internal channels. Consider a guest speaker.
- [ ] Take part in our training program, designed by Exercise and Sports Science Australia, to get your body ready
- [ ] Download the 'Push For Better' phone app, available late May (we'll email you how)
- [ ] If your organisation has a Dollar Matching program let your workplace know about The Push-Up Challenge. **Find out more**.

June
Jun 1 - 24

- [ ] Host a kick-off event
- [ ] Talk about mental health with your crew using the daily facts as conversation starters
- [ ] Send updates to your crew highlighting their push-up and fundraising efforts
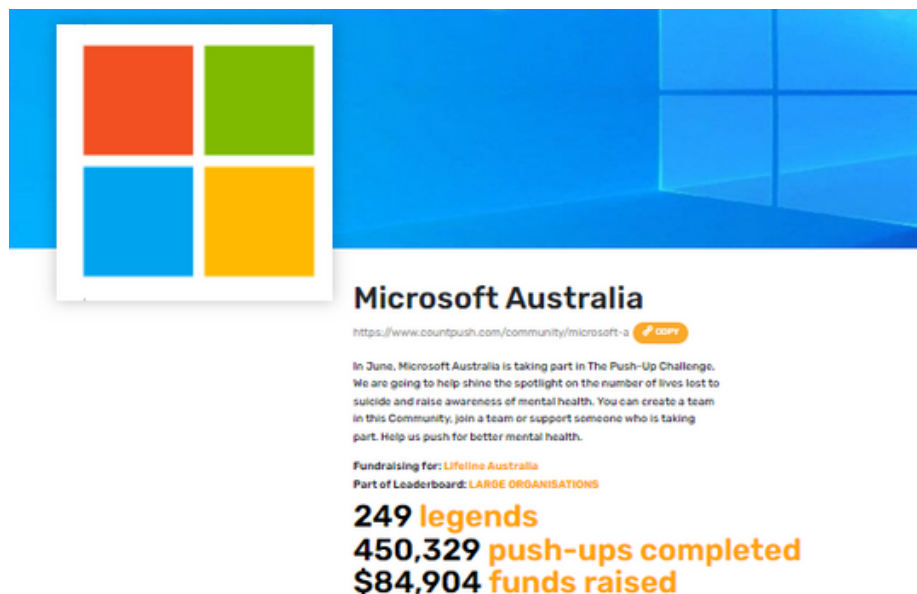- [ ] Host a 'final push' event

July
Jun 25 - Jul

- [ ] Thank your crew, celebrate your achievements and share your impact.
- [ ] Host a celebration event
- [ ] You can make a Corporate Donation or ask your organisation to dollar match the funds you've raised. **Find out more**.

YOUR COMMUNITY PAGE
For getting your crew to register

Microsoft Australia

https://www.countpush.com/community/microsoft-a 🔗 COPY

In June, Microsoft Australia is taking part in The Push-Up Challenge. We are going to help shine the spotlight on the number of lives lost to suicide and raise awareness of mental health. You can create a team in this Community, join a team or support someone who is taking part. Help us push for better mental health.

Fundraising for: Lifeline Australia
Part of Leaderboard: LARGE ORGANISATIONS

249 legends
450,329 push-ups completed
**$84,904** funds raised

2021 Microsoft Community Example.

Your Community Page is the page that you share to invite your crew to join.

