



COMMUNITY LEADER STARTER GUIDE

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WELCOME TO THE PUSH FOR BETTER

Congrats on creating your very own Community – look at you go.

The Push-Up Challenge is all about the push for better mental health.

You've signed up to do something great for your mental health and that of your crew and Australia – nice work legend. Plus, you're about to get fit, have fun and have lots of chats with your mates along the way.

3,144 Australians tragically lost their lives to suicide in 2021. This is 3,144 too many.

With your help, we can make a difference, and ultimately reduce this number. 3,144 push-ups. 23 days. Let's do this.

BECAUSE ONE LIFE LOST IS TOO MANY



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NEED TO KNOWS

1. Promote & Recruit

Time to rally the crew. Get your friends, family, and work colleagues on board to join your Community. The more the merrier.

2. Download the app

Download the Push for Better app to log push-ups and receive updates and info from us.



3. Practice

Encourage your Community to squeeze in a push-up or two before the event kicks off to get those muscles primed. Check out our training program and other exercise **resources**.

3,144 PUSH-UPS. 23 DAYS. LET'S DO THIS.



4. 1-23 June

Time to push for better. A daily push-up target inspired by an important mental health fact will be shared over 23 days. Sundays are rest days, or a time to play catch up if you need. Stay tuned via the app, our website or our socials for daily push-up targets and loads of mental health info.

5. Chats and banter

The mental health facts will give you lots of opportunity to talk about mental health with your Community. Chat by chat we can reduce the stigma around mental health.

6. Fundraise

Every little bit counts, so if you're able and willing it would be great to get you raising funds for our charity partners. This is optional, but a great opportunity for you and your crew to support mental health.

7. Have fun doing good

Doing something good for mental health in a fun way. That's what TPUC is all about. Enjoy moving your body, learning about mental health and being part of the push for better alongside your Community.

TIPS FOR SUCCESS

CELEBRATE

Celebrate the wins and milestones, and be proud of what you've accomplished together.

MOTIVATE

Send your crew updates on their push-up and fundraising efforts to keep them motivated.

DOWNLOAD

Our **Fundraising and Engagement Pack** is packed with great ways to engage your Community.

CORPORATE SUPPORTER PACKAGES

Level up your crew's involvement with our **Corporate Supporter Package**.



THE NUTS AND BOLTS

Push-ups. Or other.

We don't mind how you and your crew push, as long as you push. Even if you pass on the push-ups and choose to do sit-ups, squats, lunges or something else, the main goal is to be part of the push for better mental health.

Target

You can aim for the full 3,144 target, or choose the half target instead which is 1,572 push-ups. The app will automatically set your daily target based on the option you choose.

App

Use the app to log your push-ups each day, track your crew's push-up progress and get notified about donations. It's got a bunch of other features and info to support your challenge, including the option to bank for previous days if you've fallen a bit behind.

Mental Health Facts

Check out our daily mental health facts that will be uploaded on our app, socials, and website for each day of the event.

Fundraising

Reach out to your friends, family, and wider community for donations. Check out the templates, fundraising tips and social tiles on our **website**, or download our **Fundraising and Engagement Pack** for some inspo.

Your dashboard

This is where you manage your Community. You can set a fundraising target, share your 'why' and upload a profile pic.

Your Community

It's time to grow your Community, which means you need Teams to join you. You have the option to set up Teams yourself or invite Teams to join your Community by sharing your Community Page link. Select 'Manage Teams' on your Community **dashboard** to edit Team details, select Team Captains and move your crew between Teams.

Website

Our website is your go-to for event information, resources, FAQs, your dashboard and how to get in touch if you need to ask us a question. You can also log push-ups here if you don't have the app.

Resources

Check out the **Resources page** on our website for handy resources like email templates, posters, social tiles, exercise guides and more.

Merch

Get yourself some sweet event **merchandise** and look the part for the event. **Contact us** to get a discount on bulk orders.



THE NUTS AND BOLTS

Social media

Follow us on **Facebook**, **Instagram** and **LinkedIn**. Be sure to tag us in your posts and use #pushforbetter so we can follow along on your push-up journey.

Share with us

Use the form on our website to **send us your photo** or video for your chance to win #PushUpOfTheDay and The Pushies.

Spotify

We release 10 new songs daily to our **Spotify playlist** to help you stay motivated.

Support

We're here to support you and your Community. Check out our **FAQs** or get in touch through our **website** if you have any questions.



FUNDRAISING

Fundraising is a great opportunity to make a difference for mental health. We are so proud to be supporting Lifeline, Movember, and Push for Better Foundation to raise critical funds, increase awareness and improve the mental health of Australia. You can support one of our charity partners if you choose to fundraise as part of your challenge.



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

OUR TOP 3 FUNDRAISING TIPS

1. Dollar Matching

Your dollars could go twice as far if your employer has a **dollar matching program**.

2. Set a fundraising target

Set a Community fundraising goal to inspire and motivate your crew.

3. Game On

Start a little healthy competition amongst your cohort to see who can smash their fundraising targets fastest. Or better yet keep watch of your competitors on our industry leaderboards and use it to motivate your Community.

Check out our **website for more tips**.



FAQS

How do people join my Community?

Your crew will need to be in a team to join your Community. People are welcome to create a Team with just them if that's what they're after.

Can I move someone into my Community who accidentally created a Team outside of my Community?

If a Team Captain accidentally creates a Team outside of your Community, they can go to their Dashboard and select 'Join Community' to become part of your Community.

How can I move people between Teams, edit Team details and make other people Team captains within my community?

You can do this by heading to the 'Manage Teams' page on your Community dashboard.

Can my Community choose to fundraise for different beneficiaries?

Communities, Teams and participants can fundraise for different beneficiaries. Community Leaders, Team Captains and participants can change who they are fundraising for through their Dashboard.

How do I personalise my Community page?

You can add your logo and edit your Community details through your Community Leader **dashboard**.

How can I keep track of my Community if we are spread out across Australia?

We have a handy map of Australia available (which shows stats per state for your Community) to keep your crew connected and encourage a little bit of friendly interstate rivalry.





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PUSH
FOR BETTER
Foundation



Lifeline



MOVEMBER®

GOT QUESTIONS? *HIT UP THE FAQ PAGE*
ON OUR WEBSITE OR CONTACT US

www.thepushupchallenge.com.au