

Starlight  
**SUPERSTEPS**  
POWERED BY velocity frequent flyer

# Your workplace fundraising guide



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# Welcome



Thank you for joining the Super Steps challenge with your workplace!

You've signed up for a month-long challenge that's all about:

- Getting active
- Connecting with your colleagues
- Making hospital a happier place for sick kids

**Every minute of every day, a child is admitted to hospital in Australia. This May, those kids need YOU to step up.**

By walking or running 10,000 steps a day (or a goal and method of your choice), you'll bring joy and laughter to kids and families facing the toughest times.

## Why it matters

Having fun is seriously good for all of us, but it's especially good for sick kids.

It helps them feel happier, more confident, and better able to cope with the pain and stress of serious illness.

## How it works

- Step 1: Sign up. It only takes a minute.
- Step 2: Raise funds. Your personalised fundraising page makes it easy, and we'll support you every step of the way.
- Step 3: Step out. You'll have fun, get fit, and you'll join thousands of others stepping up to brighten the lives of sick kids in May.

In this guide, you'll find ways to bring your workplace team/s together, reward their amazing efforts and keep them motivated. Let's step up for sick kids, together!

# Five steps to get ready!

Here's five things to help you get ready for Super Steps:

## 1 Nominate a leader, or working group

Consider setting up a Super Steps working group that brings together senior leaders and HR to champion the initiative.

We've created a flyer to help you share why your involvement matters and the difference your workplace can make. [Download it here.](#)

## 2 Set your goals

You will have a personal fundraising goal and step target. Your workplace will also have a shared fundraising goal.

## 3 Start some friendly competition

It could be Melbourne vs Sydney, or HR vs Finance. You'll be able to create teams within your workplace and see how each team is going.

## 4 Make a plan

Here's a quick checklist to help set your workplace up for success 🙌

Plan how you'll recruit your colleagues i.e. posters, emails, calls/in-person asks.

Book a kick-off event, think a morning tea with gold coin donation and a group walk on the 1<sup>st</sup> day of the challenge.

[Download and share the email templates](#) that will help you seek support and share with your team.

Decide how often and when you'll communicate with everyone - once a week works well, with a reminder the day before the challenge starts!

Decide which channel you'll use to communicate with people on, if not all of them. A Slack or Teams group is a great place to start.

## 5 Step up together and raise funds to help make hospital a happier place for sick kids.



# The good you'll do

Every step you take and every dollar you raise during Super Steps has a lasting positive impact. Here's how your fundraising helps bring happiness to sick kids and their families across Australia.

At Starlight we know that happiness matters to sick kids facing the pain, fear and stress of serious illness. That's why we work in partnership with health professionals to bring the fun, joy and laughter that is essential to sick kids' health and wellbeing.

From one Starlight Wish granted more than 35 years ago, we now create over 4 million positive Starlight Experiences for seriously ill children across Australia each year – thanks to Super Steppers like you!

Your steps support Starlight's in hospital programs, creating the fun, joy and laughter that helps sick kids simply be kids!

## Starlight Express Rooms

Hospital can be a pretty scary place if you're a kid. Starlight Express Rooms are filled with fun and laughter and feel a world away from the reality of hospital.

It's where Captain Starlight helps kids forget about everything they're going through and just be kids.

## Captain Starlight

Captain Starlight is a superhero of fun helping sick kids cope with the uncertainty and worry of hospital and treatment.

It helps reduce boredom, stress and anxiety and improves overall health and wellbeing. It puts them in a better place to deal with the pain and stress of hospital and treatment.

## Livewire

Livewire is Starlight's dedicated program for teenagers living with a serious illness, disability or chronic health condition.

Young people connect with others, online and in-hospital, who understand what they are going through helping them cope with the stress, anxiety and isolation of hospital and serious illness.

# Look the part



On the [resources page](#), you'll find everything you need to recruit your colleagues and get support.

From printable posters to email signatures, screensavers and social tiles – there are a lot of ways you can share that you are taking on the challenge.