Personalise your Community page

Add your logo and edit your Community details through your Community Leader Dashboard (see next page).
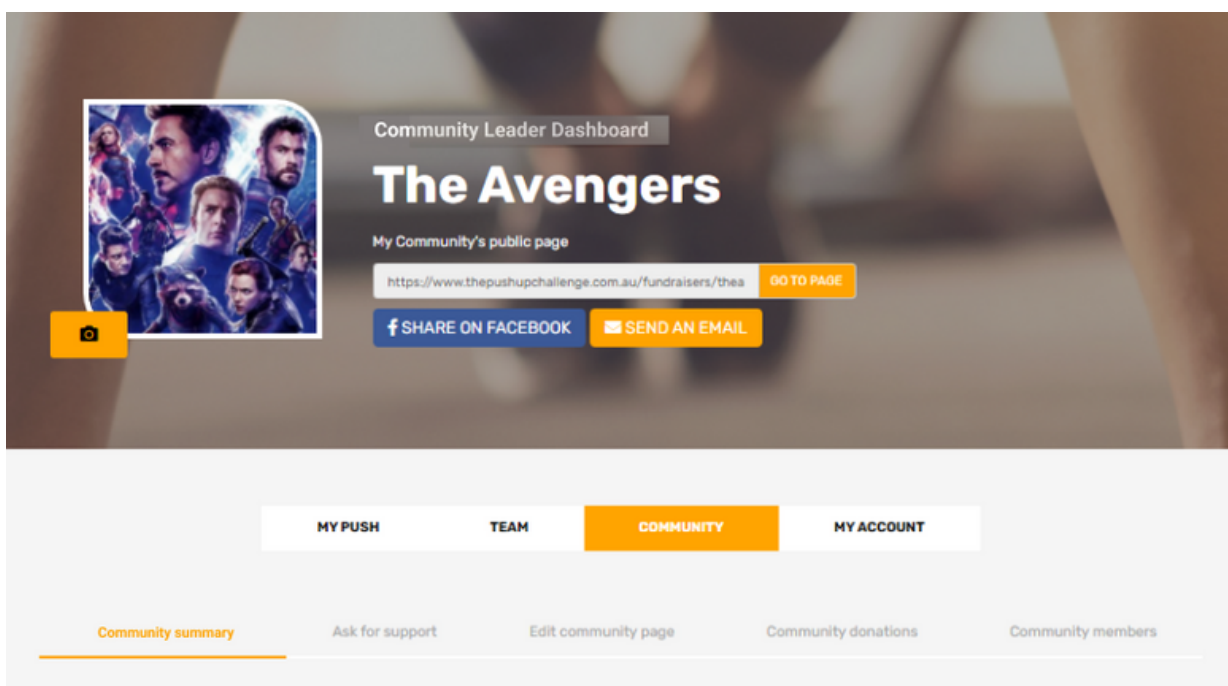
If your Community is located across Australia

For a little bit of friendly interstate rivalry, we have a handy map of Australia available for Communities. This shows stats per state for your Community.
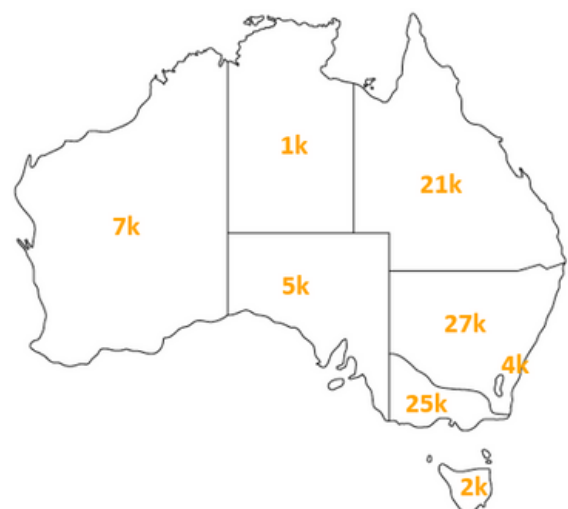
YOUR COMMUNITY LEADER DASHBOARD
Edit settings and see your crew's achievements

Your Community Leader Dashboard is just for you.

Dashboard Features

- Track overall Community fundraising performance
- Track overall Community push-up progress
- Edit Community page details
- See which teams are in your Community

Fundraising

Community Leaders, Team Captains and participants can change who they are fundraising for (i.e. their 'beneficiary') through their Dashboard. Note that donations that have already been made to a beneficiary will not be reallocated should a Community (or team or participant) change their beneficiary. The only way the receiving beneficiary can be changed for a donation that has already been made is for the donor to contact us through the website and request this.

Some key points for Community Leaders

Pre-Event

Email templates, posters and social media assets

Promoting the event to your crew is super simple. There are heaps of handy resources available for you under the Resources section of our website.

Download your Community Leader Toolkit from the **Resources** part of the website. This pack has everything you need to get your crew fired up about the event.

