

SWEAT WITH PRIDE 2026

WORKPLACE INTERNAL COMMS TOOLKIT

Find out how to set up your team and access ready-to-use resources to invite others to join.

SWEAT WITH
PRIDE





WHAT YOU NEED TO KNOW ABOUT SWEAT WITH PRIDE



ABOUT THE CAMPAIGN



WHAT IS SWEAT WITH PRIDE?

Sweat with Pride is a fun, inclusive movement challenge throughout June. As a team captain, you'll rally your colleagues to move for 21 minutes a day — walks, gym sessions, dance breaks, whatever works — and raise money to help strengthen rainbow communities.

Every minute your team moves boosts their physical, mental, and social wellbeing. Every dollar they raise helps power life-changing, community-led services across mental health, legal assistance, education, advocacy, and social inclusion.

Make Pride Month count for your workplace and rainbow communities.

**Move your way,
21 mins a day in June**

**Fundraise for
rainbow communities**

**Earn rewards and
climb the leaderboard**

**Turn Pride Month into
meaningful action**



HOW TO SWEAT WITH PRIDE

Follow these steps and use the resources in this toolkit to grow your team.

1

SIGN UP AS WORKPLACE CAPTAIN

Register your individual profile, create a team, and access ready-to-use resources to help you spread the word.

2

INVITE COWORKERS TO TEAM UP

Rally your colleagues to join. Use the resources in this toolkit for internal promotion. Just add your team sign-up link from your dashboard.

3

RAISE CRITICAL FUNDS

Each teammate sets their own fundraising goal and can share their page with people they know. Every dollar strengthens rainbow communities.

4

GET SWEATY YOUR WAY

Track any type of movement with Strava, motivate each other to climb the team leaderboard, and make every minute count.



When you create or join a team, you'll unlock a gorgeous enamel pin to wear with pride!

[SIGN UP NOW](#)



READY-TO-USE RESOURCES



KEY TALKING POINTS



Copy, paste, personalise! Use these messages in emails, posts, and conversations.

KEY MESSAGE

“Team up, get sweaty, and raise money for rainbow communities this June.”

ACTIVITY

“Move for 21 minutes a day in June: walk, wheel, dance, stretch, hit the gym, play with your kids or pets... any movement counts! Track your sweat on Strava and team up for extra motivation.”

PERSONAL BENEFIT

“Sweat with Pride is a fun, inclusive team challenge to boost your wellbeing and increase connection with your colleagues.”

IMPACT

“LGBTQIA+ people still face discrimination at work and in daily life. The money you raise strengthens rainbow communities, and helps power life-changing services across mental health, legal assistance, advocacy, and social inclusion year-round.”

PRIDE MONTH

“Make Pride Month count. Turn June into real action for rainbow communities.”

EMAIL TEXT: PERSONAL OUTREACH

Copy, paste, personalise! Use this text to reach out directly to a colleague or small group.

SUBJECT: Join our team on Sweat with Pride

Hi [THEIR NAME]

This June, we're taking part in Sweat with Pride as a workplace team, and I'd love for you to join us!

Sweat with Pride is a 30-day challenge where we **move for 21 minutes a day in June and raise money to strengthen rainbow communities year-round.**

Move your way: walk, dance, stretch, wheel, or whatever gets you sweating. All fitness levels welcome.

Our goal is to raise [\$ TARGET]. The more of us who take part, the bigger our impact.

Join the team or donate here: [YOUR TEAM URL]

Can't wait to have you with us. Let's make Pride Month count!

Thanks,

[YOUR NAME]



EMAIL TEXT: ALL STAFF OR PRIDE NETWORK/ERG BROADCAST

Copy, paste, personalise! Combine this text with email banners and send to a relevant mailing list.

SUBJECT: Let's Sweat with Pride this June — join our team now

This June, [ORGANISATION NAME] is taking part in Sweat with Pride, and we want you with us.

Sweat with Pride is a fun, inclusive team challenge where we **move for 21 minutes a day in June and raise funds to strengthen rainbow communities.**

Every minute you sweat boosts your physical, mental, and social wellbeing. So walk, wheel, dance, stretch, hit the gym, or play with your kids or pets — it all counts.

Why it matters: LGBTQIA+ people still face discrimination at work and in daily life. The money we raise will help power life-changing services across mental health, legal assistance, advocacy, and social inclusion year-round.

All fitness levels welcome. Our goal is to raise [\$TARGET]. The more of us who take part, the bigger our impact. **And you'll even unlock a Pride pin just for signing up.**

Join our team or donate here: [YOUR TEAM URL]

Let's turn June into real action and make Pride Month count.



EMAIL BANNERS

Drop these into your promotional emails to make them pop.



