



MyMarathon Workplace guide





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Welcome to the Workplace Guide, your one-stop shop for all things MyMarathon 2023. We're thrilled to have you and your colleagues on board this year.

MyMarathon is a fitness and fundraising event that brings workplace teams together. Organisations are looking for opportunities to re-ignite workplace creativity, innovation and teamwork – and what better way to do it than with the fundraising race where you set the pace?

Whether you run it in a day, pound it out in a week or walk it in a month-long commitment to better health, MyMarathon can help keep your team connected, even if you work across multiple offices and states. You can improve your physical and mental health, increase your productivity and work together (or in competition with each other!) towards a shared goal: to help raise funds for lifesaving heart research.

Setting up your teams

You've been sent the Workplace Guide because you're the team captain for your workplace. This role works in a couple of ways, depending on how many teams you decide to create.

If you create one workplace team, you'll be in charge of recruiting team members, driving your organisation's fundraising efforts, and keeping everyone motivated and excited as the MyMarathon challenge progresses.

If you create more than one workplace team (for example, you might have a Sydney team and a Perth team based on where your organisation's offices are located), you'll appoint a team leader to oversee recruitment and fundraising for each group. In this scenario, your role will be to coordinate the team leaders and oversee your organisation's MyMarathon efforts as a whole. You can also opt to be a team leader for one of your workplace teams in addition to your team captain role.

Using this guide

This guide contains everything you need to create and grow your workplace MyMarathon team. We've broken down the MyMarathon table into three distinct periods (Before MyMarathon, The MyMarathon challenge, and After MyMarathon) and created a series of template emails and other action items to help you tick off all the tasks on your team captain list.

These include:

1. registering your MyMarathon team/s
2. recruiting MyMarathon team members
3. organising workplace incentives and events
4. helping teams kickstart (or boost!) their fundraising
5. providing ongoing motivation and support to all your workplace participants
6. reporting back to participants on your success.

Level up your MyMarathon workplace experience

In addition to sending the emails contained in this guide, there are lots of other things you can do to enhance your workplace's MyMarathon experience. Here are some ideas.

Recruitment

Get the bigwigs on board. Engaging your workplace leaders can really help get teams and staff members excited about taking part. Ask your CEO, general manager or other senior leaders to consider registering for MyMarathon or creating their own team. You could also take some videos of well-known or well-connected staff members talking about why they're participating – it's a great way to show your colleagues that they'll be joining a real team effort.

Go viral. As team captain, you'll have access to a wide range of digital MyMarathon resources to help you get the word out about your workplace team. Get creative with social tiles, and posters that can be personalised with your workplace team page URL to raise awareness of your MyMarathon campaign.

Keep things interesting. Some of your colleagues will probably sign up for MyMarathon sight unseen, but for those who need a little more convincing, incentives are the way to go. Chat to your manager or the relevant senior leader about what you might be able to offer – think certificates and vouchers, lunch with the CEO, or even a paid recovery day at the end of October!

Fundraising

Share the message. One Australian has a heart attack every nine minutes, which means some of your colleagues are likely already living with a heart condition or know someone who is. Sharing these stories (if people are comfortable to do so) can help other colleagues feel connected to the MyMarathon cause and therefore more likely to invest in the outcome. You can also encourage people to head to the MyMarathon website to hear stories from our ambassadors.



Dollar match donations. In addition to registration incentives, consider asking whether your organisation would consider dollar matching the donations your team members receive. Matched funding can triple the amount people fundraise, which will make a huge difference to your MyMarathon totals. It's also an opportunity for your organisation to support their staff members and show off their philanthropic credentials.

Host a launch event. Hosting a launch event on MyMarathon kick-off day (Monday, 3 October) is a great way to get people feeling excited and motivated about the month ahead. Consider hosting a team breakfast or morning tea or scheduling an all-team walk or run to get everyone into the swing of the MyMarathon fun.

