



Incentives & Prizes

Incentives keep your teams motivated and engaged throughout September.

They spark friendly competition, give people something to strive for, and make participation visible across your workplace — building momentum, boosting morale and reinforcing a strong team culture.

Amazon Storefront Prizes

How to implement

- 1 Choose prize categories that suit your workplace - Top stepper, top fundraiser, top team, top department, most creative fundraiser, biggest cheerleader.
- 2 Select items from the [September Amazon storefront](#)
- 3 Announce prizes at launch to drive motivation or keep as a surprise
- 4 Present prizes at the end of each week or end of the challenge (or both!)

Why it works

- Easy and convenient to organise.
- Tangible rewards increase motivation.
- A portion of proceeds supports September's impact - win-win!

Shop here: www.amazon.com.au/shop/stepember

September Certificates

How to implement

- 1 Choose your award categories.
Top steppers, top fundraisers, most improved, best team spirit, most creative - across individuals, teams and departments.
- 2 Download and customise the ready-made September certificates.
- 3 Present weekly or at the end of the challenge (or both).
- 4 Share winners via email, intranet or team meetings to amplify recognition.

Why it works

- Simple and budget-friendly.
- Recognises effort beyond just top performers.
- Keeps motivation high throughout the challenge.
- Great for workplaces of any size (including remote teams).

Customise your template here: [Certificates](#)

Team Celebration

How to implement

- 1 Decide your winning criteria for teams/departments.
Highest average steps, highest fundraising total, best team spirit.
- 2 Announce prizes at launch to drive motivation or keep as a surprise.
- 3 Track progress throughout the challenge and share updates to keep the friendly competition alive.
- 4 Host a catered lunch or morning tea for the winning team at the end of September.

Why it works

- Encourages teamwork and peer motivation.
- Creates shared ownership of results.
- Combines recognition with a social moment.
- Perfect for boosting connection.

Leadership Recognition Email

How to implement

- 1 Ask a senior leader (CEO, GM or Director) to champion September.
- 2 Share weekly highlights or final results with them.
- 3 Have them send a short recognition email celebrating standout individuals and teams.
- 4 Encourage leaders to link participation back to company values or culture.

Why it works

- Signals that September is valued at a leadership level.
- Boosts credibility and engagement.
- Encourages wider participation across the organisation.
- Ideal for reinforcing organisational support.

The Travelling Trophy

How to implement

- 1 Choose a fun, visible item
Crown, sash, trophy or custom prop
- 2 Decide your weekly category
Top stepper or top fundraiser
- 3 Announce the winner each week and present the trophy publicly
- 4 Have the winner display it at their desk (or wear it) until it's passed on

Why it works

- Keeps Steptember visible across the workplace.
- Builds friendly rivalry and anticipation.
- Creates a fun, low-cost tradition teams look forward to.
- Great for in-person teams.

Customise your template here: [Weekly Crowns](#)

Wall of Fame

How to implement

- 1 Create a physical noticeboard or digital intranet page dedicated to Steptember.
- 2 Add participant photos, team names and fundraising milestones.
- 3 Update it weekly with new achievements or leaderboard highlights.
- 4 Encourage teams to submit photos to keep it dynamic and engaging.

Why it works

- Makes participation visible and celebrated.
- Reinforces progress and achievement at no cost.
- Maintains excitement throughout the month.
- Great for all workplace types.

Customise your template here: [Wall of Fame](#)

Incentives & Prizes in Action



Steptember props

Ray White celebrating their top stepper with a celebratory crown and gift voucher.



Rewarding high achievers

Vitaco Health gave vouchers to reward top steppers and fundraisers.



Sports day and prizes

JD Sports gift vouchers used as prizes for CPA's 'Boost Day' games winners.