

FUNDRAISING TOOLKIT

**MUSCULAR
DYSTROPHY**
NSW BUILDING STRENGTH
REACHING POTENTIAL

mdnsw.org.au



Welcome to **TEAM MD**

We create a community for people living with a neuromuscular condition and their families. One where they can connect, learn, grow, share, have fun and be treated with respect and equality.

We believe that people living with neuromuscular conditions have the same rights as others to live the life they choose; have relationships, work, enjoy hobbies and interests and live a life free from abuse or exploitation.

Thank you for choosing to support MDNSW and our Muscular Dystrophy community. We truly appreciate your kindness and generosity; Without passionate fundraisers like yourself, we wouldn't be able to do the work we do. The money you raise during your fundraising activity will allow our MDNSW team to establish and provide services that truly make a difference in the lives of those living with Muscular Dystrophy and their families.

How **YOUR IMPACT HELPS**



Our Services

- Couples MD Retreat
- Medical Seminar
- PhD Research Scholarship
- Peer support community groups
- MDNSW Community Day
- Summer Camp
- Adventure Camp
- Mums' Respite Retreat
- Transport to camp

Your Impact Makes a **REAL DIFFERENCE**

“

“You make a lot of good friends at camp. Always have a good time. That's what I like about camp - is being together.”

Patrick, 14

“I've enjoyed it (camp) so much I don't want to go home.”

Michelle, 20

”



Watch the MDNSW Camp video to find out more
<http://www.youtube.com/watch?v=WWOVKEMJZ-c&t=3s>

Fundraising with **TEAM MD**



At Work

Become a corporate partner or hold an event that is tailored to the interests of your team. Approach your employer about setting up a workplace giving scheme.

At School

Host a bake sale or hold a loud shirt day to spread awareness of Muscular Dystrophy in your community.

Challenge Yourself

Make an impact. Conquer your fears or push yourself to the limits. Sky dive, shave your head, compete in a fun run or cycle for 24 hours.

Sugar Free September

Give up Sugar for the month of September. Empower yourself to make a healthy change by supporting others.

Host an Event

Take the lead. Organise a trivia night, a morning tea, a garage sale, a benefit concert or hold a raffle.

Create your own Event

Be unique. Work with our team to customise an activity that inspires you. Make a donation in celebration or memoriam.

Team MD **FUNDRAISERS**



Camp Carer BBQ
raised **\$3,600**



Ryde Masters Swim Club
raised **\$10,276**

Support for **SUCCESS**

Contact the Team

To kick start your fundraiser, contact the MDNSW Fundraising Team to complete your authority to fundraise form and receive personalised support.

We are more than happy to assist and can be contacted at: fundraising@mdnsw.org.au and 9888 5711.



Top **FUNDRAISING TIPS**

Create a Online Fundraising Page

MDNSW staff will provide the link to create your fundraising page after you have received your authority to fundraise.

Donate to Yourself

Show your supporters that you really believe in your cause by boosting your fundraising.

Show Appreciation

Thank your supporters with a personal message ask them to share your fundraising page on social media. MDNSW is happy to provide thank you certificates for your VIP donors.

Follow Up with Family and Friends

Have you had friends or family say they will donate but they haven't had a chance to do so yet? Follow them up and when they donate, ask them to share the news on social media so others will have the chance to do the same as well!

Share MDNSW Posts

Rather than re-creating your own posts, you can share one of our posts from the MDNSW Facebook, LinkedIn or Twitter pages and personalise it with a brief comment that relates to your journey. Remember to tick the box to include the entire post when you share. Remember to use #MDNSW so we can also share your stories to motivate others.

Send an Email

Send an email to all your networks so they have the opportunity to sponsor you. Contact our team for an email template and other resources to help with your fundraising journey.

Send a Text

Send a text out to friends and family asking for support. Here's an example - *"I'm competing/ holding the [EVENT] on [DATE]. I'm putting my hand up and raising money for Muscular Dystrophy NSW - an amazing organisation building strength and empowering people living with neuromuscular conditions. Any amount you donate will help change lives: <insert link to your fundraising page>. I'm doing the hard work - Your part is easy! Thanks"*.