Fun

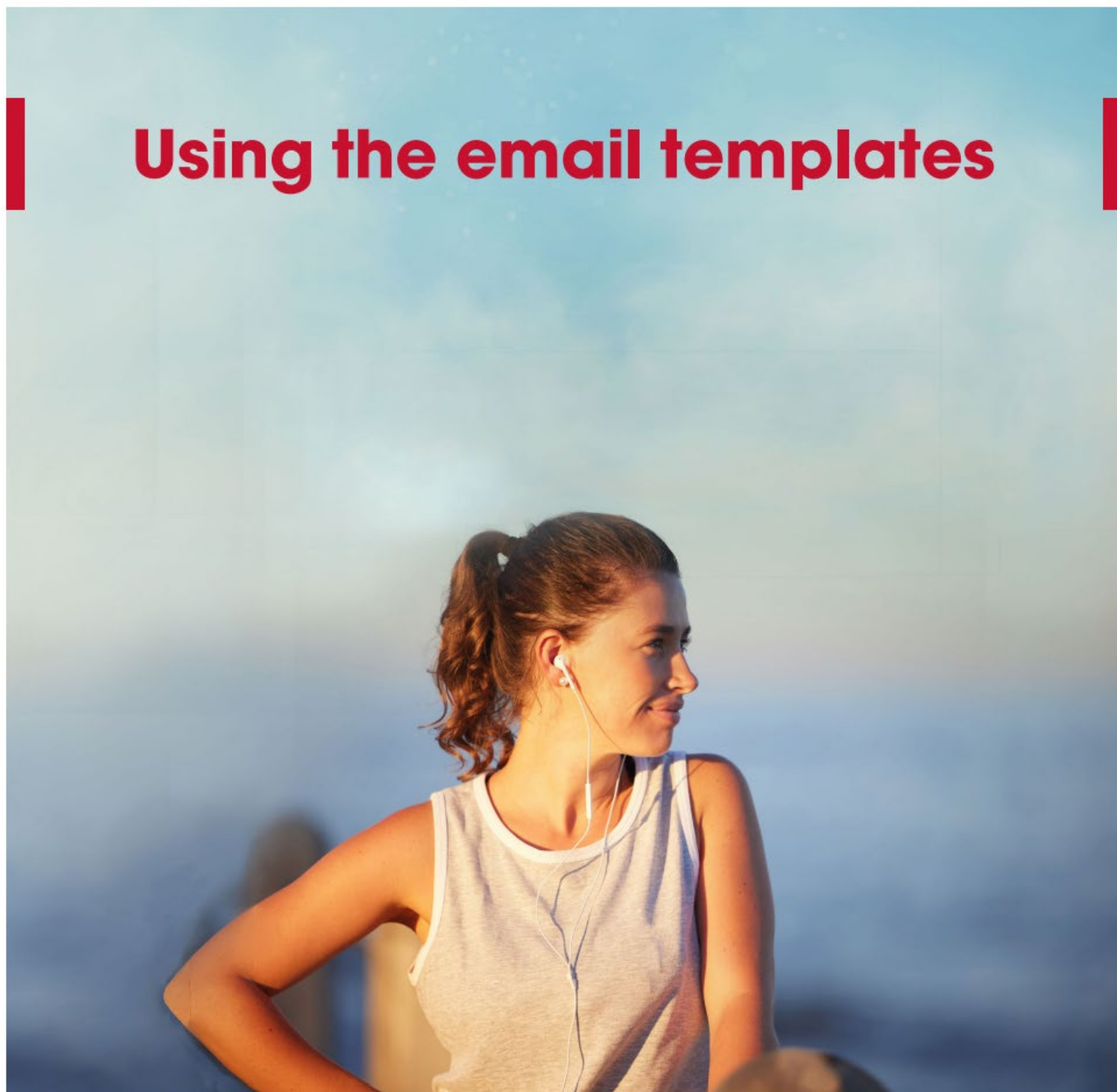
Get everyone talking. Whether you use Slack, Teams or Yammer, establishing an online group where team members can check in with each other is key to keeping camaraderie strong.

Keep it communal. Create an all-team walking or running schedule throughout the month of October. Regularly logging kms together will keep your staff connected to their team goals and motivate them to continue increasing their fundraising totals.

