



STRIDE
OUTSIDE

TAKE 30 FOR BETTER MENTAL HEALTH

Guide for Stride Outside Team Captains

LEAD YOUR TEAM OUTSIDE THIS SEPTEMBER

Welcome to the Stride Outside Challenge

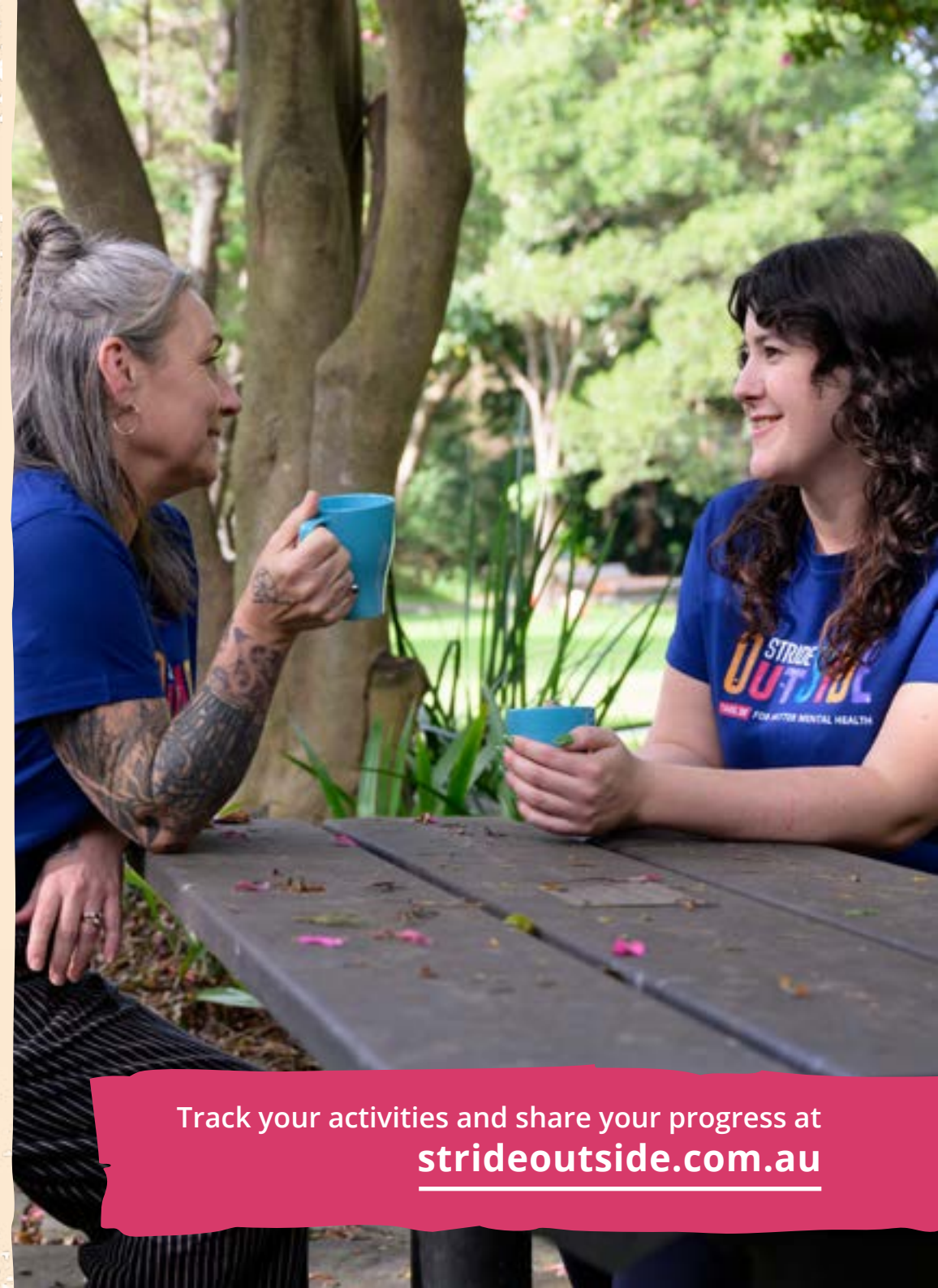
Stride Outside is all about embracing the outdoors for enhanced mental health.

We're delighted you are keen to get outdoors to benefit your wellbeing and help raise funds for Stride's services. This is a lifestyle challenge in which you'll aim to take 30 minutes outside for 30 days. You can choose your own activity and connect with the outdoors anytime, anywhere.

As a Stride Outside Team Captain, you'll be encouraging others with their fundraising efforts, sharing communications and supporting team comradery throughout the entirety of the challenge.

Research shows 'an overall positive relationship between green and blue spaces and mental health' (World Health Organisation). A focus of Stride Outside is to encourage people to experience the benefits of the outdoors for themselves, as we know stepping outside isn't easy for everyone. Through Stride Outside you'll raise vital funds for services and help to share ways people can be supported to take a step outdoors and stride towards better mental health.

