

Starlight  
**SUPERSTEPS**  
POWERED BY  cashrewards

# TOP TIPS FOR CORPORATES



THIS MAY

[supersteps.org.au](https://supersteps.org.au)

Walk or run 10,000 steps a day in May as a workplace and make hospital a happier place for sick kids!



# Workplace connection for a cause? Absolutely!



At Starlight, we know happiness matters, and we know great teamwork does too.

We are inviting Australian workplaces to STEP UP this May and take on the ultimate team challenge while helping sick kids. Have fun, feel fitter, and race each other to the top of the Super Steps leaderboard today!

In this toolkit, you'll find helpful tips and tricks to roll out Super Steps successfully in your workplace. You may like to adapt some of these ideas to suit your organisation's culture best.

# **We're in!** How do we promote the challenge and make it work for us?

The key to any great team-building exercise is engagement and awareness. Here are a few tips on how best to connect and motivate your staff during the Starlight Super Steps Challenge.

## **Step 1**

Upload the Super Steps infographic to your intranet and link it to your email communications, staff newsletters, etc. to explain the concept of Super Steps, and who you will be getting involved.

## **Step 2**

Email, email, email – Did you know it takes at least 3 emails before staff take action on registration? We've created some handy email journeys for you to copy, paste and make your own. Check them out at [supersteps.org.au](https://supersteps.org.au)

## **Step 3**

Place posters EVERYWHERE. From bathroom doors to kitchens or even break-out areas. Check out the editable PDFs on our website and personalise them with your logo. Or take it one step further and place an interactive reminder in your common area. Maybe a treadmill or step master in the foyer to promote participation?

## **Step 4**

Get your CEO and Senior Leadership Teams to sign up first, followed by an encouraging email from them saying they've signed up and are now challenging all staff to do the same.

## **Step 5**

Get entire teams or divisions to commit and register together (nobody wants to be left out). Recruit staff members in each team to be ambassadors for Super Steps.



# Let's go! How do we set the tone and launch our event?



Hold an epic **celebration and physical launch event**. Challenge all staff to sign up before they can attend or participate.

Place a **chocolate on staff desks**, noting not to eat it until they sign up their teams (this works surprisingly well!)

**Promote the campaign to clients** or get them to join your team. It can be a great relationship-building tool!

Wherever possible create some **healthy team competition**.

**Offer prizes** for your top fundraisers.

**Match staff fundraising efforts** – it's a huge incentive.

# And we're off!

Don't forget to make it fun the whole month long. Remind your staff that they will be creating the fun, joy and laughter that helps sick kids, simply be kids!

Be sure to post your progress across your organisation's social media platforms. It's a great way to showcase your organisation's commitment to team morale, and social responsibility.

Check out all our:

[downloadable resources](#)



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Still got a question? Email our team  
[corporatepartnerships@starlight.org.au](mailto:corporatepartnerships@starlight.org.au)