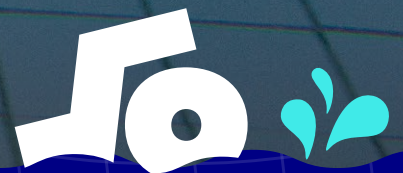


An underwater photograph of two swimmers in a pool lane. The swimmer on the left is a woman wearing a blue swim cap and goggles, swimming towards the camera. The swimmer on the right is a man wearing a blue swim cap and goggles, also swimming towards the camera and smiling. The water is clear blue, and there are lane lines visible on the pool floor.

# Ready to dive in with your fundraising?

Here's where you'll find everything you need to hit your Laps for Life goals this March and help prevent youth suicide.





# You're now part of a life-saving swim squad

Thank you for signing up for Laps for Life, and for joining a community of swimmers – who are all committed to helping prevent youth suicide.

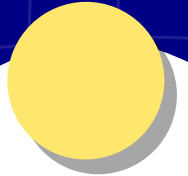
In this guide, you'll find plenty of tips and advice to help you make a splash with your fundraising. And have some fun along the way too.

Remember, every lap you swim this March, and every dollar you raise, will help ReachOut provide lifesaving support to young people facing mental health difficulties.

Ready to get active, raise funds and save lives?  
Let's get started...

Marit

Your Cheer Squad Captain



# Your laps will help save lives...

When young people need mental health support, they often turn to the internet. Your Laps for Life fundraising ensures they have 24/7 access to trusted resources, online forums, and PeerChat services from ReachOut.

## The money you raise will help fund:



### Digital content young people can trust

Ensure young people have reliable, trustworthy, expert advice when they need it most.



### A caring online community

ReachOut's professionally moderated forum open 24/7, providing a safe space so young people experiencing mental health difficulties always have someone they can talk to.



## PeerChat for young people

An innovative chat service where young people connect with an experienced peer support worker who has their own lived mental health experience and understands what they're going through.



## Support for parents and carers

One-on-one support with a professional family and parenting coach to empower those helping young people through mental health challenges.



**Every day, another young person in Australia is lost to suicide, and 1 in 3 are experiencing mental health difficulties.**

**Your support makes a difference. Your fundraising will help give young people the lifesaving support they urgently need.**

**\$4.15**

is enough to help give another young person access to ReachOut's online resources.

**\$89**

could fund a professional moderator on the online mental health forum, and keep 21 young people safe.

**\$245**

can give urgent mental health support to a young person in crisis.

**\$1,000**

could change the lives of 240 young people, and make sure they have the support they need to feel better.



# Want to make a splash with your fundraising?



## Get personal with your online fundraising page

Add a profile pic and share why you're doing Laps for Life. Show friends and family you're serious about supporting young people's mental health.



## Donate to your own fundraiser

Start strong with your own donation—it shows commitment and sets the standard.



## Start a Laps for Life team

Fundraising (and swimming) is fun with friends!

**Invite others to join you.**



## Dive in on Facebook

Get training tips, connect, and share swim selfies with the Laps for Life community.

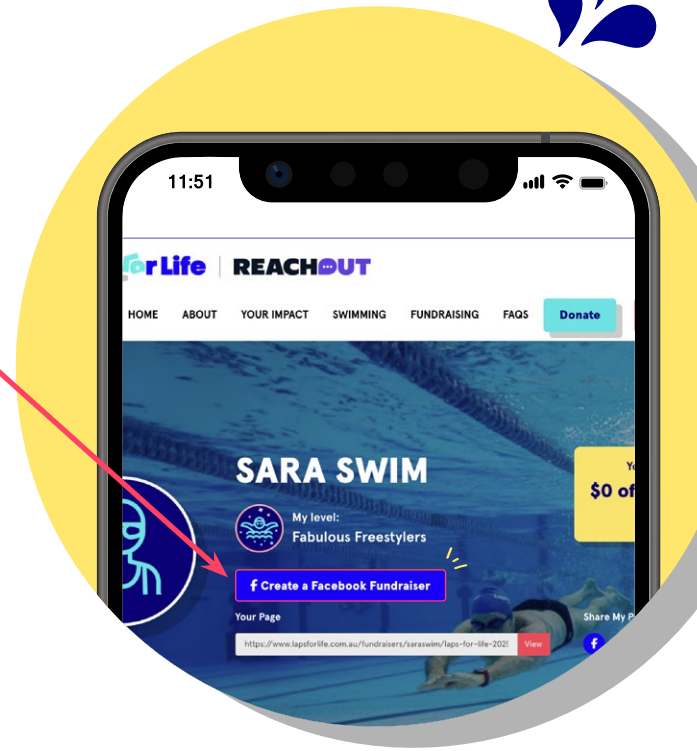
**Join in here:**

[facebook.com/groups/lapsforlifelegends](https://facebook.com/groups/lapsforlifelegends)



## Set up a Facebook fundraiser

It's quick and simple to do – just head to your [Laps for Life dashboard](#) to get started. It makes it super easy for your friends and family to donate.



