



Out of the Shadows Walk 2026

Workplace Resource Kit



Thank you for supporting Lifeline.

Every 24 seconds, someone reaches out to Lifeline.

It's thanks to wonderful supporters like you, that our volunteer crisis supporters can be there **anytime, anyway, for anyone** who is facing crisis.

We couldn't continue the work we do without support from the community.

\$39 is enough to help connect one person in crisis with a Lifeline crisis support volunteer via phone, text or online chat.



Every day **9** Australian lives are lost to suicide.

Proud Worami Man, Danny, knows the unimaginable pain of losing a loved one to suicide. At only 14, his precious son Brady took his own life.

♥ Our young people

Suicide is the leading cause of death for 15–25-year-olds.

♥ Our Aboriginals & Torres Strait Islanders

Suicide rates are twice as high in indigenous communities.

♥ Our mates, sons & brothers

70% of suicides are male.

♥ Our farmers & regional communities

Suicide is twice as likely in the country

♥ Our daughters, mothers & girlfriends

Make up 75% of all suicide attempts.



Your walk can make a difference. The funds and awareness raised will help Lifeline continue to be there anytime, anyway, for anyone across Australia.

TOGETHER WE WALK

Out of the Shadows Walk 2026

This workplace resource kit is here to:

1. **Support you to promote the walk** internally to build up your team and workplace community.
2. **Promote your fundraising efforts** internally and externally with dedicated Lifeline resources.

Please click through for a variety of resources to make the most of your Out of the Shadows Walk experience.



**GETTING YOUR COLLEAGUES
ON BOARD TO WALK FOR THE
9 AUSTRALIANS LOST TO
SUICIDE EVERY DAY.**



ONCE YOU'RE REGISTERED...

- 1. Share this link** to encourage your colleagues to register. This is the link you can share internally to encourage colleagues to get involved by registering and joining your team.
- 2. Personalise your Team page with a profile photo** (this could be your company logo) and blog post about why your workplace is participating in Out of the Shadows Walk in support of Lifeline (we've provided a link to key messaging on Slide 7 if you need any help).
- 3. Spread the word internally** – The best first step is to recruit team champions, across various departments to get different areas of your workplace on board. You can encourage your champions to recruit colleagues from their relevant department. If you need help with this, please reach out.
- 4. Encourage your colleagues to kick-start their fundraising.** Raise \$39 and you'll receive a FREE t-shirt to wear on the day.



RESOURCES TO BUILD YOUR COMMUNITY

Email Templates:

- Check out the template available [via your dashboard here.](#)

Poster:

- Attached to my email is a unique poster for your workplace. You can print this and stick it up around your office. The QR code will scan directly to begin a registration!

Image Tiles:

- There are a variety of images you can use to recruit participants to your team.
[Click here for a few we've created.](#) If you're after anything more custom, please reach out!

Key messaging/Intranet messaging:

- We know it can be hard coming up with the right words to encourage participation so, we've done this for you! Check out our [key messaging here](#) that can be used on your intranet, Teams channel, slack etc...(whichever comms tools work best for your workplace).

PROMOTING YOUR OUT OF THE SHADOWS WALK IN SUPPORT OF LIFELINE!



PROMOTE YOUR FUNDRAISING EFFORTS

Email Templates:

- Check out the templates available [via your individual dashboard here](#). Each person will have access to this via their own dashboard as well so, let your colleagues know about this handy resource!

Fundraising Messaging:

- You are welcome to share this [Lifeline fundraising messaging template document](#) to support people with their fundraising so that they can share why they are choosing to support Lifeline and impact they are making.

Email Signature:

- Add a dedicated email signature to your emails for the duration of the campaign! It'll encourage colleagues and stakeholders to support your efforts.
Be sure to hyperlink your unique fundraising page URL to the image when you add it to your signature.

Images for Social Media (Facebook, Instagram & LinkedIn):

- We've got a variety of images you can download, save and share alongside your unique URL and key messaging.

[Click here to view all social media and email assets.](#)

INTERNAL ENGAGEMENT IDEAS

LUNCH TIME WALKING SESSIONS (VIRTUAL OR IN-PERSON):

- Book time in your colleagues' diaries to encourage team members to 'train' by walking together in the lead-up to the event – whether they're in the office or joining along virtually from home.

HOST A MORNING (OR AFTERNOON) TEA:

- Bring your colleagues together on World Suicide Prevention Day and host a morning or afternoon tea in the office.
- This might help encourage staff to come into the office that day and do the walk together.

HIGHLIGHT ACHIEVEMENTS:

- Keep staff updated throughout the challenge with milestones reached! Think...
 - Reaching a team fundraising milestone.
 - Celebrating top fundraising individuals using a leaderboard.