## Working remotely? We've got you covered.

With Zoom and Teams backgrounds and digital tiles for group chats on Slack, WhatsApp or email, the whole team can get involved.

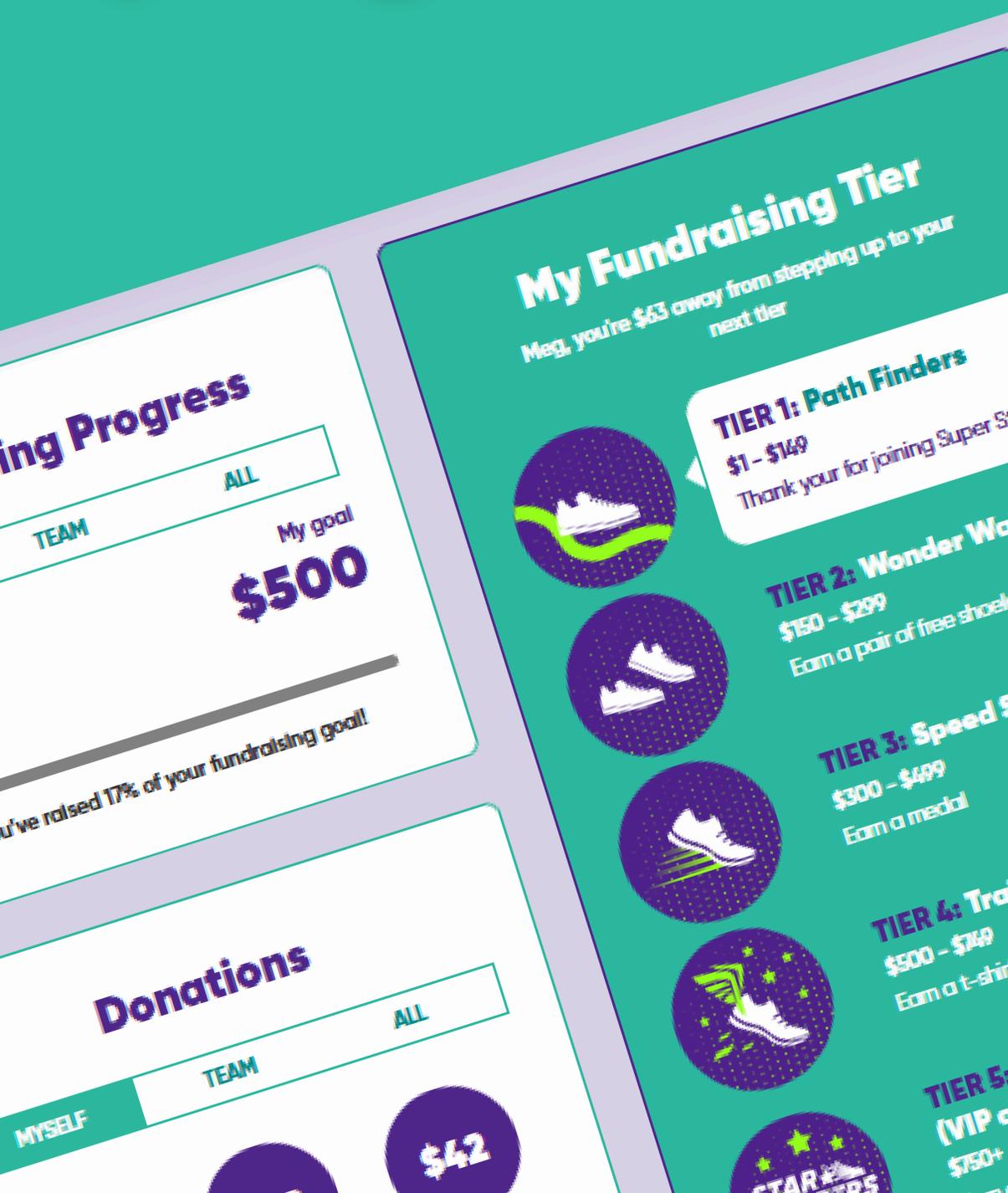
Here's what you'll find on the [resources page](#):

- Posters to brighten up communal spaces and rally support
- Email signatures
- LinkedIn and social tiles to showcase your challenge
- Zoom and Teams backgrounds to bring Super Steps to every meeting
- Templates for your organisation to seek support

Everything you need to help sick kids smile – and keep your workplace moving together is there.

