

MND QUEENSLAND COMMUNITY FUNDRAISING TIPS

Fundraising is a rewarding and fun way to make a true difference to the lives of those affected by Motor Neurone Disease. It can be as simple or as extravagant as you like. Whether joining a fundraising event or organising your own, every dollar counts.



MAX YOUR IMPACT

Set your goal

Choose a reasonable fundraising target, e.g., \$1,000. You can always increase it later if you reach your goal.

Share your story

Share why you're fundraising, how the money helps, and how people can donate. Print a flyer and share on social media.

Involve the community

Talk about your fundraising efforts at work, sports, or social gatherings. Approach local businesses or clubs for sponsorship.



Don't worry, we are here to help!

We want your fundraising journey to be as enjoyable and as successful as possible. If you need advice or assistance, don't be afraid to reach out to the fundraising team. Let us support you in reaching your goal.



FUNDRAISING FUNDAMENTALS

5 Simple Steps

Whether you are raising funds through an MND Queensland hosted initiative, organising your own event, or being sponsored through an external event, you can exceed your fundraising goals with these easy steps. Fantastic resources, information and ideas can be found on the following pages.

1. THE FRAMEWORK

Decide on how you would like to fundraise (see page 3 for inspiration). Set a date and a fundraising goal, and let the MND Queensland team know.

2. YOUR STORY

People are more likely to donate if they understand where their money is going. Create a webpage, socials post or flyer and make sure you explain what MND is, how it has impacted you (or others) and how MND Queensland will use their donation (see page 4 for templates).

3. SPREAD THE WORD

Post on social media platforms such as Facebook and Instagram. Send an email to your colleagues for support. Ask to leave flyers and put up posters at your local library or favourite cafe (see page 5 for samples). Start a conversation at the park or next social gathering.

4. THINK BIG

Sponsorship from local businesses can make all the difference. They may be open to making a raffle prize donation, reducing the price of supplies or partnering with your event (sample letter on page 5). It's great publicity for them - don't be afraid to ask!

5. SHARE UPDATES

Keep the momentum flowing with reminders and updates. Share your fundraising progress and distance from your goal to maintain interest. Don't forget to thank your sponsors!



BE INSPIRED & MAX YOUR IMPACT

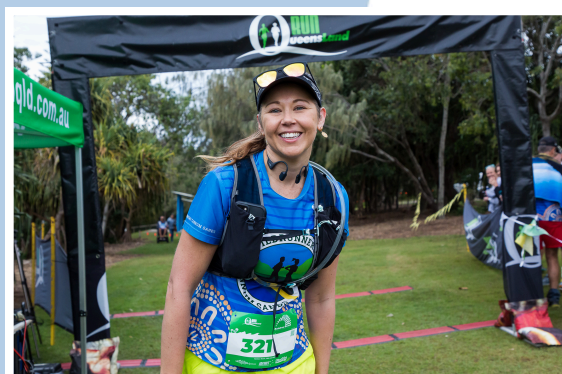


HOST AN EVENT

- Host your own Walk to Defeat MND
- Golf Day
- Gala Dinner
- Music Event
- Host a tea party
- Bake Sale
- Market Stall
- Games Day
- Murder mystery
- Trivia Night
- Darts Tournament
- Drive Day
- Car Show
- Party Cruise
- Bowls Competition
- Community Carnival
- Live Performance
- Kids disco
- Marathon Challenge

REACH YOUR GOAL

- Gold coin work pyjama day
- School free dress day
- Bunnings BBQ
- Market stall / bake sale
- Face painting at a local event
- Ice Bucket Challenge
- Birthday donations
- Raffle
- Corporate partnership



HANDY INFORMATION

What is Motor Neurone Disease?

MND (or motor neurone disease) is a progressive disease that affects the nerves (motor neurones) that send messages between the brain and the muscles. In particular, this impacts the muscles that help you to move, speak, swallow and breathe.

Who is Affected?

