



Your Stride4Stroke Fundraising Guide

No matter why you
are moving, make
moves that matter.

Welcome to Stride4Stroke!

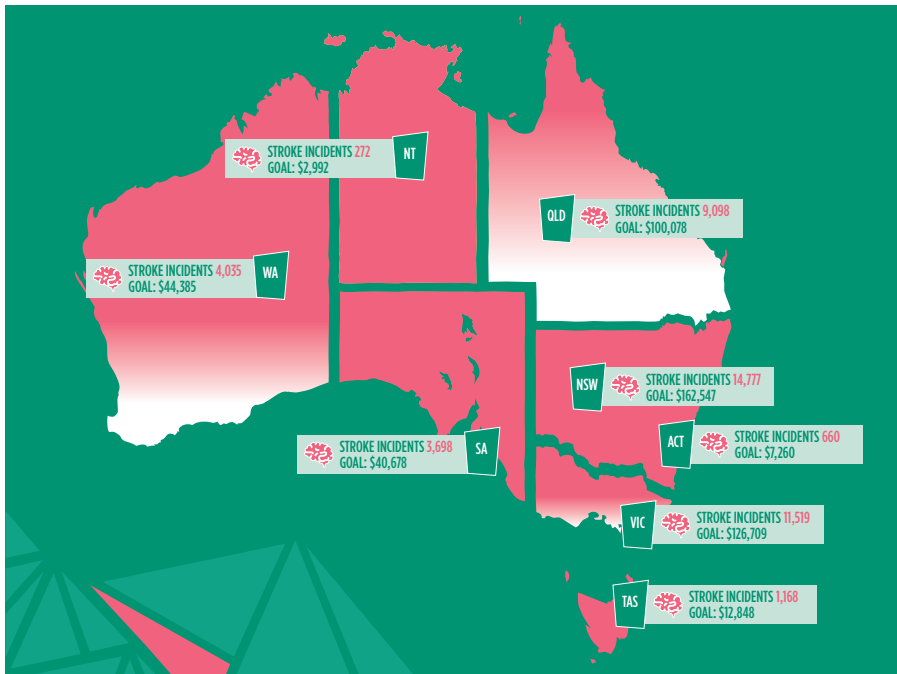
Thank you for taking part in Stride4Stroke. By taking on this challenge, you're helping raise vital funds to prevent stroke, save lives, and support recovery for people across Australia.

Why your fundraising matters

Almost 47,000 Australians will have a stroke this year. That's one stroke every 11 minutes.

This year, our goal is to raise \$500,000 — representing \$11 for every stroke expected in Australia this year.

Every \$11 raised helps support stroke prevention, lifesaving awareness, and recovery for survivors and their families. Together, those small amounts add up to something powerful.



Your first strides to fundraise

Personalising your online fundraising page will make a big impact on your fundraising – sharing why you are fundraising for Stroke Foundation encourages donations. Simply upload a photo and write why you are fundraising for Stroke Foundation.

Share your fundraising page with everyone!



> Email and text everyone you know and share your fundraising page on social media.



> Ask yourself – donate to your page and show others how serious you are about reaching your goal.



> Ask family and friends to sponsor you by sharing your fundraising link directly with them.



> Ask your boss for a company donation. Check if your workplace does dollar matching – it's a great way to double your fundraising efforts.

Keep sharing

Every time you are out achieving your moving minutes goal, take a pic and upload it to your social media with a link to your fundraising page.

Put up a poster

We have a range of posters in your dashboard. Put them up at your workplace, local clubs and coffee shops. Let everyone know you are taking part in Stride4Stroke and raising funds to help prevent stroke, save lives and enhance recovery.

Ask work mates to sponsor you – email everyone your fundraising page link and pop posters up at work.

More strides to fundraising



Hold a raffle – ask local businesses to donate goods.*

*Contact us to request an Authority to Fundraise letter for any fundraising you are doing offline or to help you ask for donated items.



Sausage sizzles are a great way to raise extra funds. Find a local popular location and see if you can book a spot.



Morning tea – host a morning tea at work and charge a donation for entry.



Trivia tournament – Encourage your friends, family and colleagues to show off their brain power by entering teams for an entry fee.



Marketplace day – Get your friends and family to sell one item on Facebook Marketplace and have them donate their proceeds.

Connect, share and fundraise on Facebook

Facebook is one of the easiest and most powerful ways to boost your fundraising, share your story, and stay motivated throughout Stride4Stroke.

By creating a Facebook Fundraiser and joining our Stride4Stroke Facebook Group, you'll become part of a caring, encouraging community all moving together to create a future with fewer strokes.

Create a Facebook Fundraiser

A Facebook Fundraiser makes it quick and easy for friends and family to support you.

People are more likely to donate when they see your updates, photos, milestones, and moving minutes throughout September.

You can create your Facebook fundraiser quickly and easily from your fundraising dashboard.

Why create one?

- › Automatically posts to your Facebook feed
- › Easy for friends and family to donate
- › Reach more people
- › Boost your fundraising with social sharing



Join the Stride4Stroke Facebook Group

Our Facebook Group is a welcoming space filled with encouragement, motivation, fundraising ideas, and stories from people all across Australia.

Whether you're taking part solo, with a team, walking your first kilometre, or aiming for a huge fundraising goal — you belong here.

Inside the group you'll find:

- › Motivation and support from fellow Striders
- › Fundraising tips and ideas
- › Challenge updates and announcements
- › Inspiring stories from our community
- › A space to celebrate wins big and small

[Visit Facebook Group](#)

Fundraising tools

We have fundraising tools available on your fundraising dashboard to help you reach your fundraising goal:

- › Poster
- › Mobile wallpaper
- › Social media tiles

If you wish to create your own promotional materials, please ensure that you make clear that you are raising funds for Stroke Foundation. Suggested phrases to use include: “proudly supporting Stroke Foundation” or “funds raised will support the work of Stroke Foundation”.

All promotional material created must be approved by Stroke Foundation prior to distribution.



Rewards

To help you achieve fundraising success, we have a range of rewards:



Raise **\$132** and receive your exclusive shirt designed to add to your Stride4Stroke experience.

When you raise **\$550** a Stride4Stroke gym towel, cap and socks will make its way to you – perfect for your active endeavours.



Raise **\$1,100** a Stride4Stroke backpack will be yours – a fantastic reward to keep you moving and motivated on your fitness journey.

By fundraising for Stride4Stroke you'll be helping to sustain vital programs and resources that Stroke Foundation provides, including:

Preventing Stroke

- › StrokeSafe Talks
- › Australia's Biggest Blood Pressure Check
- › Information Resources

Saving Lives

- › F.A.S.T. (Face, Arms, Speech, Time.) Signs of Stroke Awareness
- › Living Guidelines for Stroke Management
- › InformMe Website for Health Professionals

Enhancing Recovery

- › StrokeLine
- › My Stroke Journey
- › EnableMe Website for Survivors of Stroke



Make moves that matter

Share your Stride4Stroke journey to help inspire others and to celebrate your achievements.

 @strokefoundation

 @strokefdn

#STRIDE4STROKE

Supporting Sponsors



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