Pro tip: you can take a screenshot of [your dashboard](#) that features your steps, amount raised, and kids helped to share your progress across the challenge!

# How to view your progress



Your dashboard is your go-to online hub for managing your team's Super Steps challenge.

Please note: each participant has an individual dashboard, but only the workplace captain has access to the workplace [dashboard](#).

Here's what you can do:

## Invite your colleagues

You can easily invite your colleagues to join you with a [personalised link](#), which will automatically add them to your workplace when they sign up.

## Track your progress

Keep an eye on your workplace's steps and fundraising totals. You can also see the real impact you're making for seriously ill children through the [impact counter](#).

## Leaderboards

Check out real-time leaderboards to see who's leading the way in fundraising and steps. It's a great way to spark friendly competition and keep everyone striving for more.

## Add your steps

Manually add your daily steps in your personal dashboard, or connect your Fitbit, Garmin or MapMyFitness account to have your steps added automatically.

Tip: Using Strava or another tracker that only monitors distance? When you manually add steps there is a built-in distance to steps conversion tool you can use.

## Edit your fundraising page

You can add your company's logo and edit the copy on your fundraising page to share why you've taken on the challenge.

## Thank your donors

Your dashboard allows you to see who has supported you and write them a little thank you!



# How to motivate your team

Keeping your team's motivation high throughout the challenge is key! Here's how to keep the pep in their step:

## **Choose a fundraising goal that inspires your team**

Whether it's \$750, \$1,250 or \$2,000, your efforts power the work of Starlight to brighten the lives of seriously ill children.

- \$750 brings the fun & laughter of Captain Starlight to 28 sick kids bedsides.
- \$1,250 will deliver a fun family day out to escape the stress of hospital treatment for 16 families.
- \$2,000 will brighten the hospital experience for over 50 seriously ill children.

## **Progress reports & celebrations**

Recognise team members who go above and beyond in weekly updates in a group channel.

Highlight major achievements, for example when someone raises \$500. Don't forget to celebrate the small wins too. Give a shout out to anyone has logged their steps 3 days in a row.

## **Inspire healthy competition**

Display leaderboards in a prominent spot in the office or on your intranet. Encourage everyone to use their email signatures and social media to show they're involved.

## **Take it to the next level**

Bring a bit of Starlight into your workplace culture and add some playful events throughout the month! Think morning teas with a theme, competitions, raffles for great prizes, or a casual dress day.

## **Get active together on a regular basis**

Organise walking meetings, runs with your local run club, or a lunchtime walk with a fun theme. It's a great way to bond while hitting your step goals.

## **Thank everyone**

Managers should give their team a pat on the back by acknowledging their efforts and contributions. Celebrate the final total, highlight the impact, and share the success stories.

# Take our advice

Meet Kristy and Siah from InfoTrack Australia who took on the challenge in 2025. It was a company-wide initiative with 74 team members stepping up and raising an incredible \$22K helping 564 sick kids.



*“ Super Steps is a great way to bring people together, promote wellbeing, and contribute to a genuinely meaningful cause. It’s accessible, inclusive and had a real impact on morale and team spirit across our offices. - Siah ”*

## What was the best part of your Super Steps experience?

Siah: Seeing the impact of Starlight’s work firsthand and knowing our efforts were contributing to something meaningful was incredibly rewarding. Being part of a company-wide initiative that supported such an important cause made the experience even more memorable.

## How did Super Steps help boost team morale and bring your workplace together?

Siah: The friendly competition between offices really energised the teams. It created a shared sense of purpose and gave people something fun and meaningful to connect over.

