THE PUSH UP CHALLENGE

WORKPLACE GUIDE & TOOLKIT

EVERYTHING YOU NEED TO ENGAGE YOUR WORKPLACE AND YOUR PEOPLE



WELCOME TO THE PUSH-UP CHALLENGE

The Push-Up Challenge is a unique, fun way for workplaces to encourage better mental health and wellbeing through connection, physical activity and education. Focusing on the mental and physical health of your colleagues will be one of the best things your workplace can do this year.

About the Challenge:

- From 3-26 February 2027, participants will sign up to do 2,000 push-ups for the ~2,000 lives lost to suicide each day, worldwide.
- We share an important Mental Health Fact each day of the Challenge, and this shapes the daily push-up target.
- There's a free mobile app which makes it easy to log your push-ups, check the daily target and see how your colleagues are going.
- It's completely free.
- Alternative exercises and smaller targets are welcome.

This guide will help you to engage your workplace in the challenge. The aim is to get as many team members involved as possible so they can learn about mental health, feel more connected to the team, improve their physical and mental health, and help raise funds for mental health.



2,000 PUSH-UPS. 24 DAYS. 3-26 FEB 2027.

HOW TO SIGN UP

Anyone can sign up to participate in The Push-up Challenge as an Individual, as part of a Team, or as part of a Community. Most workplaces will have a Team at the very least, or multiple teams which form a Community.

INDIVIDUAL

To participate, your Team members will sign up as individuals and join your Team/Community as part of the registration process.

TEAM

This is a group of individuals. We recommend around 10 people per Team.

COMMUNITY

This is a collection of Teams. This is great for large workplaces. You can have as many Teams as you like in a community.

Sign up online and create a Team or Community on behalf of your workplace. We'll then send you a link to invite your workmates to join you.



WORKPLACE GIVING



DOUBLE THE IMPACT

By contributing to the funds raised by employees throughout the Challenge, your workplace can double the impact they have on mental health. Whether it’s matching the amount raised by the team, or topping up their fundraising, any amount can make a real difference.

You'll also contribute to a more physically and mentally healthy workplace by keeping employees motivated to complete the Challenge.

Make your donation via credit card direct to your team’s page, or if you require an invoice, contact us.

HOW TO PARTICIPATE LIKE A PRO

BEFORE THE CHALLENGE

- Sign up your workplace as a Team/Community.
- Invite all the branches/offices/team members at your work to join you. Shout it from the rooftops, via email, and at your next team meeting. **Pro tip**: Elect Team Captains and encourage a friendly rivalry between different areas of your workplace.
- You could even arrange prizes for the top-performing individuals or teams for a little extra motivation.
- Post on your workplace's social media pages to spread the word about your participation in the Challenge using our social media tiles.
- Send a reminder to all your team members to register and download the App before the Challenge begins on Feb 3.

DURING (3-26 FEB)

- Encourage each Team Captain to print and display a Push-Ups Tally Poster in the office to track progress.
- Ask your leadership team if they'd support matching the funds raised by employees or making a top up donation – a great way to give your workplace culture a boost too.
- Coordinate a fundraiser in your workplace, like a morning tea or raffle. **Pro tip**: If your workplace has signed up as a Community, why not empower each of your Team Captains to plan a fundraiser?
- Encourage team members to share their fundraising page link with friends and family to help raise funds.
- Share your involvement on social media to spread mental health awareness and raise more funds. **Pro tip:** Encourage your team members to submit creative push-up photos with your product, service or logo in the photo. Offer a prize for the best photo.

AFTER

- Thank your team for taking part. Let them know how much you raised as a workplace, and celebrate your amazing collective achievement!
- Share your final fundraising amount on social media to celebrate the impact you've made on mental health.

KEY MESSAGES

READY-MADE WORDS SO YOU DON'T HAVE TO OVERTHINK IT

1 DO SOMETHING POSITIVE FOR YOUR MENTAL HEALTH

Small daily actions can make a big difference

The Push-Up Challenge encourages people to get active and build simple habits that support their mental fitness. By showing up each day, participants are taking positive steps to improve how they feel, both physically and mentally.

2 BRINGING YOUR TEAM TOGETHER

Connection is at the heart of better welbeing

The Challenge creates a shared goal across your workplace, helping teams connect, support each other and have meaningful conversations around mental health in a natural and engaging way.

3 EVERYONE CAN JOIN IN

No pressure, no judgement - just give it a go

You don't need to be a push-up pro to take part. Participants can swap exercises and go at their own pace. It's about moving in a way that feels right for you.

4 LEARN AS YOU GO

Build your mental fitness along the way

Each day unlocks a Mental Health Fact designed to educate and spark conversation. Participants gain practical tools and insights they can carry beyond the Challenge.

5 BE PART OF SOMETHING BIGGER

Join a worldwide movement for better mental health

Hundreds of thousands of people take part across the globe each year, coming together to raise awareness, reduce stigma and support mental health in their communities.

6 IT'S SIMPLE TO GET STARTED

Get involved and make an impact this February

Register, join a team and track your progress in the app. It's free to participate and fundraising is optional, making it accessible for everyone. Let's push for better, together.



PUSH FOR BETTER