

Pushups for Charity

Get fit. Have fun. Make a difference.

PUSHUPS FOR CHARITY GEELONG 2013

PARTICIPANT INFO-PAK

Pushups for Charity

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PARTICIPANT INFO-PAK



**Thank You For Participating In Pushups For
Charity
Now...Let's Have Some Fun!**

From: Dale Ringin, Peak Fitness Challenge

Dear Pushups For Charity Participant,

You are awesome! And I mean that sincerely. It is so reassuring to know there are folks like you who want to help others and make a difference...and are willing to do more than just talk about it. **You're an action-taker, a doer.** You don't just stand on the sidelines, you get in the game!

So my first order of business is to say a hearty and heart-felt...**THANK YOU!**

Now...let's have some fun.

In this Info-Pak you'll find all the information you need to get going with Pushups For Charity.

- Instructions on how to get your Pushups For Charity sponsors (the folks who will donate for each pushup you do in 90 seconds at the upcoming event)
- Fundraising tools that are simple and easy to use
- Answers to Frequently Asked Questions about Pushups For Charity
- And you will automatically receive your *12-Week Body Transformation System*. In fact, you should have already downloaded that, but if not, you can get it now at
http://www.peakfitness.net.au/cb_pages/puc_downloads

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How To Get Your Pushups For Charity Sponsors Quickly & Easily

Your goal is to get 20 of your family, friends, co-workers or associates to each donate 50 cents to \$1 for each pushup you do in 90 seconds at the Pushups For Charity Challenge on Saturday 26th October at 9am at Montpellier Primary School, Mt Pleasant Road, Highton.

And I'll tell you right now that it's going to be a quick, easy and fun process...because your friends get to *pay to make you sweat!* And if your friends are anything like mine, they'll gladly do that ☺

Kidding aside, we *do* have a serious mission. And it's two-fold:

1. **Help you prepare for Pushups For Charity** so you can do as many pushups as possible in 90 seconds, and help you get the exercise habit (if you don't have it already) so you can be fit for life!
2. **Raise as much money as possible** to help The Cancer Council's I Love Pink charity drive.

For now, let's talk about the second part, raising as much money as possible.

There are obviously two components to that:

1. **Getting as many sponsors as you can** - your goal is 20 sponsors, but there's certainly no penalty if you don't hit that goal. However there just might be a nice prize in store for the participant with the most sponsors (hint, hint)
2. **Doing as many pushups as you can** - so you increase the amount each sponsor donates.

Again, we'll discuss your physical training to do the pushups later. Right now I want

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to stick with showing you the quickest and easiest way to get your 20 (or more) sponsors.

It Starts And Ends With Your Attitude!

As with anything in life, your attitude determines your altitude. And the best attitude is one of **expectancy**. Trust that your friends, family and co-workers are as interested in doing the right thing as you are...because chances are really good that they are.

Just give them the opportunity to donate...*and they will.*

Plus, just for sponsoring you in Pushups For Charity, they get the 12-Week Body Transformation System too...for free.

So it's a winner all the way around for anyone sponsoring you:

- They get to pay to make you sweat (and even come watch if they like).
- They get to support a very worthy cause by donating to The Cancer Council's I Love Pink Charity Drive
- And they get free fitness coaching, motivation and instruction in the 12-Week Body Transformation System.

What's not to like?

Use The Sponsorship Tools...They Work!

As you'll see, we've provided you with some simple tools you can use to get the word out about your participation in Pushups For Charity, and get the folks in your sphere of influence to sponsor you.

All you've got to do is use them, and watch your friends, family and co-workers jump at the chance to support you and our wounded warriors.

So let's take look at the tools...

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Who Should You Ask To Support You?

The first consideration is “who”. So here’s a little “tickler” list to get you thinking about who you should send your letter (provided) and emails (provided) to - and of course, **ask in person** using the provided Sponsorship Flyer (which will ultimately be the most productive way to get sponsors).

There are no geographic limitations. You can ask anyone who lives anywhere to support you. People like:

- **Everyone in your extended family**
- **All your friends**
- **Everybody at work**
- **People you know at your place of worship**
- **Anyone you play sports with**
- **People from school**
- **Affinity groups (hobbies, associations, Chamber of Commerce, book club, etc.)**
- **Neighbors**
- ***Who else?***

Tool #1: Your Sponsorship Flyer

On the next page you’ll find your Sponsorship Flyer. You can print as many copies of this flyer as you think you’ll need (I suggest starting with at least 3 copies). Bring these with you everywhere you go, because you never know who you’ll run into - and **everyone** is a potential sponsor.