## Double your donations

'Matched giving' will give your fundraising a serious boost. Ask your workplace if they'll match the donations you receive – and double your impact.



## Spread the word

Check out the ready made resources in your dashboard and tell everyone about your laps! Share your page on Facebook, Instagram, LinkedIn or TikTok. Make a video for socials, email, or group chats. Use flyers, posters, or ask local businesses to sponsor you!



## Say THANK YOU

A heartfelt thanks will make sure people feel great about supporting you. And you never know, they might even donate to you again!

# How to earn rewards, and rise up the rankings

As your Laps for Life fundraising tally ticks up, you'll earn yourself a whole heap of perks and rewards. The more you raise, the more swag you'll collect.



## Tier 1: **Fabulous Freestylers**

Raise **\$0-\$99**

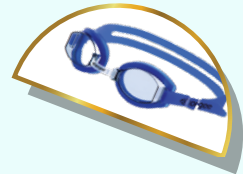
Receive an official Laps for Life swim cap – so you can swim in style.



## Tier 2: **Terrific Tumbleturner**

Raise **\$100 - \$249**

Score a slick pair of swim goggles.



## Tier 3: **Daring Diver**

Raise **\$250 - \$499**

Receive a tote bag to carry your towel, swimmers and post-lap snacks.



## Tier 4: **Superb Sprinter**

Raise **\$500 - \$749**

Get an exclusive hat to wear poolside, or at the beach.





### Tier 5: **Legendary Lapper**

Raise **\$750 - \$999**

Score a wet bag for your swim kit.



### Tier 6: **THORPEY'S HEROES**

Raise **\$1,000**

In recognition of your incredible efforts, you'll get:

- A Laps for Life hoodie
- A VIP shoutout on the Laps for Life Facebook group
- A VIP badge on your dashboard and fundraising page
- An invite to a special Zoom session to learn about the impact you're making for young people's mental health
- A place in the 2025 Hall of Fame on the Laps for Life website



## **LAPS GOLD MEDAL CLUB HALL OF FAME**

**Raise \$2,000 to join the Laps Gold Medal Club!**

Reach the pinnacle of Laps to earn yourself a permanent place in the Laps for Life Hall of Fame and receive a special Laps for Life medal to wear with pride.



**Content warning:** Kiara's story mentions suicide. If this brings anything up for you head to the ReachOut website.



# Every dollar you raise will help young people like Kiara

***“ReachOut was there from me when literally no one else was. It saved my life.” – Kiara***

When Kiara was in her senior years of high school, she developed severe depression.

In her small country town, there was no psychologist. There were no mental health services. And whenever she looked on the internet for support, she felt overwhelmed. The information online was confusing, intimidating or felt ‘medical’ – and nothing like what she needed.

Kiara didn't know where to seek help or who she could speak to. And after a year of depression, she made plans to end her life.

That's when she found ReachOut.

*“ReachOut saved my life. I was surrounded by support and knew ReachOut was always there the second I needed it. It made all the difference to me,”* said Kiara.

**The funds you raise for Laps for Life this year will help make sure ReachOut is there for the next young person like Kiara. And the next. And the next. Your laps truly will help save lives.**

# Keep the momentum going on social media



Whether you're on Facebook, Instagram or TikTok, social media is a powerful way to reach your supporters – and give your donations a boost. These swim-smart tips will help you make a big impact on your socials:



## Share your progress

Post swims, training updates, and milestones to show how donations help prevent youth suicide.



## Create a group chat with your team

Keep each other motivated and on track toward your goals.



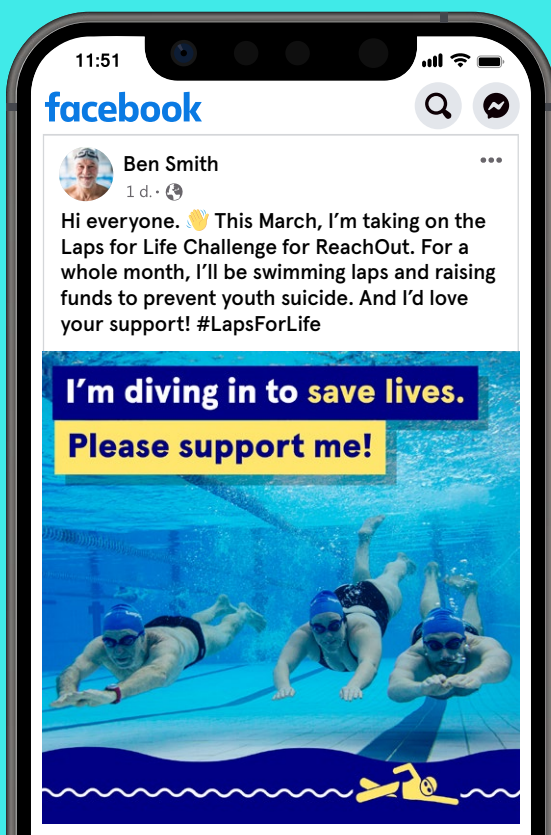
## Include your link

Add your fundraising link to every post—even selfies! Find it in your email or Laps dashboard.