## Was there a personal connection or story that motivated you to support sick kids?

Kristy: When my son was around 2 months old, we spent a week at the Children's hospital. During that time, we shared a room with a young boy who required 24/7 care and lived at the hospital.

The hospital had a Starlight Room; a space where kids could just be kids. I'll never forget the way this boy's face lit up every time it was time to go there. His smile during these moments left a lasting impression on me in my early days of parenthood. He'll probably never know how deeply he impacted me.

That's why I'm so proud to be raising funds and awareness for Starlight Children's Foundation. Their work brings happiness to children in hospitals every single day, and it truly makes a huge difference.

# Double your impact



Did you know you can boost your impact through matched giving?

There are lots of options from dollar-for-dollar matches to donated goods and services, or matching up to a certain limit.

## How it works

- An employee raises \$10.
- Your organisation, partners or suppliers match it dollar-for-dollar.
- Result? Double the impact with the donation becoming \$20 instead of \$10, helping even more sick kids.

Talk to your organisation to find out if they have a matched giving program in place or can support in another way. Many companies offer matched gift programs, where they match employee donations to eligible charities.

It's simple and can help you reach your fundraising goal twice as fast.

## But how do you secure those funds?

Contact your HR or People and Culture team to find out if your company has a program. Use one of our [email templates](#) to save time and energy when requesting support.

You could also reach out to partners and suppliers to see if they'd like to support you.

Remember, the #1 fundraising workplace will have the opportunity to visit a Starlight Express Room in the Children's Hospital closest to them or participate in a special virtual event.

# Reward your Super Steppers



Celebrating and appreciating your team's hard work is essential for lifting team spirit, and showing your gratitude. Here are some great ways to reward your Super Steppers.

## **Spotlight their success**

Feature your top performers in your internal newsletter or on the company intranet, and give them the recognition they deserve for their amazing efforts!

## **Reward their efforts**

Is there anything you could offer as a prize to inspire some friendly competition? InfoTrack offered their #1 stepper and #1 fundraiser a bonus leave day! Even something like a coffee, lunch, or morning tea might boost your teams motivation.

## **Give out some playful awards**

Get imaginative with your categories! Celebrate your top steppers and your fundraising champions. Add extra fun with awards like "Best Shoes" or "Ultimate Team Spirit."

## **Share the results**

Let your team know the incredible total you've achieved together. It's a powerful way to highlight the impact of everyone's effort and celebrate what you've made possible.

## **Recognise everyone's contribution**

Make sure the whole team feels valued, not just the top achievers. Celebrate the effort, commitment and teamwork that made the challenge possible.

## **Show your appreciation**

Don't just thank your team, be sure to thank your donors for their generosity and support!

## **Host a celebration to wrap things up**

Plan a get-together, whether in person or online, to mark the end of the challenge. It could be a BBQ, a morning tea, or any casual event that suits your team's vibe.

# We're here to help

We're here to support you every step of the way with plenty of resources and tools.

Join our [Facebook group](#) to connect with other Super Steps legends.

Reach out to us anytime at [supersteps@starlight.org.au](mailto:supersteps@starlight.org.au) or [1300 727 827](tel:1300727827).

Need answers fast?  
Our [FAQs page](#) is packed with helpful info.

Thanks to workplaces like yours, Starlight Children's Foundation can create happiness for seriously ill children in hospitals across Australia 🌟❤️.



# Thank you!



Elijah

You're the heroes behind the happiness! We cannot thank you enough for your support.

You and your team are helping to bring happiness to sick kids in hospitals across Australia – making their toughest times a little brighter.

Because of your efforts, Starlight can continue to deliver joy, laughter and fun to seriously ill children and their families. Every step you take and every dollar you raise has a lasting positive impact.

We're truly grateful for your support and hope you'll stay connected, maybe even make Super Steps an annual event for your workplace.

If you have any questions, contact us at [supersteps@starlight.org.au](mailto:supersteps@starlight.org.au) and we'll get right back to you.



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