Remember...the “secret” is to simply...*ask!* On the page after the flyer, you’ll find instructions on how to use it.

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On Saturday 26th October on Montpellier Primary School oval, Mt Pleasant Road, Highton I'm doing as many pushups as I can in 90 seconds to raise money for **The Cancer Council's I Love Pink Charity Drive**, and I sure would appreciate your support!

In return for your small donation pledge today, you'll receive a special fitness and nutrition program (value \$97):

"Your 12-Week Body Transformation System"

created by Geelong's leading fitness and weight loss experts, Peak Fitness Challenge.

My (aggressive) personal goal is _____ pushups in 90 seconds.

Your First & Last Name: (please print clearly)	Your Email Address & Phone Number: (please print clearly)	Donation For Each Pushup I Do In 90 Seconds:	Bonus (Optional) If I exceed my goal by 20%, you'll donate an additional:	Penalty (Optional) If I don't reach my goal, I have to do 5 pushups for you when I collect your donation:
		[]\$0.50 []\$0.75 []\$1.00	[]\$5 []\$10	[]Yes []No
		[]\$0.50 []\$0.75 []\$1.00	[]\$5 []\$10	[]Yes []No
		[]\$0.50 []\$0.75 []\$1.00	[]\$5 []\$10	[]Yes []No
		[]\$0.50 []\$0.75 []\$1.00	[]\$5 []\$10	[]Yes []No
		[]\$0.50 []\$0.75 []\$1.00	[]\$5 []\$10	[]Yes []No
		[]\$0.50 []\$0.75 []\$1.00	[]\$5 []\$10	[]Yes []No
		[]\$0.50 []\$0.75 []\$1.00	[]\$5 []\$10	[]Yes []No

Every Dollar Raised Goes Directly To The Cancer Council.

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Instructions For Using Your Sponsorship Flyer

1. You probably noticed the “penalty” section on your Sponsorship Flyer on the previous page. That’s included to add some **fun** to this for you and your sponsors, and an additional challenge for you. Remember, our slogan is “*get fit, **have fun**, make a difference.*”
2. Get those folks who you personally see (at work, your gym, your sporting club, in the neighborhood, etc.) to **complete the sponsorship flyer**. Your goal is 20 or more.
4. After the Pushups for Charity Challenge, just get in touch with each of your sponsors and let them know how many pushups you did so you can collect the cash from them, get them to donate via www.pushupsforcharitygeelong.com.au or they can write a cheque made payable to The Cancer Council Victoria.

More Fundraising Tools On The Next Page...

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Your Sponsor-Getting Emails (Send To Everyone In Your Address Book)

Email can be very effective, and sending these 3 emails to everyone in your email address book or post to your Facebook page may be all you need to do to get 20 sponsors quickly.

We do encourage you to send all 3 emails or 3 Facebook posts (or write your own), **because repetition helps**. Often, a recipient will read your first email and intend to respond, but then forget because of some distraction. Give the people in your sphere of influence the opportunity to help by being a little bit persistent. They won't mind - in fact, they'll appreciate that you're so committed.

As you'll see, the 2nd and 3rd emails refer back to the previous email as a way of jogging the recipient's memory.

Of course, feel free to adapt or edit these emails as you like, or to simply write your own from scratch. But please commit to sending three emails.

You'll find them on the next three pages...

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Email #1

Subject: I'm doing pushups for charity

Hi everyone,

I hope you're all doing well. I just wanted to drop you a note and let you know what I'm up to. You might be surprised.

I'm participating in a local event here called Pushups For Charity. Their slogan is "get fit, have fun, make a difference" and it does sound like fun to me. That's part of the reason why I'm doing it. The other part (the BIG reason) is because I can raise money for The Cancer Council's I Love Pink charity drive, supporting those affected by breast and gynaecological cancers.

But I need your help.

I'd appreciate it if you would agree to sponsor me by donating fifty cents, seventy five cents, or one dollar for each pushup I do in 90 seconds during the Pushups For Charity event on Saturday 26th October. Your donation is tax deductible.

My goal is to do ___ pushups in 90 seconds (I'm in training!). So, for example, if you were to pledge seventy five cents for each pushup I do, that would equal a total donation of just \$___.

It's not a big amount, but every dollar makes a difference.

And just for agreeing to sponsor me, you get a great home fitness program called "Your 12-Week Body Transformation System" created by the leading fitness and weight loss experts here in Geelong. It's a \$97 in value, but you don't have to pay for it.

You can learn more about Pushups For Charity at www.pushupsforcharitygeelong.com.au

Please reply to this email and let me know if you are willing to sponsor me, and if so for what amount. I really appreciate your support!

