THE PUSH-UP CHALLENGE

TEAM CAPTAIN
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.

You now have your very own push-up team – yewww!

We are very grateful to have you and your team 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 guide will help you engage your team throughout the challenge and we hope will make your role as a Team Captain 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 provides all Australians experiencing emotional distress with access to 24-hour crisis support and suicide prevention services anytime, anywhere.

www.lifeline.org.au

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

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

HOW TEAMS & COMMUNITIES WORK

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 also 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 members maintain accountability and a good vibe.

All about Communities

A Community is a collection of teams. These are great for large workplaces, gyms, schools, unis or clubs where more than 10 people are expecting to take part.

You can create a Community through your Team Captain Dashboard part of the website when logged in. You can do this down the track, for instance if you're too successful in recruiting for your team and decide you need a Community.

If you're in a Community, be sure to check out your Community's page for total push-ups, funds raised and how teams in your Community are tracking.

YOUR TEAM CAPTAIN CHECKLIST
A few simple steps to engage your crew

April

- [ ] Personalise your Team Page through your Team Captain Dashboard
- [ ] Get yourself some team mates using these **templates and resources** and by sharing your Team Page link
- [ ] Put posters up and share your team page on socials
- [ ] If you like, get some **merchandise** for your crew.
- [ ] 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 team member recruitment
- [ ] 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 **here**.

June
Jun 1 - 24

- [ ] Host a kick-off event
- [ ] Talk about mental health with your crew using the daily facts as conversation starters. Consider a guest speaker.
- [ ] 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 **here.**

IMPORTANT INFO FOR TEAM CAPTAINS

Pre-Event

Email templates, posters and social media assets

Promoting the event to your team is super simple.

There are heaps of sweet resources on our website's **Resources page**.

This pack has everything you need to get your team fired up about the event.

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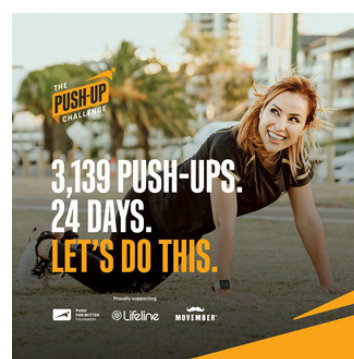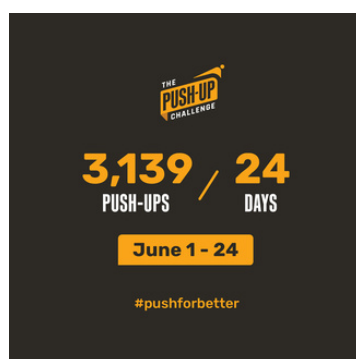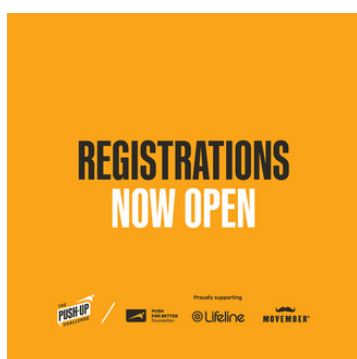
Inviting people to join your Team

Share your unique public Team Page link with your team to invite them to join.

Participant Support

The Push-Up Challenge supports participants in the lead up to and during the event.

Encourage participants to check out our **FAQs** and **get in touch** through The Push-Up Challenge website if they have any questions.

IMPORTANT INFO FOR TEAM CAPTAINS

'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.
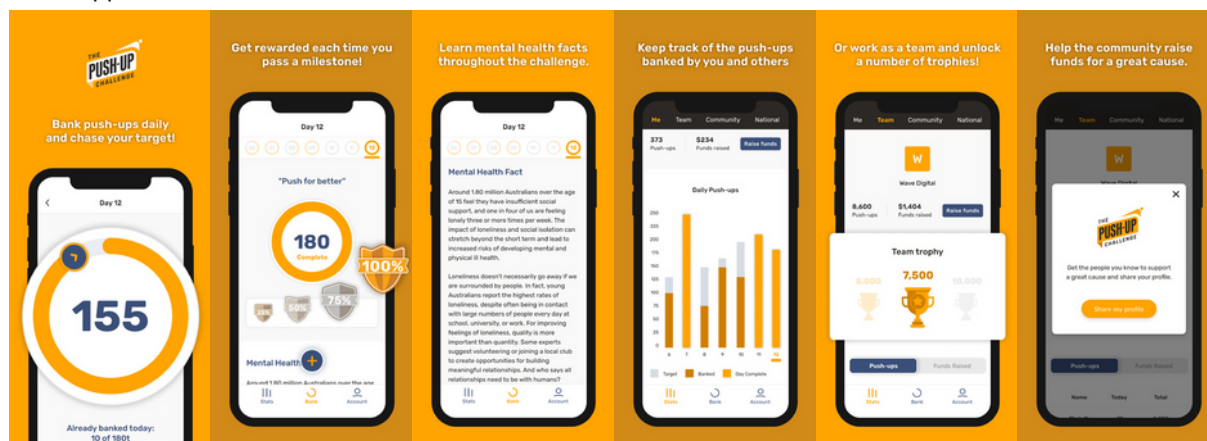
Handy tips to maximise engagement

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 push-up legends. **Join now**.

