

Get rolling with your fundraising!



Thanks for joining the Big Red Roll & Stroll at Sydney Zoo and fundraising for MDNSW.

This year, you'll help fund programs such as our MDNSW camps and Young Adults retreats.

Our five day retreats offer a safe, accessible environment where participants can enjoy activities with their friends and receive 24-hour professional care. This could be a valuable experience they may have missed out on during their school years. Your commitment to raising funds means we can help provide memorable experiences for young adults living with neuromuscular conditions, helping them make life-long friendships with people who truly understand them.

It's time to get wild with your fundraising. Let's make our first ever Big Red Roll & Stroll at Sydney Zoo, the best one yet!

A message from the team ...

2024 was our biggest Big Red Roll & Stroll to date, and together we can make 2025 even better! We are so excited to support you on your fundraising journey to exceed your fundraising goals. With all funds raised going towards growing our MDNSW camps and retreats, your fundraising will have a massive impact on those living with neuromuscular conditions.

Here's a wild tip: weekly updates via social media and group chats are a great way to build momentum with your fundraising and exceed your goal. Last year, your fundraising resources were downloaded almost 3000 times! Check out your new range of social tiles and posters today and let's get wild with your fundraising!



(02) 9054 0953



fundraising@mdnsw.org.au

Get wild with your fundraising!

1

Set your fundraising goal

\$500 is a great goal to start with. Rollers & strollers easily achieve this with help from family, friends and colleagues.

2

Set the standard, make the first donation!

Show how much this fundraiser means to you by making a self donation. Family and friends are more likely to donate, knowing that you're also willing to make a difference.

3

Have fun with your fundraising page

Sharing your motivation for fundraising is a great way to round up the herd and receive donations. Share why you're fundraising for MDNSW to give others a reason to donate by updating your blog. Adding a profile picture can help your fundraising page stand out!

4

Don't monkey about, share your fundraising page

Create a stampede of support, and share your fundraising page across social media, emails and group chats to let everyone know your fundraising goal. Share your fundraising page URL with every message.

5

Thank your donors throughout your journey

Acknowledging and thanking your donors publicly is a great way to inspire others to support you. Update your followers on social media or in group chats. Your family and friends can help you achieve your goal!

HOT TIP!

Print out and decorate your office, sports clubs, gyms and community venues with your fundraising goal poster. This is a great way to get donations off people who don't have social media!

Let's pounce on those donations!

Sharing your fundraising page with family, friends, colleagues, and your community via social media is the easiest way to get donations. Once your supporters know you're rolling or strolling in support of people living with neuromuscular conditions, they will rally behind you and donate. We suggest using your fundraising resources and sharing an update weekly to keep everyone up to date on your progress.

Friends

- ♥ Family friends
- ♥ Social media friends
- ♥ School & uni friends

Family

- ♥ Parents
- ♥ Siblings
- ♥ Extended family

You!

Community

- ♥ School community
- ♥ Fitness/sporting clubs
- ♥ Local businesses

Work

- ♥ Colleagues
- ♥ Management
- ♥ Local coffee spot





Your donations will give more children and young adults the experience of a life time at our MDNSW camp or retreats.

Sharing your reason to participate in Big Red Roll and Stroll, or your connection to the cause will inspire your family and friends to donate and hit your goal.

There are currently 40,000 people living with a neuromuscular condition in Australia. Approximately 13,000 of them live in NSW. Every single dollar counts. All donations, no matter the size, will help MDNSW provide medical and healthcare needs, facilitate access to resources, and raise awareness about neuromuscular conditions in Australia.

When asking for donations, you can reference the messages below:

\$50

To fund one hour of program coordination by MDNSW staff, ensuring every camper has an unforgettable Adventure Camp experience.

\$100

To give a camper the chance to enjoy the simple joy of swimming with their friends – an experience often out of reach due to accessibility barriers.

\$500

To provide one day of accommodation and meals for each camper, ensuring they have a comfortable, fully accessible space to rest and recharge.

Holding a fundraising event is a great way to stir up a stampede of donations!

- Morning or afternoon tea – Great social event to host at home or work. Ask family, friends or colleagues to bring in a donation in exchange for some snacks!
- Bunnings sausage sizzle – Contact your nearest Bunnings, and ask to host a BBQ to raise money for MDNSW!
- Fundraising goal challenge – Ask your colleagues to donate to your fundraising page. If you hit your goal, dye your hair red in the office!

If you want to discuss any of these options, or need more inspiration to hit your goal, we'd love to help! You can contact us at:



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Organisations within Australia have a corporate social responsibility. This means they're usually open to supporting staff with fundraising initiatives by either matching donations raised at the end of the fundraiser, or making a donation throughout your fundraising journey.

Boss, I have a question!

Don't be afraid to ask the question, approach your manager or HR team about the organisation's matched giving program. Every single dollar counts. Dollar matching is a great way to hit your fundraising goal, while also presenting an opportunity for the organisation to highlight your inspiring work, and promote altruistic behaviour within the office.

We've made it easy for you, make sure to print out and customise the matched giving letter from our fundraising resources page, and share it with management!

Fundraising resources

You have access to a brand new range of fundraising resources, to support you with hitting your fundraising goal! Resources such as posters to hang up in your community, and social media tiles to share your fundraising page online really help your fundraiser stand out.

Check out the fundraising resources page now and explore your options!

We're here to guide you through your fundraising journey and assist you with hitting your goal.

Contact the MDNSW fundraising team if you have any questions or if you'd like to discuss your fundraising.



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