Thanks,

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Email #2

Subject: My progress with pushups for charity

Hi everyone,

I'm following up to the email I sent you a few days ago about my participation in the Pushups For Charity Challenge here in Geelong. I wanted to let you know how I'm progressing, and also ask you again to consider sponsoring me with a small donation, if you haven't already.

I've been practicing my pushups and I'm pretty confident I can reach my goal of doing ___ pushups in 90 seconds. I feel good and am sticking to my routine of doing some pushups almost every day in preparation for the event.

I received email responses from some of you with pledge donations after my first email. I **really** appreciate your support! But I wanted to reach out again just in case others of you didn't see my first email, or didn't have an opportunity to respond. Here are the details (from my first email):

I'd appreciate it if you would agree to sponsor me by donating fifty cents, seventy five cents, or one dollar for each pushup I do in 90 seconds during the Pushups For Charity event on Saturday 26th October. All donations go to The Cancer Council.

My goal is to do ___ pushups in 90 seconds (I'm in training!). So, for example, if you were to pledge seventy five cents for each pushup I do, that would equal a total donation of just \$___. It's not a big amount, but every dollar makes a difference.

And just for agreeing to sponsor me, you get a great home fitness program called "Your 12-Week Body Transformation System" created by the leading fitness and weight loss experts here in Geelong. It's a \$97 in value, but you don't have to pay for it.

Please reply to this email and let me know if you are willing to sponsor me, and if so for what amount. I really appreciate your support!

Thanks,

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Email #3

Subject: Thanks for your support of pushups for charity

Hi everyone,

I wanted to send out a quick email to all of you and say THANK YOU VERY MUCH! I really appreciate all the support I've gotten for my participation in the Pushups For Charity to benefit The Cancer Council.

My pushup challenge is coming up and I'm pretty confident I can hit my goal of doing ___ pushups in 90 seconds.

I'll follow up with all of you after the event and let you know how I did (both with pushups and with fundraising).

If you haven't pledged a small donation yet and would like to, please just reply to this email and let me know.

Thanks again,

P.S. For more info on Pushups For Charity, go to www.pushupsforcharitygeelong.com.au

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Your Sponsor-Getting Letter

There's lots and lots of proof that if you want someone's attention, and action, you need to communicate with them in a variety of ways.

So far we've provided you with a sponsorship flyer for you to get sponsors in-person, and emails you can send to everyone in your email address book.

But there are two more very effective ways to get sponsors.

The first way is with the telephone. Either a real telephone call (best), or a text message. If you are comfortable doing so, making phone calls to folks you know will prove to be second in effectiveness only to asking them in person. I hope you'll consider calling people and asking them to donate. Remember, it's all about your attitude. If you have an expectant, enthusiastic attitude and just tell people what you are doing and how they can help...you'll be pleasantly surprised at how receptive and willing to help they are.

The second way is with a letter. On the next page is a letter you can use. Just type it up, print out as many copies as you need, sign each one, stuff in an envelope and mail. Letters get attention when emails can sometimes get ignored (because people get so many).

Yes, you'll incur a little cost for postage, but I think you'll agree it's worth it to help the children. Compared to what they're facing, our lives are easy.

1 + 1 = 11

If you really want to get fantastic response (and possibly win the prize for having the most sponsors), here's what I suggest you do.

Mail the letter you find on the next page, then follow up with each person you mailed to by calling them on the phone a few days later (give the letter enough time to arrive, usually about 2-5 days depending on where they live).

The combination of the letter and your personal follow up phone call produces exponential results (you'll be amazed). It's not just $1+1=2$. It's $1+1=11$.

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Dear _____,

I've sent you this letter because I want to update you on something I'm doing, and because I need your help.

I'm participating in a local event here in town called Pushups For Charity. Their slogan is "get fit, have fun, make a difference" and it does sound like fun to me. That's part of the reason why I'm doing it.

The other part (the BIG reason) is because I can raise money for The Cancer Council and support those affected by breast and gynaecological cancers.

And that's where I need your help.

I'd greatly appreciate it if you would agree to sponsor me by donating fifty cents, seventy five cents, or one dollar for each pushup I do in 90 seconds during the Pushups For Charity event on Saturday 26th October.

My goal is to do ___ pushups in 90 seconds (I'm in training!). So, for example, if you were to pledge seventy five cents for each pushup I do, that would equal a total donation of just \$___.

It's not a big amount, but every dollar makes a difference for the children.

And just for agreeing to sponsor me, you get a great home fitness program called "***Your 12-Week Fat-Elimination & Body Transformation System***" created by the leading fitness experts here in Geelong. It's a \$97 in value, but you don't have to pay for it.

