



**#PLAYFORLIVES  
CAMPAIGN**

# BACKGROUND

- #PlayForLives is a new charity that connects charities in need with local sporting clubs, community organisations and individuals
- COVID-19 is putting many charity organisations under pressure due to the majority of their current volunteer workforce aged over 65 and in a very high-risk group, so they're now unable to continue with their usual work
- PlayForLives is getting Australia's sporting organisations and athletes mobilised to fill many volunteer positions left vacant in the wake of the pandemic
- There are still thousands of volunteer opportunities around Australia. And tens of thousands of people who rely on them for medication deliveries, patient transport, preparing food, packing food hampers and plenty more!



“It's a fantastic campaign, both professional and local sports people have the passion and now they have the time, 2 hours of my day can go a long way to helping people in my community...get involved!”

LUKE PARKER  
CAPTAIN OF SYDNEY SWANS

# HOW LEAGUES & CLUBS CAN ASSIST TO ENGAGE MEMBERS?



Register your club using the [registration guide](#)



Publish the #playforlives [story](#) on your website



Share the website story on your social pages



Post the [YouTube](#) feature piece on your social pages and encourage members to get involved



Repost Kieren Jack's [Instagram post](#) on your Instagram



Email members and encourage them to get involved and link the #playforlives story featured on your website

# HOW DOES THIS BENEFIT LEAGUES & CLUBS?

- **#PlayforLives** is a great opportunity to maintain that connection with teammates, and to harness the energy of your Club
- Volunteering is a great way to support your members and participants to provide a sense of purpose to help those less fortunate at this time
- For many of us, our club /s our community, and is something we all look forward to being a part of, week in, week out. It's even, at times, a lifeline. Getting involved with #PlayforLives provides a sense of belonging and an opportunity to connect with community.
- The absence of regular training and matches can really hit hard, the opportunity to volunteer time to assist others can fill that void and provide a routine activity

We would love to see your Club join with many others who are coming together to join **#PlayforLives** to your local charities in need

**[playforlives.org](https://playforlives.org)**