Say it with prizes. Make a fuss of team members' milestone moments – take a moment to acknowledge big donations, healthy fundraising totals and major distance achievements with everyone in your team or department. Giving a weekly prize for the most kms logged and most dollars raised is a sure-fire way to motivate your staff members to succeed.



Using the email templates



Ready to get the word out about your MyMarathon campaign? The email templates in this guide have been designed to help you build your workplace team/s, kickstart your fundraising and inspire your team members throughout the month of October.

The templates are a guide only, which means you should feel free to edit them to suit the needs of your organisation or team. Please note that **sections highlighted in yellow** require input from you before you send the emails out – personalise the text in these sections to make it relevant to your organisation, staff and teams.

You can also add extra content as you see fit – check out the ‘Level up your MyMarathon workplace experience’ content on page 2 for ideas. However, keep in mind that short emails are more likely to get read, so try to keep any additional text brief, punchy and to the point.

Email templates section 1: Before MyMarathon

This stage is focused on the pre-October period, starting from the day you register your MyMarathon team.

Email 1: Registration week

As soon as you've registered your organisation for MyMarathon, it's time to start getting staff on board to join your workplace team.

Email text

To: All staff

Subject: Are you ready to go the distance?

Hi everyone,

This year, [workplace name] has signed up for MyMarathon, a month-long fitness and fundraising challenge. MyMarathon supports participants to complete a marathon while helping to raise funds for lifesaving heart research.

We'll be entering [number – description – e.g. two teams: one for our Sydney office, and one for our Perth office] – and we need you (yes, you!) to join us! Together, our teams will walk or run 42.2 km over the month of October and ask friends, family and professional networks to sponsor our efforts.

The best bit? You don't need to be a fitness fanatic or even a regular exerciser to take part – MyMarathon is the fundraising race where you set the pace, which means you can complete your marathon as quickly (or as slowly!) as you like. It's also a great opportunity to build some workplace team spirit and engage in a bit of healthy competition with your colleagues!

I hope you'll consider joining our marathon effort this year. Every dollar we raise will help support Australian hearts – a great cause for [workplace name] to get behind.

Follow these steps to sign up:

- Visit our workplace MyMarathon team page <link>
- Click on the team you wish to join
- Click 'Register now'.

Or, for more information, feel free to give me a call, drop me an email or stop by my desk.

Cheers,

[Name]

MyMarathon Workplace Team Captain

Action items for this week

Once you've emailed your colleagues, there are a few other things you can do to set the scene for MyMarathon success:

- ☒ **Chat to your boss.** Did you know a supportive senior leadership team can be the key to MyMarathon success? Consider having a chat with your CEO, general manager or another senior leader about whether your organisation can offer incentives that will encourage staff to sign up and start fundraising.
- ☒ **Get decorating!** Now that you've registered, you've got access to a suite of MyMarathon digital resources.

Email 2: One week after registration

It's time to up the ante on recruitment. This week's activities are designed to give staff more reasons to join your MyMarathon team.

Email text

To: All staff

Subject: Join our MyMarathon team - XX people have already signed up

Hi everyone,

Last week, I emailed to tell you that [workplace name] has registered a for this year's MyMarathon challenge. MyMarathon is a fitness and fundraising challenge where participants walk or run a marathon during October, all while raising funds to support Australian hearts.

I'm emailing today to remind you that I'd love you to join one of our workplace teams. We've registered [number] teams: [describe your teams here – eg, 'one for the Sydney office and one for the Perth Office']. When you join one of these teams, you'll be joining [number] of your colleagues who've already signed up to take part. Use the links below to visits our workplace team page and select your local team to see who else has signed up.

[insert link to your workplace page]

MyMarathon is a great opportunity to get up from your desk and out in the sunshine in the company of (or in competition with!) your colleagues. What's more, regular exercise can reduce your risk of heart disease, lower your stress and keep you physically and mentally well – it's a win/win/win!

Ready to sign up? All you need to do is go to your preferred workplace team page using the links above, click 'Register now' and follow the prompts!