You can learn more about Pushups For Charity at www.pushupsforcharitygeelong.com.au

Please give me a call at _____ or send me an email at _____ to let me know if you are willing to sponsor me, and if so for what amount. I really appreciate your support!

Thanks,

P.S. The event is coming up, so please get back to me as soon as you can. Thanks again.

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Finally...You Can Support The Cancer Council By Spreading The News About Pushups For Charity

We highly encourage you to print 10 (or more) copies of the flyer you see on the next page and drop them off or post them wherever you feel it's appropriate (at work, place of worship, grocery store, with friends, etc. - use them to spread the word however you like).

It's really important to get as many Geelong region residents as possible engaged and participating in Pushups For Charity because...

1. More people doing pushups means **more money raised for the Cancer Council**.
2. More people doing pushups means **a healthier, happier, more positive and productive community**. There's simply no denying that when folks get engaged in a positive and rewarding activity like fitness, they feel better, perform better and frankly, are generally nicer and more enjoyable to be around! And that's what we all want for Geelong! Don't forget, regardless of whether a person chooses to participate doing pushups, or just wants to sponsor you, they **ALL** get the 12-Week Body Transformation System. And that's a fantastic "kick start" program for anyone who wants to learn how to lose weight, burn fat and get in shape...the right way!
3. More people attending the Pushups For Charity Challenge event means **MORE FUN for everyone!** I keep coming back to the "fun" element because it's so important. Fitness, done the right way, is a heck of a lot of fun...for everyone...kids, adults, seniors...everybody. And if there's one thing we're really good at here at Peak Fitness Challenge, it's making fitness fun (you'll get to experience that at the event).

So again, please help us, help the community and help The Cancer Council by printing 10 copies of the flyer on the next page and dropping them off or posting them all over town wherever you think it's appropriate. You could even give a couple of the flyers to some of the local stores/shops you patronize and ask them to display them to their customers.

On behalf of the children...**thanks for your help!**

PUSHUPS FOR CHARITY

GET FIT. HAVE FUN. MAKE A DIFFERENCE



**Your Fitness Level Doesn't Matter...
Only Your Willingness To Help Those Affected By Breast &
Gynaecological Cancers**



How Many Pushups Can YOU Do In 90 Seconds?

Come Join The Fun, Get Fit And Make A Difference At Geelong's
Pushups For Charity On **Saturday 26th October** At

→ **Montpellier Primary School oval (Mt Pleasant Road, Highton)** At **9am** ←

All The Details At: www.pushupsforcharitygeelong.com.au

The Pushups For Charity Challenge is a community-wide **charitable fundraising event** hosted by Geelong's leading fitness & weight loss business, Peak Fitness Challenge.

Pushups For Charity is a simple way for Geelong residents to "get fit, have fun and make a difference." It's not a competition with anyone else, just a way to challenge yourself to be, do and have more.

And you don't have to do thousands of pushups to make a difference. All you do is as many pushups as you can in **90 seconds - just one time** at our special event here in Geelong. And we'll even help you prepare!

It doesn't matter if you can only do 10. Every pushup counts. Because every pushup raises money for The Cancer Council's I Love Pink Charity Drive, supporting those affected by breast & gynaecological cancers. Your age & fitness level do NOT matter...only your willingness to help others!

And you don't have to do a single pushup if you don't want to, because there are other ways you can contribute.

Special FREE Bonus

"Your 12-Week Body-Transformation System"

This powerful program, developed by Geelong's leading fitness & weight loss experts, **Peak Fitness Challenge**, and **valued at \$97**, is your FREE bonus gift just for registering to participate, or sponsoring someone who is participating. There is no cost to participate in Pushups For Charity, and ALL donations go to Big Brothers Big Sisters Geelong.

Get All The Details Here:

www.pushupsforcharitygeelong.com.au

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Putting It All Together

We've covered a lot of information in this INFO-PAK, so I just want to quickly summarize the fastest way for you to get your 20 (or more) sponsors. And also remind you there is a really great prize for the person who gets the most sponsors!

Step-By-Step

1. Print at least 3 copies of the Sponsorship Flyer from page 6. Bring them with you everywhere you go. Just ask people to sponsor you. They'll be glad to help you and glad to help other less fortunate.
2. Send out all three emails, approximately 3-4 days apart. You may find that you get as many sponsors from the second and third emails as you do from the first. So be sure to send all three.
3. Mail the letter (and follow up with a phone call for exponential results).
4. Print 10 copies of the Pushups For Charity "Read All About It" flyer from page 15 and keep them in your car. Hand them out wherever you feel is appropriate (a great way to do this is to give a copy to stores/shops you patronize and ask them to display for their customers - or better, ask them to make more copies and hand them out to each customer).