"Green and Blue spaces for Mental Health, New evidence and perspectives for action, WHO, 2021



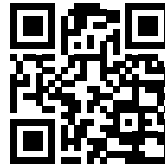
Track your activities and share your progress at
strideoutside.com.au



Prepare your team

As a Stride Outside Team Captain, you play a crucial role in leading your team through the Stride Outside Challenge. Here's how to get started:

- 1. Gather Your Team:** Register a team by setting up a team page, and fundraising page on the Stride Outside site. You can then share this with those you want to join your team. Alternatively, individuals can register and then select a team to join.
- 2. Plan Your Activities:** Decide how you'll spend 30 minutes outside every day. You might pledge to do the same activity daily with your team, or simply choose your own. As a Team Captain, you might help brainstorm possible activities with members and encourage progress.
- 3. Share Your Journey:** Share your outdoor experiences with your team and encourage them to take 30. Discuss how you are each spending time outside and what benefits you are feeling. You might set up a group chat or discuss in the mornings at work. Keep connected as a team throughout the month.
- 4. Fundraise:** Every little bit counts. Brainstorm ways you and your team can raise funds for mental health services. Whether it's a group fundraiser or individual efforts, every contribution helps.
- 5. Enjoy the Experience:** Have fun getting outside and connecting with your team and others participating in the Stride Outside Challenge.



strideoutside.com.au



Key dates

Week One

- Register your team and set up the page on strideoutside.com.au
- Download and share resources available [here](#)
- Invite people to register and join the team. You can email the link to join from your Team dashboard
- Check you are following Stride Mental Health on Facebook, Instagram and LinkedIn
- Ask your networks for sponsorship and support for your team

Week Two

- Prepare fundraising activities - bake sales, garage sales or raffles are a few ideas
- Continue sharing on socials and tag #strideoutside
- Ask friends, families, neighbours, local businesses (anyone in your network) to support your team in the challenge

Week Three

- Halfway through the challenge so check-in to see how your team are feeling
- Post on your socials as you reach fundraising milestones
- Share your activities outside on socials. Tag @stridementalhealth and use the hashtag #strideoutside
- Thank your local community for support by sharing your team achievements.

Week Four

- Final push to Take 30 for 30 minutes a day
- Donations on the Stride Outside website will close October 31
- Now is a great time to share impact stories on how funds raised will be used for Stride's programs and services
- Do the Day 30 survey and share any feedback on the challenge and experience with marketing@stride.com.au





The essentials

Your dashboard

This is where you manage your profile or team. You can set a fundraising target, your activity target, share your 'why' and upload a profile picture.

Outside activities

The challenge is to spend 30 minutes outside doing something you enjoy every day. During this time, intentionally connect with nature and the world around you. Breathe and enjoy the benefits of taking 30 in the outdoors.

Tracking your activity

You can track your activity and time spent outside manually on your individual dashboard. Go to the activity tracking section to record your details.

Website

Our website strideoutside.com.au is your go-to for information, resources, FAQs and your fundraising dashboard.

If you need assistance contact the Marketing team at strideoutside@stride.com.au

strideoutside.com.au

Resources

Check out the Resources page on the Stride Outside website for handy resources like social tiles and posters to help you fundraise and spread the word.

The marketing team will be updating your Stride email signatures and share Teams meeting backgrounds. Plus a printable participation activity calendar so you can keep track of your 30.

Socials

Follow Stride Mental Health on Facebook, Instagram and LinkedIn to see the latest news about Stride Outside. Be sure to tag us in your posts and use #strideoutside so we can follow your journey.



Communication

Keep an eye out for announcements and information via email.

Share your Stride Outside stories with the Stride Outside team [here](#).

Help us spread the word to your teams about how the challenge is going.

If you have any questions or feedback please email strideoutside@stride.com.au



Team information

You can join Stride Outside solo or in a team. You can create a team from your dashboard at any time.

Team

Being part of a Team is a great way to connect with friends, family or work colleagues. Ask your team to complete their fundraising page and share their activities.

Solo

Anyone can join the challenge as an individual participant. They'll have the support of everyone at Stride Outside behind them.



Fundraising

Fundraising for your service

The funds raised by the challenge will be used to enhance services and programs and better meet the needs of our consumers.

Donors will have the option to select specific services to donate to via a drop-down list. If you have a specific service you are sponsoring, include the name on your fundraising page, emails and socials.

Fundraising tips

Share the link to your Fundraising Page to your friends, family and wider community.

1. Get social! Share your fundraising page on social media and ask people to support you.
2. Text or email your friends, family and connections and tell them what you're doing and why.
3. Host an event, sausage sizzle or morning tea with the proceeds going to Stride Outside. Your local supermarket might be happy to support your event with sponsored food and drink.
4. Reach out to local businesses to encourage them to sponsor or donate to your team.

As a registered charity, all donations to Stride over \$2 are fully tax deductible.





FAQs

Q: Do all team members need to register individually?

A: Ideally every participant will register so we have an understanding of how many people are taking the challenge. If that's not possible, then let us know.

Q: Do Team Captains register team members?

A: You can sign up a team member on their behalf or send them a invitation email from the team fundraising page dashboard.

Q: Do all participants need to fundraise?

A: We do encourage fundraising but it's totally up to you. There will be a minimum set on the fundraising dashboard for fundraising and this can be changed to suit the individual.

The important thing for everyone involved in Stride Outside is to have fun, connect with others and soak in the benefits of the outdoors.

Q: Where will the funds we raise go?

A: Funds raised will go towards enhancing the programs and services to benefit the people we support.

There may be a specific program or service that you choose to fundraise for. See the drop-down list in the donation form for details.

Q: Is it necessary to track my activity and have targets?

A: The aim is 30 minutes of outdoor activity for 30 days. We recognise and acknowledge that this might be harder for some - and that's okay.

The activity target in the platform will be set to 15 hours (900 minutes) but we encourage participants to adjust this as needed. The challenge targets are flexible and are meant to be motivating. They can be changed to meet needs of each person participating.

Q: What happens if I can't do 30 minutes every day.

A: If you can make it up, the following day – then great! If not, that's okay too. Just have fun and participate however you can.

Q: Can I participate during work hours?

A: Absolutely! Discuss with your manager how you can participate at work or during your lunch break.

Q: Who can I contact for support?

A: Get in touch with the marketing team at strideoutside@stride.com.au

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