IMPORTANT INFO FOR TEAM CAPTAINS

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 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.
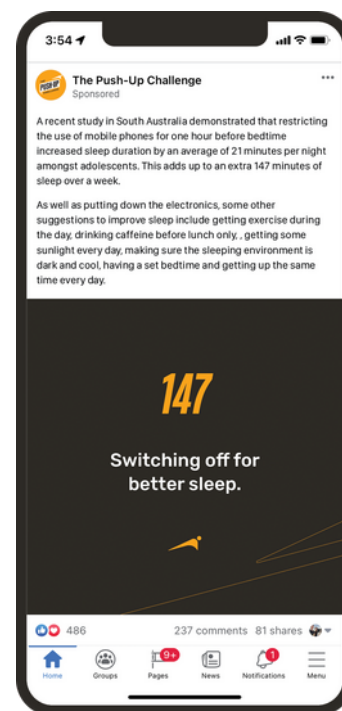
Virtual Badges and Team Trophies

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 team's progress

On your very own team page you can track your team's success and see total push-ups banked, funds raised and how all your teams are going.
Members of your team 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 to help your crew stay motivated.

This is also available through our event app.

We'll send out details around this closer to the event.

#PushUpOfTheDay

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

IMPORTANT INFO FOR TEAM CAPTAINS

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 team'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**.
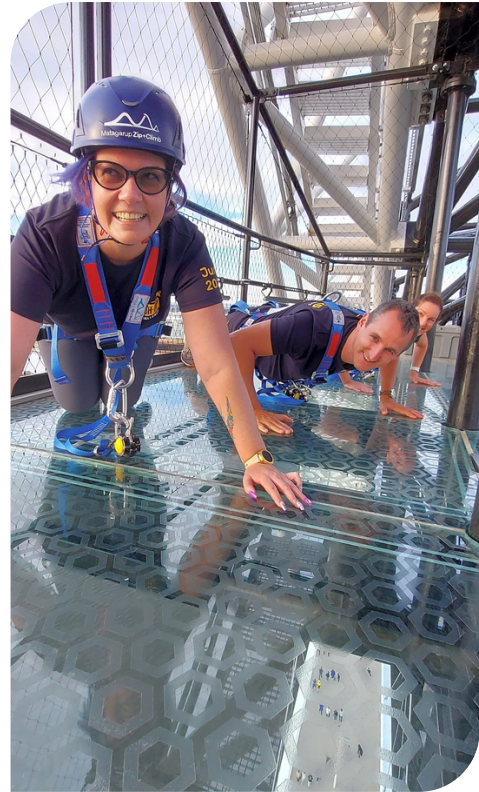
Become a Corporate Supporter or Partner of the event

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.

FREQUENTLY ASKED QUESTIONS

Team Page vs Team Captain Dashboard

Your Team Page is the link you share people to get them to register as part of your team. You can also share this link with supporters to ask for donations if you want donations to go to the team (rather than to your personal Profile Page).

Your Team Captain Dashboard includes your settings plus some other virtual badges. You can change your team profile picture and edit your details through your Team Dashboard. You can also create a Community through here.

How to personalise your Team Page

Add your logo, change your team's profile picture and edit your team details through your Team Captain Dashboard (when logged in).

Change your team name

Make a mistake with your team name? As Team Captain you can change this through your Team Dashboard.

Can I be in more than one team?

You can only be in one team.

To find your team

Enter your team name in the Search bar on The Push-Up Challenge website or use your unique Team Page link we have sent you.

Fundraising

Team Captains and participants can change who they are fundraising for (i.e. their 'beneficiary') under their Dashboard. Note that donations that have already been made to a beneficiary will not be reallocated should a Team (or participant) change their beneficiary.

Time zones

The time zone of a team is set for the team by the Team Captain. This is fixed for your team and is designed for team alignment on push-ups. i.e. Then everyone in your team is working on the same 'day'.

I created a team and want to create or join a Community

Follow the steps through your Team Captain Dashboard to create a Community. It's super simple.

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

THE **PUSH-UP** CHALLENGE

#PUSHFORBETTER

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www.thepushupchallenge.com.au