Cheers,

[Name]

MyMarathon Workplace Team Captain

Keep your focus on team recruitment this week. The bigger the team, the more impact you'll have. Here's what you can do.

- **Finalise your incentives.** Last week, you may have spoken to someone in your senior leadership team about sign-up incentives for your workplace MyMarathon team. If you've locked in some incentives already, include them in this week's email to staff. If not, it's time to finalise the details so you can start making the incentives work for you.
- **Spread the word.** Tell people about your marathon effort using staff newsletters and other internal comms channels, as well as via the MyMarathon email footers and other digital resources you've received. The more people who join your team, the bigger the impact you're likely to have, both in terms of fundraising and fun

Email 3: Two weeks after registration

It's time to sweeten the deal! This week, participants can win a MyMarathon incentive if they reach a set fundraising target.

Email text

To: All staff

Subject: There's still time to sign up! Did we mention there's prizes on offer?

Hi everyone,

MyMarathon kicks off on October 1, which means there's only [number of days/weeks] to go!

This week, I'd like to say a big thank you to the [number] [workplace name] staff members who've already signed up for one of our workplace MyMarathon teams. So far, [team name] is leading the charge with [number] members – congratulations to Team Leader [name]! What's more, some of these legends have already started fundraising – like [name/s], currently our fundraising leader with a grand total of [\$\$]. Congratulations [name]!

For all our other participants (or those thinking about joining one of our teams), here's a little incentive to get those donations rolling in: the first 900 MyMarathoners to raise \$100 or more on their fundraising page will receive a free pair of MyMarathon socks, while stock lasts*!

Join our workplace MyMarathon team today

If you haven't registered for a [workplace name] MyMarathon team yet, there's still time. You'll be signing up to walk or run 42.2 km during October and asking your friends, family and networks to help sponsor your efforts in support of Australian hearts.

The good news? You don't have to complete your marathon in one go. Instead, you and your workplace teammates can accrue your kms over time and in lots of different ways – walk to work, take a lunchtime stroll with colleagues, or organise regular walking meetings with your team. It's fitness and philanthropy all in one!

Register now by following these steps:

- Visit our workplace MyMarathon team page <link>
- Click on the team you wish to join
- Click 'Register now'.

You can also check out our current team members and fundraising progress while you're there!

Cheers,

[Name]

MyMarathon Workplace Team Captain

(Visit mymarathon.com.au for details and terms and conditions).

Action items for this week

- **Access your digital resources.** Get your workplace into the MyMarathon spirit with a collection of branded digital resources. These include social media tiles and other fun items to promote your MyMarathon participation (and kickstart your fundraising!).
- **Plan your kick-off event.** Get your team/s off on the right foot with a MyMarathon kick-off event on October 2. Whether you host a team breakfast or schedule an all-team walk (or run) on the first day, doing something to mark the moment will get people excited about the challenge ahead

Email 4: Three weeks after registration

This week is all about fundraising. Some of your staff might find it a bit hard to get that first donation, so we've included some tips to get them started

Email text

To: All staff

Subject: Only XX days to go. Let's kick things off in style!

Hi everyone,

It's only [number] days until go time for MyMarathon – and we're going to kick things off in style! On Monday 2 October, join us for [kick-off activity details].

This week, it's time to turbocharge our fundraising efforts. The first donation is always the hardest, so here are some tips to help you get started.

- **Personalise your fundraising page:** Tell your supporters why you're completing a marathon. Share your story, upload some photos and post regular updates.
- **Flash your cash:** Make the first donation to your page. If you back yourself, others are more likely to back you, too.
- **Shout it out loud:** Spread the word about your MyMarathon campaign through your social and professional networks.

Every dollar counts

The funds you raise will help support the Heart Foundation's lifesaving heart research and programs. But how much do you need to raise? The good news is that every dollar makes a difference:

- \$50 could cover the cost of basic tools researchers need to grow heart cells, such as syringes, test tubes, and flasks.
- \$500 could pay for antibodies so a researcher can study changes in heart tissues and cells
- \$1000 could enable a researcher to grow mini hearts (bundles of beating heart cells) to study function and develop new treatments.