That's it. **Just four simple steps.** But they're all so important. That's why I ask you to keep the objective in mind: helping people. With that as your motivation - the pure and good desire to help others - you can't go wrong, and everyone will be responsive to you and want to help you raise money doing Pushups For Charity!

On the next page, you'll find a Pushups For Charity FAQ (frequently asked questions). But if you have any other questions for us before the event, don't hesitate to call or email us at 0411 158 972 or info@peakfitness.net.au

I look forward to meeting you at the Pushups For Charity event!

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Frequently Asked Questions (FAQ)

Date & Time of Event: Saturday 26th October, 9am (please be sure to arrive between 8.45 and 9am)

Location: Montpellier Primary School oval, My Pleasant Road, Highton (between North Valley Road shops and Scenic Road). If raining we will be in the After School Hours Care room

What should I wear: Comfortable clothing with sneakers

What should I bring: Water bottle, towel, “can do” attitude and as many supporters as possible

Can others come to cheer me on? For sure! The more the better. We want plenty of support on the day.

How should I prepare? Watch the video we made for you on how to do pushups correctly and how to progressively increase the number of pushups you can do. Start following the 12 week Body Transformation program, ask your trainer/gym instructor or contact us at Peak Fitness Challenge on 0411 158 972.

Is there a minimum amount I must raise? No, there is no minimum, but every dollar helps. We hope you will make the effort to get 20 sponsors. If you do that, you will be able to raise a considerable amount of money to support The Cancer Council programs...and you'll feel great about that!

How do I collect the donations? After the event, we'll provide you with an official form indicating the number of pushups you did in 90 seconds (you can use this as “proof” for anyone who may be skeptical 😊). Then you simply email or call your sponsors and ask them to hand-deliver cash or a cheque to you in the correct amount (depending on how much they pledged for each pushup you do) or go online to make a donation—. <http://vic.cancercouncilfundraising.org.au/pushupsforcharitygeelong>

What if I have additional questions? Contact Peak Fitness Challenge on 0411 158 972 or info@peakfitness.net.au or speak to the person that told you about the event.



Get fit. Have fun. Make a difference.

About Dale Ringin & Peak Fitness Challenge Pushups For Charity Founding Partner

Pushups For Charity is a major charitable fundraising alliance of 100 of the leading fitness service providers across the country. All of us have joined forces to help raise money for varying charities across the country and to help our local communities by getting folks engaged in a fun way to get fit.

Over the next few months there will be 100 different Pushups For Charity events all over the country (you'll probably hear about it on the news), with thousands of people participating and a significant amount of money raised for charity. Our collective goal is to raise close to half a million dollars... **one pushup at a time.**

I'd like to tell you why I became a Pushups For Charity Founding Partner and a little bit about my business, Peak Fitness Challenge, so you can feel comfortable and confident about registering to participate or to donate.

I choose to become involved in this great event because of three reasons.

1. I'm concerned about our number one status here in Australia, the most obese and overweight country in the world! I believe that the fitness industry must find more ways to engage our communities and make fitness, exercise and activity fun! I think back to the Jump Rope for Heart and Walkathon Days done when I was teaching and they were always great fun so why can't adults get that same feeling? From where I sit, Push Ups for Charity is a great opportunity to have fun, engage our whole community in Geelong and give people something to aim for with their fitness.
2. Giving back feels good! It's pretty simple but we're extremely lucky in Geelong to have some fantastic activity and fitness based events that "give back" and I love participating in those types of events. So I felt this was a great opportunity for Peak Fitness Challenge to add to the giving back culture we have in Geelong.
3. It's a very simple concept that allows many people to benefit. There's people that participate who have a goal to aim for. There's those who donate and feel like they can still contribute even if they can't participate. And there's the charity, in our case it's the Cancer Council, and all of the people involved in that charity/organisation.

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“You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You must do the thing you think you cannot do.”

- Eleanor Roosevelt



From all of us here at Peak Fitness Challenge/Geelong Boot Camps for Women, and on behalf of the rest of the Pushups For Charity team, **thank you very much** for being a part of Pushups For Charity! We couldn't do it without YOU! Together we can make a difference and help young people that need support and guidance.

To your health and fitness,

Dale Ringin

Peak Fitness Challenge/Geelong Boot Camps for Women

Postal- PO Box 2033, East Grovedale, 3216

0411 158 972

info@peakfitness.net.au