

Email 1:

Subject line: Walk With Me - It's on!

{First Name}, are you ready?

#WalkWithMe is about more than raising awareness about suicide. We're honouring the lives that have been lost as we make our own difficult trek across the country. Each step we take is a reminder of the silent struggles our brothers faced.

And each step forward is an opportunity to talk to a brother who needs support.

We're raising \$50,000 throughout our 270-kilometre, month-long journey, carrying the memories of our lost brothers.

These are our stories.

Jack's story

My cousin Matt was the kind of person who'd give you the shirt off his back. He'd do anything for other people. He was tall, good looking and I thought he had the world at his feet.

In January 2018, I got the news. He had died by suicide. He was only 37.

We were all shattered. His wife Kristy was amongst those who kept saying: "If only he'd talked to us." We realised that although Matt always wanted to help others, when we asked how he was, he deflected our questions.

This realisation was so overwhelming. Kristy had shirts made that read "Talk2MeBro." The pallbearers wore them at Matt's funeral.

We knew we needed a suicide prevention service aimed specifically at men. So, Kristy and I put together a program and, after a successful trial run started going into schools, workplaces and gyms, #talk2mebro was formed.

There can be a lot of stigma around seeking help for mental health issues. We want to normalise the conversation.

Luke's story

In November 2018, I was walking under the Sydney Harbour Bridge when I got a call that changed my life. My corporal Matt had died from suicide.

He was a leader amongst men, a man who wouldn't ask you to do anything he wouldn't do himself. He was tough and adventurous, but he'd also spend time with individuals making sure they were all right.

I just remember thinking if someone like him could be struggling, then anyone could be struggling. He had such a positive mindset.

I'd grown close to Matt when he helped train me for the SAS. I'd wanted to do that so I could serve Australia at the highest level, help people who couldn't help themselves, and have a platform to be a mentor and coach.

In the end, I decided special forces wasn't for me, but I still held onto those values. So, I started speaking in schools about the importance of positive mindsets. I knew from experience the difference it makes to have people who believe in you and help you make the best decisions.

I'd spoken to thousands of kids by the time Matt passed away. When Jack asked me to join #talk2mebro, I knew I could bring the energy to help it grow.

I thought I had to be in special forces to save lives but this is just as powerful.

Would it have helped Matt? I believe that if someone knew to ask, "What's happening in your world?" then listened and helped him get support, he'd still be alive today.

These are the brothers for whom we walk. Every \$40 we raise will put 1 person through our #talk2mebro training program. Every \$1500 raised will allow us to train new facilitators. And every \$4000 helps us access crisis support for groups affected by suicide.

Together, we'll make it okay to talk to each other. And together, we'll save lives.

Thanks for joining us. To support our mission, you can donate to our walk or register to become a walker yourself by clicking below.

Walk With Us

In solidarity,

Jack and Luke

Email 2:

Subject line: This week's #WalkWithMe inspiration

Hi {First Name},

We're now a week into #WalkWithMe and we're already overwhelmed by the response. This is such a powerful moment to break the silence with life-saving conversations.

Whether you've registered as a walker or you're walking with us in spirit, here's how you can keep up the momentum.

- Post about #WalkWithMe on your socials. Start a conversation and invite your bros to talk to you. You never know who might need to hear that.
- Take time to reflect. This walk is a challenge — that's the point. Remember, your brothers have your back.
- Don't be afraid to reach out for support. Your sponsors, your fellow walkers...we're all here for you.
- Share your progress. This will help you stay on track and balance your life with the challenge.

Amazing work so far, mate. Together, we'll make suicide a thing of the past.

In solidarity,

Jack and Luke

Email 3:

Subject line: Why this walk is so important to us

Hi {First Name},

We're 3 weeks into our cross-country trek. How are things going?

While we're continuing to raise funds with each step of our journey, we thought we'd take a moment to share a bit about our history and why we launched #WalkWithMe.

Jack and Kristy had been running #talk2mebro for about 18 months when we also recruited Luke. Jack and Luke were in the army together. They both lost dear friends to suicide in 2018.

With Luke on board, #talk2mebro could cover an area from Illawarra to the south of Sydney up to Newcastle in the north and we've now counselled around 12,000 men. We provide a variety of different services – anything from a 60-minute presentation on what to do if you or a mate are struggling and how to build a mental toolbox to three-day retreats.

#WalkWithUs is a challenge so we can better understand what our lost brothers experienced. Along the way, we're helping hundreds more Australians with in-person support, network-building, and crucial conversations.

The funds we raise go directly to #talk2mebro's programs and the training of new facilitators. Our goal is to eliminate suicide by destigmatizing mental illness.

It all starts by saying "talk to me, bro."

To donate to the cause, visit the page below. Share your journey with your mates and start some conversations. You never know when you might save a life.

[Give Now](#)

In solidarity,

Jack and Luke

Email 4:

Subject line: Nearly there, legends!

Hi {First Name},

Wow, we've raised \$40,000 so far ... just shy of our \$50,000 goal! Jack and Luke are close to their 270km goal, and all our walkers together have logged 45,000 kilometres.

That's a lot of steps toward destigmatizing mental illness — and having lots of important conversations along the way.

It's not far now. Let's get it done, mates.

Walkers: make your final push to reach your individual goal. Lean on your network for support. You got this!

Donors: anything you can give will allow us to make a few more #talk2mebro stops and get more facilitators trained. We're so close to supporting bros throughout the country.

Everyone, [share the campaign page](#) and let's make these final steps count.

In solidarity,

Jack and Luke

Email 5:

Subject line: THANK YOU

Hi {First Name},

We did it!

We not only met our goals for #WalkWithMe, we smashed them with a total of \$X raised and Y kilometres walked together.

We are so inspired by the X of walkers who accepted the challenge. You were all awesome. Thank you for joining our walk and helping change the conversation around suicide. Your motivation, your passion, your energy were all crucial to our success.

And of course, we are so grateful for all our donors. Thanks to your support, we'll be able to train X new facilitators, put Y people through our #talk2mebro programs, and expand our work throughout the country.

Amazing job, mates. We've changed the world, we've saved lives. We hope your life has been changed as well.

And remember, we're all here for each other. Whatever you need, talk to us, bro. Our journeys continue onward. But now, we walk together.

In solidarity,

Jack and Luke