Sign up today

Haven't registered for one of our [workplace] MyMarathon teams yet? There's still time. Here's what you need to do:

- Visit our workplace MyMarathon team page <link>
- Click on the team you wish to join
- Click 'Register now'.

You can also check out our current team members and fundraising progress while you're there!

Cheers,

[Name]

MyMarathon Workplace Team Captain

Action items for this week

- **Personalise your fundraising page.** Chat with your team members about getting their fundraising pages in tip top shape. Have they uploaded a team image, added a blog post, set their fundraising targets, tried linking their fitness devices? Now's the time to get this page looking good.
- **Start planning your tracks.** Start looking up walking and running tracks that you could do on your lunch break to get in some extra training miles - every little bit counts.

Email templates section 2: The MyMarathon Challenge

We're off and running! This stage is focused on the MyMarathon challenge – the period from 1–31 October when the walking, running and fundraising really begins.

Email 1: October 2

It's time to make a fuss – today is the first day of MyMarathon. Let's get your team/s off the starting line and into the swing of fundraising.

Email text

To: MyMarathon team members

Subject: The race is on!

Hi team,

And we're off!

Today marks the first day of MyMarathon – and the first day of our workplace team challenge. Lace up your sneakers, grab your colleagues and get ready to smash your team goals!

Ready to start fundraising?

Now that we're off and running, it's time to turn our focus to fundraising. If you haven't already, make sure you visit our MyMarathon workplace team page and start sharing it – or your individual fundraising page – with your family, friends and networks. Every dollar you raise will contribute to our team total.

Here's our workplace page: [<link>](#).

If you're not sure how to get those first few donations rolling in, here's a reminder of where to start:

- Flash your cash: If you haven't made a donation to your page yet, it's time to do it now! When you back yourself, others are more likely to back you, too.
- Shout it out loud: Spread the word about your MyMarathon campaign by sharing your fundraising page via social media and email.

Thanks again for joining our team – I'm inspired by your commitment to supporting Australian hearts. But it's not just me you've inspired. Here's a message from [\[name\]](#), our [\[position title\]](#), about why this matters so much:

[\[Insert quote from CEO or other senior leader here\]](#).

Cheers

[\[Name\]](#)

MyMarathon Workplace Team Captain

Email 2: October 6 (end of week 1)

We're a week into MyMarathon – time to check in with your teams and see how they're going. You can use this email to start celebrating some early wins.

Email text

To: MyMarathon team

Subject: Week 1 results - go team!

Hi everyone,

I hope you've had a great first week of running (or walking!) and fundraising for MyMarathon 2023 – I know I have!

Here's what our teams have achieved this week:

- [team descriptor – eg Sydney office]: [number km and [\$]]
- [team descriptor – eg Melbourne office]: [number km and [\$]]

Congratulations to our current fundraising leader, [name], from [team descriptor – eg the Sydney office team] who raised [\$] this week. Amazing job, [name!] We're off to a great start – let's all keep pushing to reach our team goal of [\$] by the end of October.

Keep spreading the word

Awareness is key to effective fundraising, so if you haven't already, why not post about your MyMarathon efforts on social media? We've got access to a range of MyMarathon digital resources, including social media tiles and a Zoom background – they're a great way to get people asking questions about the cause.

Cheers

[Name]

MyMarathon Workplace Team Captain

Email 3: October 16

You're at the halfway point! Give your team/s a quick reminder of their fundraising goal/s, let them know how they're tracking so far and get them hyped about the final two weeks.

Email text

To: MyMarathon team

Subject: We're halfway there - keep going!

Hi everyone,

We've just passed the halfway point of MyMarathon 2023, which means there are just under two weeks to go. Congratulations to **all/both** our teams for your incredible efforts so far.

So, how are we tracking? As you know, each of our teams has a fundraising goal of **[\$\$]** by the end of October. Here's where we're up to so far:

- **[team descriptor – eg Sydney office]: [number] km and [\$\$]**
- **[team descriptor – eg Melbourne office]: [number km and [\$\$]**

Congratulations to **[name]**, who currently holds the highest individual fundraising total of **[\$\$]**. Amazing job, **[name!]** As for the rest of us, let's use **[name's]** total as inspiration for a bit of healthy competition – who can raise the most funds between now and October 31?