The Resources page is regularly updated with all sorts of goodies and we'll keep you updated as we drop new items in there.
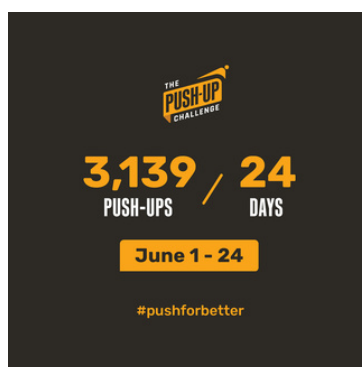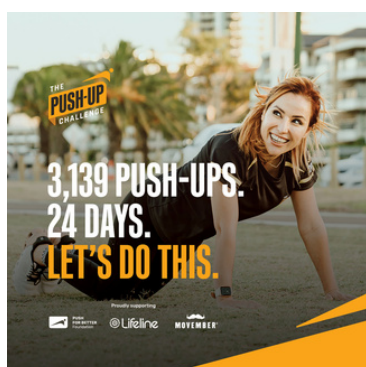
Inviting people to join your Community

Share your Community Page link with your crew to invite them to join. They can then either create or join a team which is a part of your Community. Try to recruit some Team Captains early, to help you engage your people. Encourage the influencers in your crew to get involved and spread the word. This could be your leaders or perhaps your social butterflies.

Participant support

The Push-Up Challenge supports participants in the lead up to and during the event. For any questions, encourage participants to check out our **FAQs** and **get in touch** through The Push-Up Challenge website.

Some key points for Community Leaders (cont.)

'Push For Better' Phone app

Our phone app will be available to download (iPhone and Android) in May. We will let you know more as the event approaches.
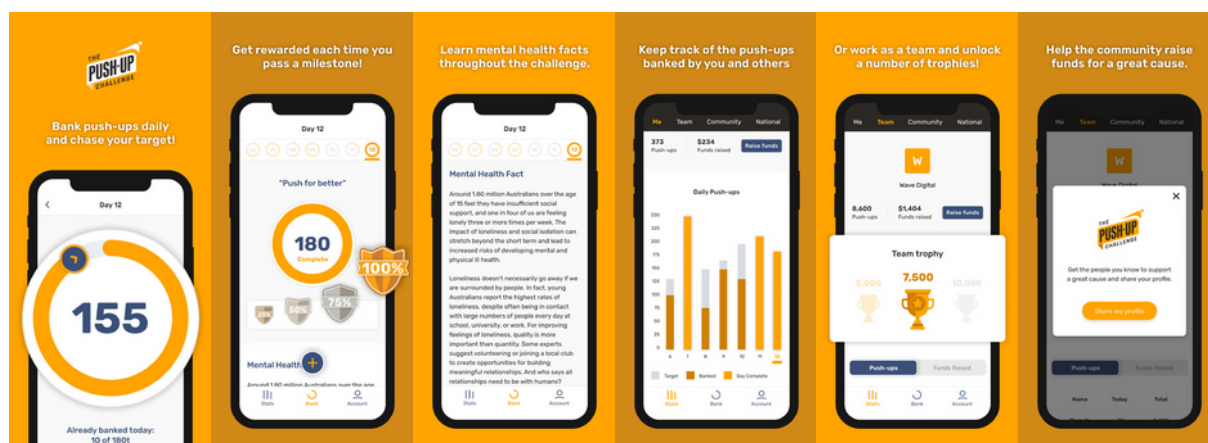
Handy tips to maximise engagement

Check out 'Get Pushin' on the website for push-up tips and training guides, exercise alternatives and fundraising tips. Closer to the event we will email you with these too!

Email firewalls

If you're in an organisation with a strict IT policy, we recommend letting your IT department know about The Push-Up Challenge event just to ensure you get all our emails. Make sure emails from @thepushupchallenge.com.au can get through.

Post on socials about your involvement

We LOVE seeing your push-ups, hearing about why you #PushForBetter and seeing the event engage thousands of Australians in mental health across Australia.

Tag us @pushforbetter and #PushForBetter

Follow us on

 Facebook / **Instagram** / **LinkedIn**

Join our private Facebook group

We also have a private Facebook group for encouragement and connection across our legends. **Join now**.

Some key points for Community Leaders (cont.)

During the Event

Daily mental health facts

Our daily mental health facts will be on the app and uploaded to the website each day.

Bank push-ups through the phone app (or website)

Participants bank their push-ups on our event app, where they can also see the daily mental health tip and see how their mates and others in their Community are going.

Push-ups can also be banked on our website.

