



Events & Activations

Events and activations bring September to life in your workplace.

They create opportunities for connection, friendly competition and fundraising beyond daily step tracking - keeping momentum high, participation visible and teams united around a shared purpose.

Bake Sale

How to implement

- 1 Set a date and invite employees to bring homemade or store-bought treats.
- 2 Ask team to make a donation in exchange for goodies. A QR code linking directly to the seller's fundraising page works great.
- 3 Promote the event via email, intranet or team meetings.
- 4 Pair it with step updates or a short September presentation to reinforce impact.

Why it works

- Easy, quick and low-cost to organise.
- Encourages participation from all activity levels.
- Combines fundraising with team connection.
- Great for in-person or hybrid teams.

Customise your template here: [Bake Sale](#)

Photo Challenge

How to implement

- 1 Set a weekly theme.
Best walking outfit, team selfie, most creative steps.
- 2 Ask team to submit photos via Slack, Teams or email.
Bonus if you can get a small donation for entering.
- 3 Have employees vote for their favourite photo.
- 4 Feature the winning photo on internal channels and share the fundraising link.

Why it works

- Easy and low-cost to organise.
- Encourages participation beyond steps.
- Drives friendly competition and creativity.
- Creates shareable content that can support fundraising.

Team Walks or Activity

How to implement

- 1 Schedule short group walks before work, at lunchtime or after work (15–30 minutes works well).
Or identify a staff member/external instructor to lead a yoga, Pilates or meditation.
- 2 Choose accessible routes that suit different fitness levels.
- 3 Invite leaders or managers to join to encourage participation.
- 4 Take a team photo and share it on social media (LinkedIn) with your fundraising page link to drive donations.

Why it works

- Supports wellbeing and movement during the workday.
- Turns team moments into fundraising opportunities.
- Builds visibility both internally and externally.
- Great for in-person or hybrid teams.

Games Time

How to implement

- 1 Create a September-themed trivia quiz or bingo card.
Include fun facts, step milestones or CPA impact questions.
- 2 Schedule the session for in person or virtually and ask participants to make a donation to join.
- 3 Get a prize for the winner/s.
Source a donated prize, purchase a gift from the September Amazon Storefront or use an internal incentive.
- 4 Share the winner's fundraising link and highlight results afterwards internally and across socials.

Why it works

- Engages staff who prefer social activities.
- Perfect for inclusive, low-pressure fundraising.
- Encourages connection and team bonding.
- Simple and low-cost to organise.

Customise your template here: [Trivia & Bingo](#)

Stepping Relay

How to implement

- 1 Choose a day during September to run the relay.
- 2 Create a schedule with 15–30 minute walking slots across the workday and ask the team to donate to take part.
- 3 “Pass the baton” between team members. Physically or symbolically.
- 4 Track collective steps on a shared leaderboard and share updates throughout the day.

Why it works

- Creates energy and momentum in a short timeframe.
- Encourages teamwork and shared accountability.
- Highly visible across the workplace.
- Ideal for creating a high-impact, one-day activation.

Sports or Mini-Olympics Day

How to implement

- 1 Choose a half-day or lunchtime slot during September.
- 2 Plan simple, inclusive activities. Think: relay races, egg and spoon, team challenges/sports.
- 3 Divide participants into teams or departments and ask for an entry donation to participate.
- 4 Offer small prizes and celebrate winners publicly.

Why it works

- Creates a fun, memorable moment in the month.
- Encourages broad participation across teams.
- Builds energy and friendly competition.
- Great for in-person workplaces.

Events & Activations in Action



SEIVA

24-hour relay

SEIVA ran a 24-hour relay event boosting team connection and fundraising.



Sydney steps

Salesforce held a team walk in Sydney Harbour to bring their teams together.



Sports day

Vitaco Health ran a fun and inclusive sports day that celebrated their teams.