MND is a life-limiting disease, with the majority of cases being of no known cause. However about 10% of cases are familial (inherited) and the genetic fault of about 60% of these cases is now known in Australian families. Current research is showing that many sporadic cases also have a genetic component.

Why support MND Queensland?

Our mission is to ensure access to best practice care and support for every Queenslanders impacted by MND and contribute to finding a cure. We provide essential information and advice to families, health professionals and the general public and referrals to appropriate medical, health and community services.

Clients have access to a pool of hire equipment to help them to remain comfortable and as independent as possible within their own homes.

How will my donation help?

MND Queensland depends on the generous support of the community to offer vital equipment and services to those in need.

Queenslanders diagnosed with MND after the age of 65 are not eligible for NDIS assistance, and the funding available through My Aged Care does not fully cover the necessary supports for this rapidly progressing disease. Services such as allied health, support groups, voice banking and legacy programs can make all the difference to those with MND and their families. You have the power to improve the quality of life and extend the lives of Queenslanders living with MND.



SIMPLE SAMPLES

SAMPLE FLYER

What

When

Where

Why

Appeal

How

Contact

Community BBQ

WHEN: Sat 1 Jan from 2pm - 5pm

WHERE: Duncan Park, Oxley

Join us on for a community BBQ to raise funds for MND Queensland, in honour of local legend, Bob Marble.

Snags
Cakes
Face painting
Raffle



CASH
ONLY



Thank you for your support!
Any queries please contact Shelly on 0400 000 000.

SAMPLE SOCIALS POST

Community BBQ

WHEN: Sat 1 Jan from 2pm - 5pm

WHERE: Duncan Park, Oxley

Help raise funds for MND Queensland, in honour of local legend, Bob Marble.

Snags
Cakes
Face painting
Raffle



CASH
ONLY

DID YOU KNOW?

Canva is a free, online resource with templates for you to create your own posters, flyers and social media content.

SAMPLE DONATION REQUEST LETTER OR EMAIL

Good afternoon,

We are raising money for MND Queensland, in honour of xxx. We are looking for donations in the form of xxx to help us reach our goal of xxx.

This is a wonderful cause and anything you can offer would be greatly appreciated.

I have attached the letter of authority to fundraise. If you are interested in making a donation, or would like to discuss further, please get in touch!

Thank you for your consideration, I hope to hear from you soon.

Kind regards,
(name & contact details)



07 3372 9004



mndqld.org.au



events@mndqld.org.au

Pg.5

HOW WE CAN SUPPORT YOU

PROVIDE AUTHORITY

Once you've completed an application to fundraise, we can issue you with a formal 'Letter of Authority to Fundraise' which you can use to approach businesses for donations and discounts to support your effort and show that you're officially endorsed by MND Queensland. The completed application then also allows you to use our logo on your artwork to further endorse your effort.

GET THE WORD OUT

Our website allows you to create your own donation page for collecting online contributions, or we can assist in setting one up for you. You can then share the link to your page to promote and support your fundraising effort.

We can also reshare your social media posts to help promote your effort. Tag us on Facebook @MNDQLD or Instagram @mndqld

Large-scale events and activities can gain from media coverage to increase awareness of both your event and Motor Neurone Disease. MND Queensland can assist with the creation and distribution of media releases.

LEND RESOURCES

Depending on availability, we have a range of equipment and promotional materials, including tables, chairs, marquees, visibility vests, and banners, available for loan for your fundraiser upon request.

Volunteers and helpers may be available to lend a hand at larger-scale events. Adequate notice must be provided and this is subject to availability.

You can access MND fundraising merchandise (such as fluffy toys, caps, pens etc.) on consignment to sell at your event to raise even more funds.

PROFESSIONAL ADVICE

Our dedicated fundraising coordinator is available to provide ideas, advice, and guidance. You can reach us by calling 07 3372 9004 during business hours or email events@mndqld.org.au anytime.