## Use #LapsforLife

We'll cheer you on from the sidelines!



## Want a ready-made post? Try one of these

This March, I'm taking on the Laps for Life Challenge for ReachOut, swimming laps to prevent youth suicide. Your support means everything! Donate here to keep me motivated and help young people get the mental health support they need: [\(add your link\)](#). Thanks so much! 🏊

I'm swimming this March to help prevent youth suicide. Every dollar raised supports ReachOut's mental health services for young people. Join me in making a difference—please donate here: [\(add your link\)](#). Thank you! 🧡

# Emails and text messages: your fundraising fundamentals

Sometimes, an email or text is the best way to ask for support. Here are a few tips:

## Always include a link to your fundraising page

Make sure it's part of every email or text you send out.

## Send a nudge

Don't hesitate to follow up if you don't get a response. A gentle nudge here and there can remind people to dip into their pockets and donate.

## Expand your reach

Connect with everyone from your workmates, friends, family to old swim buddies—anyone who might support.

## Make it personal

Let everyone know why you're swimming, and why supporting young people's mental health is important to you.

## Here's some inspo to get you started.

**Subject:** I'm swimming to save lives

Hi there,

I'm passionate about supporting young people's mental health – and helping prevent youth suicide.

Which is why I'm taking part in Laps for Life with March. All month, I'll be swimming laps and raising funds for ReachOut, and I'd love your support.

You can make a donation to support my swims here: [\(add your fundraising page link\)](#).

If you want to know more about Laps for Life, or how your donation will help prevent youth suicide – just let me know. I'd love to tell you more about it!

11:51

This March, I'm swimming to save lives. I've signed up for the Laps for Life challenge from ReachOut, and I'll be raising funds to prevent youth suicide. I'd love it if you could support my swims – and make sure young people get the mental health support they need. Please make a donation to my fundraising page here: [\(add your fundraising page link\)](#). Thanks so much!





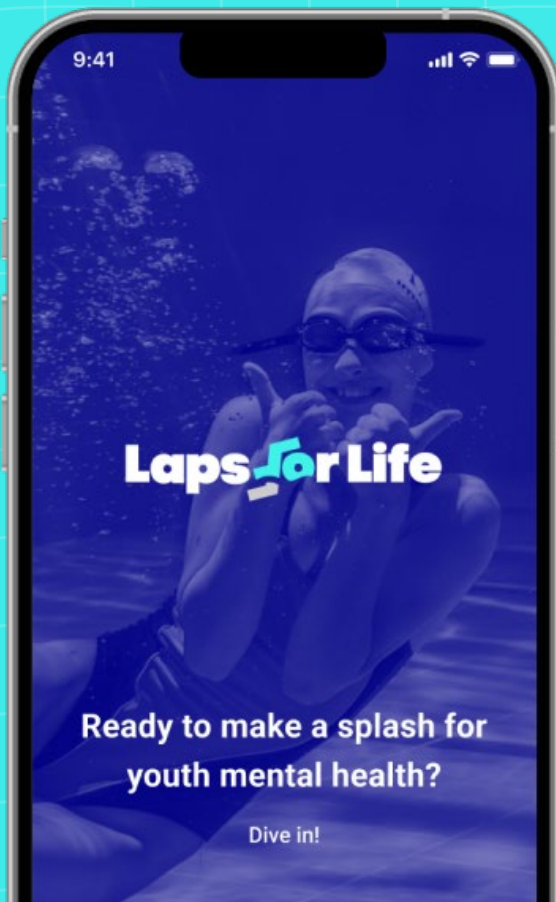
# The new app for your laps

We're excited to have launched an exclusive Laps for Life app to log your laps and easily share your progress.

## This FREE app will help you:

- Log your laps and record your swim sessions
- Track your fundraising progress
- Unlock rewards and badges
- Access exclusive in-app content
- Follow your rankings on the leaderboards
- Effortlessly share on socials

**It's free to download and available on iPhone and Android.**



**COMING SOON**

**Download the new app today!**



Download on the  
**App Store**



GET IT ON  
**Google Play**



**Any questions?  
We're here to help**



If you ever need some extra fundraising advice, or want tips on how to take your Laps for Life tally to the next level, just get in touch.

Send an email to [marit@lapsforlife.com.au](mailto:marit@lapsforlife.com.au) and I'll get right back to you!

Thank you so much for diving in to support youth mental health.

Follow us  
on social



#lapsforlife

