

Fundraising Guide

Big Red Roll + Stroll



2026



Table of Contents

Message From Team MDNSW	03
Your Impact	04
Kickstart Your Fundraising Today	05
Who To Ask For Support	06
Host Your Own Event	07
Dollar Matching	08
Fundraising Resources	10





Message From Team MDNSW

We're so excited to support you on your Big Red Roll + Stroll fundraising journey and help you reach – and exceed – your goals.

Every dollar raised goes towards delivering our Summer Camp program, impacting children living with neuromuscular conditions and their families.

To help you along the way, we've developed loads of great resources including social media tiles and downloadable tools to support your fundraising.

We'll also be sharing weekly fundraising tips straight to your inbox, so keep an eye on your emails.

Have a question or need support? We're here for you, just reach out.

Mimi

Community Fundraising Specialist
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(02) 8986 9003



Mimi's Top Fundraising Tip!

Post a weekly update on social media and in your group chats. This is a great way to build momentum with your fundraising and help you smash your goal! You could share a photo of yourself and your story, or tell people about your experience with MDNSW. Every share helps in spreading the word and raising awareness!

Your Impact

Almost 2,000 children in NSW live with a rare, complex neuromuscular condition that causes progressive muscle weakness.

Many miss out on the experiences, friendships and moments that others take for granted.

Summer Camp is where that changes. It's the experience kids call their "best week ever." A place where confidence grows, independence builds and friendships form. Where children can simply be kids – included and celebrated for who they are.

By taking part in Big Red Roll + Stroll, you're making that week possible. Your support creates a Summer Camp filled with laughter, friendship and moments that shape a child's future.



Sharing why you're taking part – or your personal connection to the cause – is one of the most powerful ways to inspire your family and friends to donate and help you reach your goal.

Every single dollar counts. Every donation helps create a life-changing week a child will never forget.

\$35

Sparks a child's imagination with art and craft supplies

\$70

Brings children together through inclusive team games

\$150

Supports safe, supported program planning

\$220

Provides specialised equipment for a day

Kickstart Your Fundraising Today!

1

Set your fundraising goal

\$700 is a great place to start. Most reach this with the support of family, friends and colleagues. We're here to help too!

2

Make a self donation

Make the first donation to your page to lead by example and encourage others to give.

3

Personalise your profile

Add a profile photo and message about why you're fundraising. It'll make your page stand out and inspire people to support you.

4

Share your page

Share your fundraising page regularly on social media, email, group chats or text. Include your fundraising URL every time you post.

5

Thank your donors

Show appreciation and encourage others to get involved. Share updates to let people know how close you are to reaching your goal.



Hot Tip!

Print and display your fundraising goal poster in your workplace, sports club, gym or community venues.

You can download a custom poster with your personalised QR code from your dashboard. It's a great way to collect donations from people who aren't on social media.

Who Should I Ask For Support?

Family, friends, colleagues and your wider community are the best people to start with. Sharing your fundraising page on social media is one of the easiest ways to receive donations.

Once people know you're rolling or strolling in support of children living with neuromuscular conditions, they'll be keen to get behind you. Using your fundraising resources and sharing regular updates – even once a week – helps keep your supporters engaged and motivated to donate.

Your network



Friends

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

Family

- Parents
- Siblings
- Extended family

Community

- School community
- Fitness/sporting clubs
- Local businesses

Work

- Colleagues
- Management
- Coffee/lunch spot



Host Your Own Event

Hosting a small event is a great way to raise funds, spark conversations and bring people together for Big Red Roll + Stroll.

Morning or Afternoon Tea

Invite family, friends or colleagues to share some treats and ask for a small donation in return. Easy to host, low-cost and great for connection.

Bunnings Sausage Sizzle

Contact your local Bunnings store to enquire about hosting a sausage sizzle. With some planning and volunteer support, it's a fun, high-impact way to raise awareness and funds for MDNSW.

Fundraising Goal Challenge

Motivate your supporters by setting a fun challenge. If you hit your goal, commit to something bold – like dyeing your hair red at work!

School Fundraising Day

Bring your school community together with a gold coin donation, bake sale or lunchtime activity. Getting students involved helps build leadership skills while raising funds and awareness in a fun, inclusive way.



We're here to support you

If you'd like help planning an event or brainstorming new ideas, reach out to our team.

➤ fundraising@mdnsw.org.au
📞 (02) 9888 5711

Double Your Impact For MDNSW

What is Dollar Matching?

Dollar matching is when a workplace, business or community group agrees to match the funds you raise – dollar for dollar.

That means every \$1 donated becomes \$2, instantly doubling your impact for kids living with neuromuscular conditions.

Why ask for matching?

Dollar matching is one of the simplest ways to grow your fundraising impact. It:

- Maximises your total raised
- Encourages more people to donate
- Builds stronger community involvement
- Shows a shared commitment to making a difference

Many workplaces and community organisations already support staff and local fundraising. Sometimes all it takes is asking.

Who can you ask?

Consider reaching out to:

- Your employer (HR, leadership or workplace giving programs)
- Local businesses
- Service clubs (such as Rotary, Lions or Apex)
- Community or sporting clubs
- Professional associations
- Suppliers or business partners



How to ask about Matched Giving

1. Do a Quick Check

Ask your HR team if your workplace offers matched giving or community grants.

2. Make the Ask

Send a short, clear email explaining:

- What you're fundraising for (MDNSW)
- Your fundraising goal
- The event date
- The amount you're hoping they'll match (full amount or up to a set limit)

3. Highlight the Benefits

Let them know matching:

- Demonstrates corporate social responsibility
- Boosts staff morale and engagement
- Shows visible community leadership

4. Follow Up

If you don't hear back in a week, send a polite follow-up email.

Sample matching request letter

We've put together a short sample request letter you can copy, personalise and send to your workplace, business or community group.



Hi [Name],

I'm taking part in the Big Red Roll + Stroll and fundraising for Muscular Dystrophy NSW to help children living with neuromuscular conditions (NMCs) attend Summer Camp.

Many children with NMCs miss out on everyday experiences and friendships. Summer Camp is where they can laugh, play, make friends and build confidence.

I wanted to ask whether [company/group name] would consider matching donations to double the impact of my fundraising. Even matching up to a set amount would make a meaningful difference.

Thank you for considering supporting this important cause.

*Kind regards,
[Your name]*



Fundraising Resources

We've created a range of fundraising resources to help you spread the word and boost your fundraising, including:

- Posters – perfect for displaying in your workplace or community
- Social media tiles – designed to help your fundraising page stand out online
- And more to support you along the way

Visit the fundraising resources page to explore what's available and download what works best for you.

And remember – you're not doing this alone. We're here to guide you through your fundraising journey and help you reach your goal.

Get in touch with our team

 fundraising@mdnsw.org.au
 (02) 9888 5711



[Access your resources here](#)



**Thank you so much for joining the Big Red Roll + Stroll!
Your support and generosity truly make a difference for
the neuromuscular community!**



(02) 9888 5711



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**MUSCULAR
DYSTROPHY NSW**