



FUNDRAISING AND ENGAGEMENT GUIDE



WHAT IS THE PUSH-UP CHALLENGE?

We are Australia's largest mental health and fitness event.

This year, participants will sign up to do 3,249 push-ups over 24 days from 5 to 28 June, putting the spotlight on the number of lives lost to suicide in 2022.

Fundraising is a great opportunity to support mental health. Funds raised for the event's charity partners help deliver critical mental health services and programs across Australia.

OUR MISSION

To support the health of our participants, raise mental health awareness and contribute to interventions and prevention for depression, anxiety and suicide.

3,249 PUSH-UPS. 5-28 JUNE.





WHY WE PUSH FOR BETTER MENTAL HEALTH



The focus of The Push-Up Challenge is to raise mental health awareness and reduce the stigma around mental illness. We raise funds for key mental health organisations, such as Lifeline, headspace and Push for Better Foundation, so they can continue to invest in research, resources, services and programs to support our communities.

3,249

Australians lost their lives to suicide in 2022. Suicide is the leading cause of death for Australians **aged 15-44.**

1M

Around **1 million people** in Australia live with depression.

1 IN 5

of us will experience symptoms of mental illness in any given year. **Roughly 60% of these people won't seek help.**



FUNDRAISING FOR BETTER MENTAL HEALTH

Doing push-ups is not the only challenge - we also need to raise much needed funds to support critical mental health services and programs across Australia. This year we are proudly supporting Lifeline Australia, headspace and Push for Better Foundation.

We've got some great ideas to help you have an awesome experience, motivate your crew and boost your donations. Whether you're going solo, part of a work crew, gym or a school - we've got the goods for you.

Make an impact through fundraising for:



**PUSH
FOR BETTER**
Foundation



Lifeline



headspace



BOOST YOUR DONATIONS



Share your story

Share your motivation on why you connect to the cause and why you're taking up the challenge.

Donate to yourself

Start things off by donating to yourself. People who support themselves are more likely to raise more donations.

Share on social media & email

Use the links on your Dashboard to share your fundraising goals on Facebook or by email. Talk about why you are doing The Push-Up Challenge and why others should support mental health.

Facebook Fundraiser

Create a Facebook Fundraiser and you could see twice as many donations roll in. It's super easy to set up.

Get creative

Film yourself doing a creative push-up and share it on social media. It's a great way to grab your friends' attention and inspire them to support you. When you write your post, tag three of your friends and challenge them to come up with their own creative push-up.

Start a team

Get your friends, family, co-workers, gym buddies or teammates together and start a team to work towards fundraising and push-up goals together.

Ask a local business for support

Reach out to your local business community to help reach your fundraising goal. If they can't donate, ask them to share your social media post on their page to generate more awareness.

Thank your supporters

Make sure you thank your supporters. All it takes is a simple message on your social media posts to encourage more people to donate.



TIPS FOR SCHOOLS



Student Ambassadors

If your school has a Student Ambassador, they'll be on hand to help lead everyone in the challenge. These legends are the ones cheering on their school community to get fit, have fun and learn about mental health.

Thankful thoughts

Create a gratitude board and share the things you're grateful for to help boost wellbeing.

Push for pizza

Hit your push-up targets and be rewarded with awesome treats.

Teachers vs Students

Teachers and students go head-to-head in a push-up throw down. Donate a gold coin to watch and see who the champions are.

Get the party started

Host a launch event to get your school feeling pumped.

Better together

Have a mass push-up day and make time to push together (this makes for an epic photo opp).

Spread the word

Reach out to local news outlets and invite your local newspaper or radio to visit.

House comps

Compete for points amongst your school houses. Points can go to the crew who finish their push-ups fastest, or the most creative push-up.

Sibling rivalry

Start a competition with your sibling school and see who comes out on top.

Assembly talks

Invite your school wellbeing staff or mental health professionals to speak at assemblies about mental health awareness.

Sign here

Get your teachers to encourage everyone to sign up.

Marketplace

Create fundraising stalls and sell some wares to help raise funds.

Feeling sporty

Demonstrate push-ups at your sports carnivals and get the school to hit their daily target.

Follow the leader

Share a daily update of your school status on the leaderboard to keep everyone motivated.

Post it

Share posters, social media tiles and other resources from **The Push-Up Challenge** website around your school.

WORKPLACE ENGAGEMENT BEFORE THE CHALLENGE



Ways to make The Push-Up Challenge a success at your work.

Think big

Ensure the whole organisation has the opportunity to get involved and set expectations for how everyone can join in.

Communication is key

Talk about your objectives for being involved and share your goals. Set the number of teams, participants and fundraising goals you want to meet.

Rally the crew

The best candidates are previous participants who enjoyed the experience, people with a passion for workplace wellbeing, improving mental health or enjoy creating connection with their colleagues and teammates. Get them on board again.

Nominate your leaders

Choose Community Leaders and Team Captains from different areas of your organisation to encourage 'a whole of workplace' approach.

Connect

Create a dedicated chat stream so you can encourage and motivate each other throughout the Challenge.

Follow us

Follow The Push-Up Challenge and our beneficiaries on **LinkedIn**, **Instagram** and **Facebook** for additional shareable assets, mental health resources, stories and examples of push-ups in the community.

Ask a profesh

Consider asking a qualified personal trainer to help with pre-event training so your team is on top of best form and techniques.

Keep the convo going

Reach out to The Push-Up Challenge or your chosen beneficiary for a virtual or in person speaker session before, during or after the event to keep the mental health conversation going.

Deck the walls

Take advantage of the posters, social media tiles and other resources available on **The Push-Up Challenge** website to showcase your involvement around your workplace.

WORKPLACE ENGAGEMENT DURING THE CHALLENGE



Cake it until you make it

Host a launch event like a morning tea to get everyone pumped and excited. Take the time to start all-important conversations that help remove the stigma around mental health and how fundraising can make a difference.

Workplace dollar matching

Check if your workplace offers dollar matching. Lots of companies like to rally behind their employees and show their support by matching funds they've raised.

Game on

Start a little healthy competition amongst your cohort to see who can hit their push-up targets first for the day, or who smashes their fundraising target fastest.

Encourage push-up moments

Make time within your organisation to encourage participants to do their daily push-up target and discuss the daily mental health information. This can help create an inclusive environment for your teammates and encourage connection.

Reach your targets together

On the bigger days, organise a virtual or in-person event to motivate everyone to push-up together and achieve the daily total.

Show leadership

Have someone from your leadership team share personal experiences and motivation for doing the challenge. This may give permission for others to feel comfortable speaking up.



WORKPLACE ENGAGEMENT AFTER THE CHALLENGE



Reward your team

Engage a massage therapist, meditation coach or a yoga teacher during or post the challenge to aid recovery and reward the team.

Shout out your great work

If your organisation is recognised as a top performer and receives an award, shout out or a wrap-up video from us, be sure to share it business wide to demonstrate your commitment to the wellness of all your colleagues.

Make time to celebrate

Host a wrap-up event to celebrate completing The Push-Up Challenge and new connections made.

Reward

Recognise and reward your Community Leader and Team Captains for their commitment to keeping everyone connected and on track, or host your own "Pushie" awards for members of your team.





Proudly supporting



GOT QUESTIONS? VISIT OUR WEBSITE.

www.thepushupchallenge.com.au