Share Your Journey and Inspire Others to Support You

Tell us how you are going and what the support means to you and then share your page again, so everyone is kept up-to-date on your challenge. What you are doing is incredible, so don't worry about showing off, as you inspire others to provide support.

Ask for Support at Work

Workplaces often participate in workplace giving programs. Approach the appropriate people in your organisation to see if you can be included as the charity collection for this month and do a collection in the office. Any cash received can be banked separately and added to your fundraising page as an offline donation. If you are lucky your workplace may offer corporate gift matching and double your donations.



These guidelines have been developed to assist groups and individuals who undertake fundraising activities that benefit MDNSW. Please read these guidelines before planning and undertaking your fundraiser.

If you/your group accepts these terms and conditions (guidelines), they will form the basis for any dealings between MDNSW and the fundraiser in relation to the fundraiser/event.

1. Any person or organisation fundraising for a charitable organisation in Australia must, by law, have an 'Authority to Fundraise' letter, unless they are exempted.
2. To obtain an Authority to Fundraise letter, complete the application form provided by MDNSW staff. When we have received your signed form, and approval has been granted, MDNSW will provide a letter of authority. You/your group are not authorised to use Muscular Dystrophy NSW as its beneficiary charity until you have received written approval.
3. The activity/event must meet requirements of relevant laws and regulations of their State or Territory. Each State and Territory has different fundraising regulations and it is your responsibility to ensure you meet any obligations outlined in these regulations, including organisational permits, licences, insurance or authorities to fundraise where necessary, particularly for raffles and competitions. For more information please visit: acnc.gov.au
4. Any fundraising activity/event with the purpose of raising funds to be donated to MDNSW shall be conducted in the fundraisers' name and is the sole responsibility of the fundraiser.
5. MDNSW is not responsible for any fundraising activities/events undertaken by the fundraiser.
6. Fundraisers raising funds under the MDNSW name are not permitted to raise funds for personal financial gain. All funds must be donated to MDNSW at completion of activity/event, unless there has been an agreed upon percentage of funds to be shared with multiple charitable organisations.
7. MDNSW is unable to take a coordination role in all these activities and does not become involved in soliciting prizes, organising publicity or media, providing goods or services to assist the fundraiser in the running of the activity/event.
8. You must send us any offline funds raised, along with a complete record of income and expenditure, supporting receipts and invoices within 28 days of the activity/event being completed. Please use the activity completion form provided.
9. MDNSW does not pay expenses incurred by you, but you are permitted to deduct your necessary expenses from the proceeds of your event, provided they are properly documented.
10. MDNSW is unable to reimburse event expenses from funds deposited via online fundraising platforms. All expenses incurred must therefore be managed by you and total expenses should be less than 20 per cent of total proceeds.
11. MDNSW can provide official receipts for all donations. Tax-deductible receipts can only be issued to people donating \$2 or more. For a gift to be tax deductible, donors must not receive anything in return. Gifts that are not tax deductible include raffle tickets, entry to events, auctions, and the purchase of goods.
12. MDNSW may give you permission to use its 'in support of' logo on promotional material, once that material has been approved by MDNSW. Any printed material produced by the fundraiser which carries the 'in support of' MDNSW logo must have prior approval from the MDNSW office.
13. The fundraiser agrees to release MDNSW to the fullest extent permissible under law for all claims and demands of any kind associated with the event or activity. This will indemnify MDNSW for all liability or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the event caused by your breach of these responsibilities or your negligence.
14. MDNSW reserves the right to withdraw our support of the fundraising event or activity at any time if it appears there is a likelihood of the organiser failing to meet any of the above responsibilities and/ or not aligning with MDNSW mission, brand and values.

Contact

US

P 9888 5711 E fundraising@mdnsw.org.au
80 Betty Cuthbert Drive, Lidcombe NSW 2141

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Join the Community



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