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EMAIL SIGNATURES

Add one of these to your email signature to promote the campaign to every person you contact.



TEXT & CAPTIONS FOR SLACK/TEAMS

Copy, paste, personalise! Use these posts on internal platforms.

POST 1: Launch

We're doing Sweat with Pride this June. Come join our team!

Move for 21 minutes a day throughout June (walk, wheel, dance, hit the gym, stretch, whatever works for you) and raise critical funds for rainbow communities. Every minute boosts your wellbeing and every dollar raised helps power life-changing services that fight discrimination.

Sign up now: [YOUR TEAM URL]
Takes 2 minutes. Who's in?

POST 2: Reminder

Hey team!

Still time to join our Sweat with Pride crew for June.

Any movement counts ·

Just 21 mins a day ·

Fundraise for rainbow communities

[YOUR TEAM URL]

POST 3: IDAHOBIT (mid May)

17 May is IDAHOBIT, the international day against LGBTQIA+ discrimination.

It's a reminder of why we're getting sweaty this June. When we move together and fundraise, we help strengthen rainbow communities by fighting discrimination with perspiration!

Haven't joined the team yet? There's still time.

Sign up now: [YOUR TEAM URL]

POST 4: Last Chance

Last call to join our Sweat with Pride team before June!

21 mins of movement a day, any way you like!

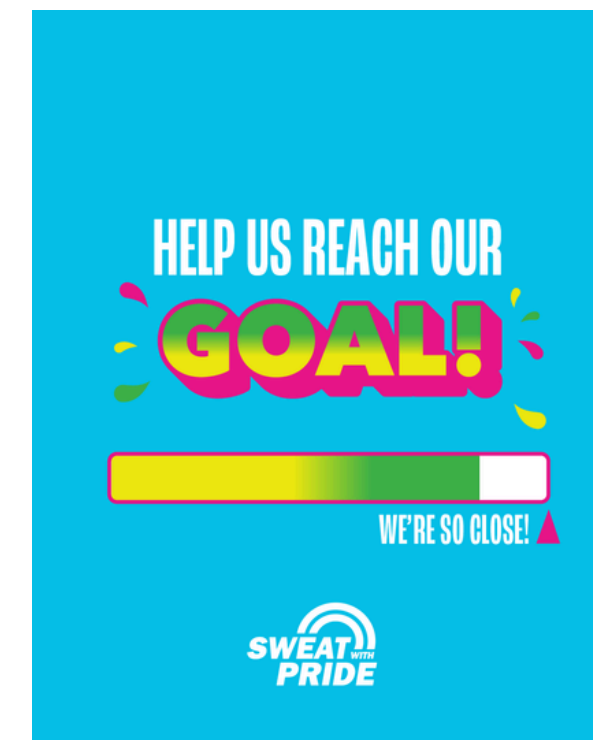
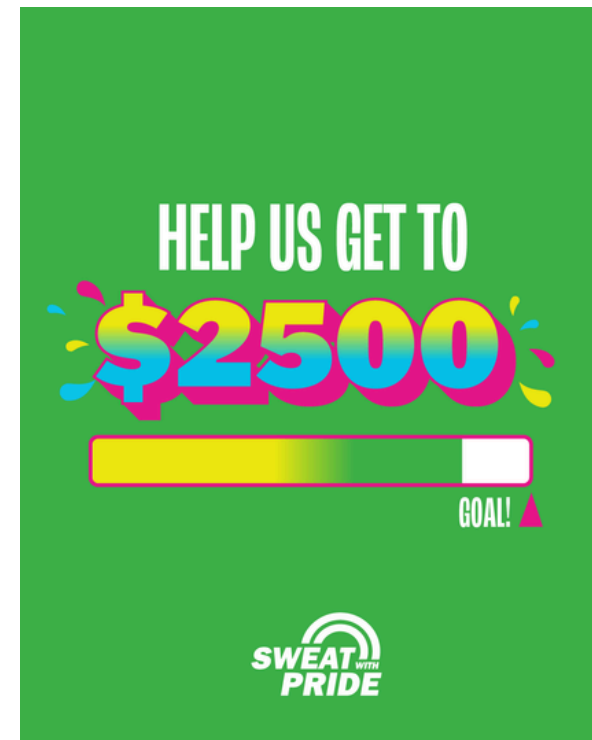
Every dollar raised makes a real difference for rainbow communities.

Sign up now: [YOUR TEAM URL]

Takes 2 minutes. Don't miss out!

SIMPLE TILES FOR SLACK/TEAMS/SOCIAL

Share these everywhere! You can post with text and captions from the previous page.