We know people work shifts and life gets busy, so you can bank your push-ups for previous days (but you can't bank push-ups on future days).

Note: The maximum amount that can be banked each day is the daily push-up target.

The Push-Up Challenge
Sponsored

A recent study in South Australia demonstrated that restricting the use of mobile phones for one hour before bedtime increased sleep duration by an average of 21 minutes per night amongst adolescents. This adds up to an extra 147 minutes of sleep over a week.

As well as putting down the electronics, some other suggestions to improve sleep include getting exercise during the day, drinking caffeine before lunch only, , getting some sunlight every day, making sure the sleeping environment is dark and cool, having a set bedtime and getting up the same time every day.

147
Switching off for better sleep

Virtual Badges and Team Trophies

Participants will get a virtual badge each day when they hit 25%, 50%, 75% and 100% of the target.

Teams will receive virtual trophies on the app for team push-up achievements e.g. 500 push-ups, 1,000 push-ups, 2,000 push-ups etc.

Track your crew's progress

On your very own Community Page you can track your Community's success and see total push-ups banked, funds raised and how all your teams are going. Members of your Community can also see this through the phone app.

Leaderboards

Some love a bit of friendly competition. During the event you can check out our sector leaderboards on the website to see how you are going against others in your sector across Australia.
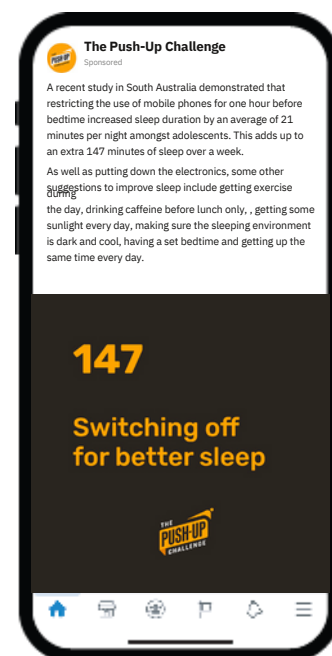
Spotify playlist

During the event we release 10 new songs daily to our Spotify playlist.

This is also available through our event phone app.

#PushUpOfTheDay

During the event we regularly feature a #PushUpOfTheDay. Submit your videos and pics by tagging us **@pushforbetter** and **#PushUpOfTheDay.**

Some key points for Community Leaders

Post Event

Individual certificates

Everyone deserves some recognition. Following the event, participants will be emailed a certificate of achievement for push-ups and funds raised.

Celebrate your achievements

Whether by email, a personal message, through your external channels and/or an event, we recommend celebrating your crew's push-ups, fundraising achievements and the impact YOU made on mental health.

Dollar Matching

Dollar Matching your participants' fundraising efforts goes a long way to show your organisation's support of mental health. If you'd like more information please **get in touch**.

Become a Corporate Supporter or Partner of the event

Want to boost your involvement in the event? Our Corporate Supporters have access to an additional toolkit to drive engagement and participation in large and small organisations.

You could also collaborate with us as a Foundation Partner and connect your organisation to helping improve the mental health of Australians.

Get in touch with our partnerships manager for more information.

A few other handy tips

How teams work

Within teams, participants can have their own push-up targets based on their abilities.
So, for example, one team member can aim for 25% of the 3,139 target, another team member can aim for 50% and a third team member can aim for 100% whilst being together in the one team.
Teams will receive virtual trophies on the app for team push-up achievements e.g. 500 push-ups, 1,000 push-ups, 2,000 push-ups etc.

We recommend teams of up to 10 people

We recommend a maximum team size of 10 people. Keeping it at 10 or less helps the members maintain accountability and a good vibe.

If someone creates a team outside of your Community

No stress. If a team captain accidently creates a team outside of your Community all they need to do is go to their Hub page and select Join Community (when logged in) and follow the prompts from there.

To be in a Community, you need to be in a team

Participants need to be in a team to be in your Community. Note that participants are welcome to create a team with just them if that's what they're after. i.e. A team of one. This will allow them to join a Community.

We can't wait to push for better on 1st June. Until then, please get in touch **get in touch** with us if you have any queries.

THE
PUSH-UP
CHALLENGE

#PUSHFORBETTER

Proudly supporting

PUSH
FOR BETTER
Foundation

Lifeline

MOVEMBER®

www.thepushupchallenge.com.au