

Workplace *Guide*





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Welcome to your Workplace Guide. This is your one stop shop for all things MyMarathon. We're thrilled to have you and your team onboard.

MyMarathon is the Heart Foundation's brand-new, physical fundraising challenge that brings workplace teams together to help save lives. Now, more than ever, there's a huge focus on physical and mental wellbeing in the workplace. Events like MyMarathon are proven to benefit your team by fostering better working relationships, a sense of fulfilment and purpose, and a bit of healthy competition.

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 cities. 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 life-saving heart research.

Setting Up Your Team(s)

You've been sent this 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 North Island team and a South Island 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, During MyMarathon, and After MyMarathon. We've 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 experience

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 May!

Fundraising

Share the message. One New Zealander dies from heart disease every 90 minutes. It's likely that some of your colleagues are 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 storytellers.



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 (Wednesday 1 May) 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

Get everyone talking. Whether you use Zoom, 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 May. Regularly logging kilometres 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 kilometres 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 May.

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 for Before MyMarathon

This stage is focused on the pre-May 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 template

To: All Staff

Subject: Are you ready to go the distance?

Hi everyone,

This year, <insert workplace name> has signed up for MyMarathon, a month-long fitness and fundraising challenge in support of the Heart Foundation. MyMarathon supports participants to complete a marathon while helping to raise funds for life-saving heart research.

We'll be entering <insert number & description – e.g. two teams: one for our North Island office, and one for our South Island office> – and we need you (yes, you!) to join us! Together, our teams will walk or run 42 kilometres over the month of May 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. That 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 Kiwi hearts – a great cause for <insert workplace name> to get behind.

Follow these steps to sign up:

- Visit our workplace MyMarathon team page: <insert link here>
- 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

Registration week action items:

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 to encourage staff to sign up and start fundraising.
- Get decorating! Now that you've registered, you have access to a great suite of MyMarathon resources for you to print and use.

Email 2: One Week Post-Registration

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

Email template

To: All Staff

Subject: Join our MyMarathon team - <number> people have already signed up

Hi everyone,

Last week, I emailed to tell you that <insert workplace name> has registered a for this year's MyMarathon challenge in support of the Heart Foundation. MyMarathon is a fitness and fundraising challenge where participants walk or run a marathon during May, all while raising funds to support Kiwi 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 – e.g. , 'one for the North Island office and one for the South Island 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 visit 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 fresh air 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

One week post-registration action items:

Keep your focus on recruitment this week. The bigger the team, the more of an impact you'll have. Try these things:

- 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 your team. 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 effort using staff newsletters and other internal comms channels, as well as via MyMarathon email footers and other digital resources you've received. The more people who join your team, the more impact you'll have!

Email 3: Two Weeks Post-Registration

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

Email template

To: All Staff

Subject: There's still time to sign up!

Hi everyone,

MyMarathon kicks off on May 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 500 MyMarathoners to raise \$100 or more on their fundraising page will receive a free MyMarathon T-shirt, 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 42km (or more) during May and asking your friends, family and networks to help sponsor your efforts in support of Kiwi hearts.

The good news? You don't have to complete your marathon in one go. Instead, you and your workplace teammates can accrue your kilometres 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

Two weeks post-registration action items:

- ✓ Access your 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 journey (and kickstart your fundraising!).
- ✓ Plan your kick-off event. Set your team(s) off on the right foot with a MyMarathon kick-off event on 1 May. 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 Post-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 template

To: All Staff

Subject: Only <number> days left 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 Wednesday 1 May, join us for <kick-off activity details>.

This week, it's time to turbocharge our fundraising efforts to help raise funds for life-saving heart research. 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 life-saving heart research and programs. But how much do you need to raise? The good news is that every dollar makes a difference:

- **\$60** could cover the cost of basic tools researchers need to grow heart cells, such as syringes, test tubes, and flasks.
- **\$75** covers the cost of a primer for a test, that allows a researcher to determine the acidity activity levels within tissue or blood samples, used to diagnose a cardiovascular disease.
- **\$200** could pay for a DNA test that can help determine genetic factors to identify people at high risk of heart disease.
- **\$300** could pay for a pipette: essential for dispensing microlitres (0.001ml) of liquid for experiments.
- **\$600** could pay for antibodies so a researcher can study changes in heart tissues and cells.
- **\$1200** 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

Three weeks post-registration action items:

- Personalise your fundraising page. Chat with your teammates about getting their fundraising pages in tip-top shape. Have they uploaded a team image, added a blog update, set their fundraising targets, or tried linking their fitness devices?
- Start planning your tracks. Start looking up walking and running tracks that are near your workplace that you could do as a team – either before or after work, or on your lunch break!

Email templates for During MyMarathon

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

Email 1: Launch Day (Wednesday 1 May)

Email template

To: MyMarathon participants

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 and raise funds for life-saving heart research.

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 donated 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 the hearts of New Zealand. 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 SLT member here>](#)

Cheers,

[<Name>](#)

MyMarathon Workplace Team Captain

Email 2: End Of Week One (Wednesday 7 May)

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 template

To: MyMarathon participants

Subject: Week 1 results!

Hi team,

I hope you've had a great first week of running (or walking!) for MyMarathon and raising funds to support life-saving heart research – I know I have!

Here's what our teams have achieved this week:

<team descriptor – e.g. North Island office>: <number kilometres and <\$\$>

<team descriptor – e.g. South Island office>: <number kilometres and <\$\$>

Congratulations to our current fundraising leader, <name>, from <team descriptor – e.g. the North Island 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 May.

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 – they're a great way to get people asking questions about the cause.

Cheers,

<Name>

MyMarathon Workplace Team Captain

Email 3: Halfway Point (Wednesday 15 May)

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 template

To: MyMarathon participants

Subject: We're halfway there – keep going!

Hi team,

We've just passed the halfway point of MyMarathon, which means there are just over 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 May.

Here's where we're up to so far:

<team descriptor – e.g. North Island office>: <number kilometres and <\$\$>

<team descriptor – e.g. South Island office>: <number kilometres 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 May 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 recipes, like this one for oaty banana balls;

<https://www.heartfoundation.org.nz/wellbeing/healthy-recipes/oaty-banana-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: Two Days To Go (Thursday 30 May)

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

Email template

To: MyMarathon participants

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

Hi team,

You're almost at the finish line – there's only two days left until the end of MyMarathon! I can't wait to see our end-of-race kilometres 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> kilometres and raised a total of <\$\$> between our <number> teams:

<team descriptor – e.g. North Island office>: <number kilometres and <\$\$>

<team descriptor – e.g. South Island office>: <number kilometres 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 – 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. Kiwi hearts everywhere will be proud of you, too!

Good luck – let's make these last two days count!

Cheers,

<Name>

MyMarathon Workplace Team Captain

Email templates for 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 1: Congratulations

Email template

To: MyMarathon participants

Subject: Congratulations! We crossed the MyMarathon finish line

Hi everyone,

We did it! We've completed MyMarathon. Together, <workplace name> logged <number> kilometres and raised <\$\$> to help support life-saving 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. North Island office> – with <number> kilometres 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> kilometres.
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. North Island office>: <number kilometres and <\$\$>
2. <team descriptor – e.g. South Island office>: <number kilometres 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 and go in the draw to win 1 of 2 \$50 Prezzy cards - an email 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 2025! .

Cheers,

<Name>

MyMarathon Workplace Team Captain



MyMarathon