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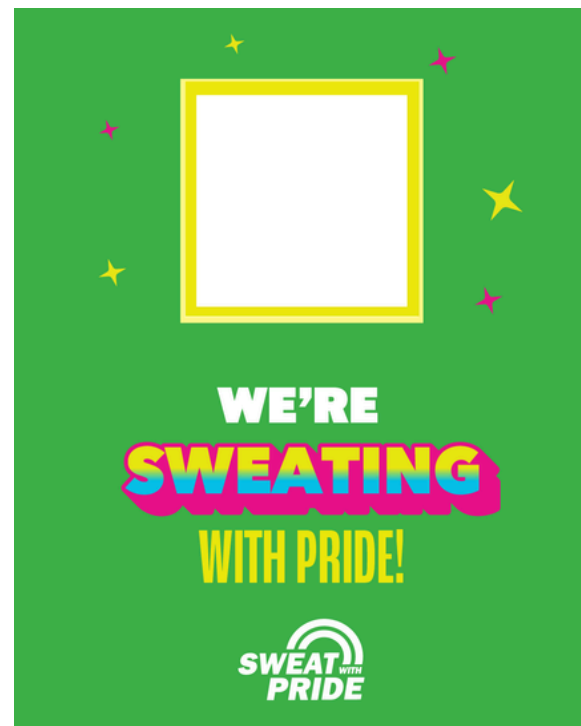
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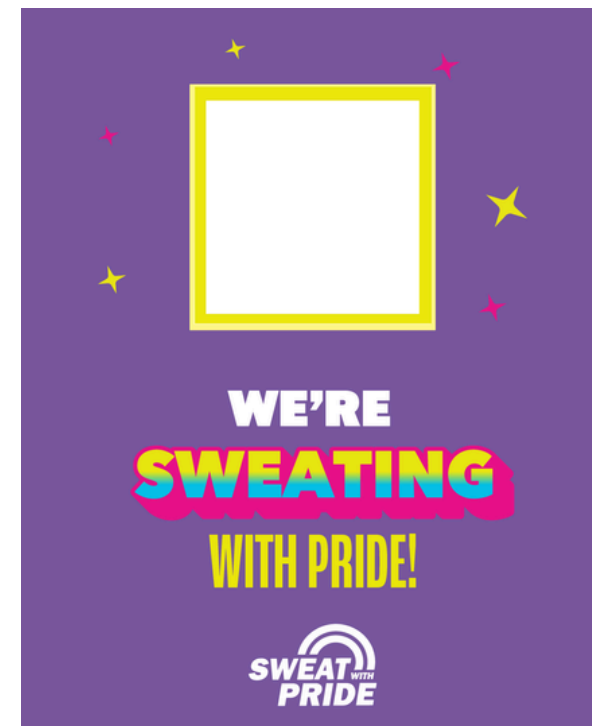


LOGO TILES FOR SLACK/TEAMS/SOCIAL

Add your logo to these tiles. You can post with text and captions from the previous page.



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SCREEN POSTERS

Use these on TV screens around the office or digital noticeboards.



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A3 PRINT POSTERS

Print and display in kitchens, bathrooms, lifts, and office common areas.



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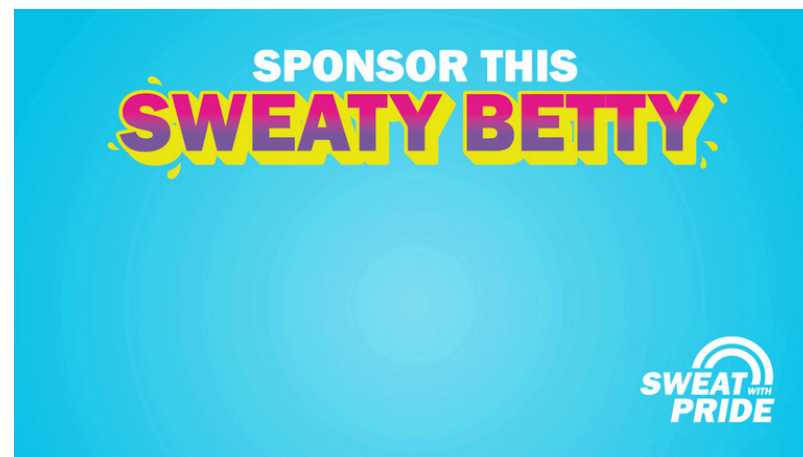


[CUSTOMISE ON CANVA](#)



VIDEO CALL BACKGROUNDS

Use these in your virtual meetings to spread the word. They're also great for online Pride events!



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LOGOS

Add these logos to your designs. Do not stretch, recolour, or add effects.

Note: Sweat with Pride New Zealand uses a different logo.



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Need extra help?

Email sweat@rainbowgiving.org.au

sweatwithpride.org.au