Boost your donations

If your fundraising totals need a bit of a boost, take a photo on your next walk or run and share it on your socials. Make sure to include a quick explanation about what MyMarathon is and why you're participating. Add a link to your fundraising page, too!

If all this walking, running and fundraising is making you a bit peckish, have a look at the Heart Foundation's amazing collection of snack recipes, like this one for [fruit and nut energy balls](http://www.heartfoundation.org.au/Recipes/energy-balls) (www.heartfoundation.org.au/Recipes/energy-balls). You never know – maybe they'll give you that extra burst of energy you need to get to the finish line.

Cheers

[Name]

MyMarathon Workplace Team Captain

Email 4: October 30 (two days to go!)

With only two days to go, it's time to give your team/s one final nudge towards their distance and fundraising goals.

Email text

To: MyMarathon team

Subject: The finish line is in sight - don't slow down!

Hi everyone,

You're almost at the finish line – there's only two days left left until the end of MyMarathon 2023! I can't wait to see our end-of-race km and fundraising totals. Can we take our results to the next level with one final push?

With three days to go, we've logged [number] km and raised a total of [\$] between our [number] teams:

- [team descriptor – eg Sydney office]: [number] km and [\$]
- [team descriptor – eg Melbourne office]: [number] km and [\$]

Our current fundraising leader is [name] from the [team descriptor], who's pulled in a whopping [\$]. Congratulations, [name]! Can you hold your lead for two more days or will someone else pip you at the post?

I also want to say a huge thank you to each and every one of you – team leaders and team members alike – for your incredible efforts and commitment over the last month. I'm proud to work alongside people who do what it takes to make a difference. Australian hearts everywhere will be proud of you, too!

Good luck – let's make this last weekend count!

Cheers

[Name]

MyMarathon Workplace Team Captain

Email templates section 3: After MyMarathon

You're all done! Take a moment to share your team totals and congratulate everyone who took part, especially your distance and fundraising champions!

Email text

To: MyMarathon team

Subject: Congratulations! We crossed the MyMarathon finish line

Hi everyone,

We did it! We've completed MyMarathon 2023. Together, [workplace name] logged [number] kilometres and raised [\$\$] to help support lifesaving heart research. What an incredible achievement!

These funds will enable a range of Heart Foundation initiatives that could make a meaningful difference to the way that heart conditions are prevented, diagnosed and treated. What an amazing achievement – I hope you all feel incredibly proud.

And the winner is ...

Congratulations to our [team descriptor – e.g. Sydney office] – with [number] km and raised [\$\$], you're [workplace name's] winning team this year! Special thanks go to our distance and fundraising champions:

1. Distance champion: [Name], who logged [number] km.
2. Fundraising champion: [Name], who singlehandedly raised [\$\$].

Congratulations, [name] and [name]. As our winners, you'll receive [describe prize] from [workplace name] in acknowledgement of your marathon effort/Well done on a truly marathon effort.

Team totals

MyMarathon is a team effort, which means we couldn't have achieved our remarkable fundraising tally without the commitment and effort of all [both/all] our workplace teams.

Here are the team totals:

1. [team descriptor – e.g. Sydney office]: [number] km and [\$\$]
2. [team descriptor – e.g. Melbourne office]: [number] km and [\$\$]

Well done, everyone. We couldn't have done it without you!

Do you have any feedback?

The Heart Foundation is always keen to hear feedback on how they can keep improving the MyMarathon experience. Keep an eye out for an email survey where you can share your thoughts on MyMarathon 2023 – it should arrive in your inbox in the next few days.

Until next year ...

Thank you all so much for lending your hearts (and legs!) to such a great cause – you've done [workplace name] proud. And guess what? There are only 11 months to go until MyMarathon 2024!

Cheers

[Name]

MyMarathon Workplace Team Captain

Action

- Go to the mymarathon.com.au and register your interest for MyMarathon 2024.