

Thank you for being a Community Hero!

Lets get rolling with your fundraising!

Community Hero
MUSCULAR DYSTROPHY NSW
YOUR NEUROMUSCULAR SUPPORT COMMUNITY

Hello!

Thanks for being a ***MDNSW Community Hero,*** and for proudly supporting MDNSW. By fundraising, you'll help fund programs such as Peer Connect, a supportive program for people affected by neuromuscular conditions. Your commitment to raising funds for people living with neuromuscular conditions will help MDNSW achieve its goal to empower, connect, and support people living with muscular dystrophy, and be an effective advocate for the neuromuscular community.

Get rolling with your fundraising journey and follow the fundraising tips in this guide to hit and exceed your fundraising goal! I can't wait to help you with your fundraising journey!



Mimi, Community Fundraising Specialist

"Working with MDNSW has been super inspiring. I love being able to support so many incredible people living with neuromuscular conditions. I can't wait to support you with hitting your fundraising goals, every single dollar makes a difference and I look forward to seeing the impact you make on the community!

Here's a secret; we have lots of resources and social media tiles to promote your fundraising page! The more you share on socials and spread the word, the more awareness and funds you can raise! "

(02) 9054 0953
fundraising@mdnsw.org.au

Get started with your fundraising!

1 Set your fundraising goal

$500 is a great goal to start with. Our supporters easily achieve this with help from family, friends and colleagues.

2 Set the standard, make the first donation!

You have the ability to set the standard of generosity for your donors, and get things rolling! Family and friends are more willing to donate, knowing that you're also willing to make a difference.

3 Have fun with your fundraising page

Adding some character and sharing your motivation for fundraising is a great way to gather support. Update your profile photo and share your connection to the cause to give your donors a reason to donate.

4 Share your fundraising page

Roll out your fundraising page across social media, emails, group chats and SMS to let everyone know about your inspiring challenge and your fundraising goal. Share your fundraising page URL with every message.

***HOT TIP:* use our social media tiles, and pre-written messages to help your posts stand out!**

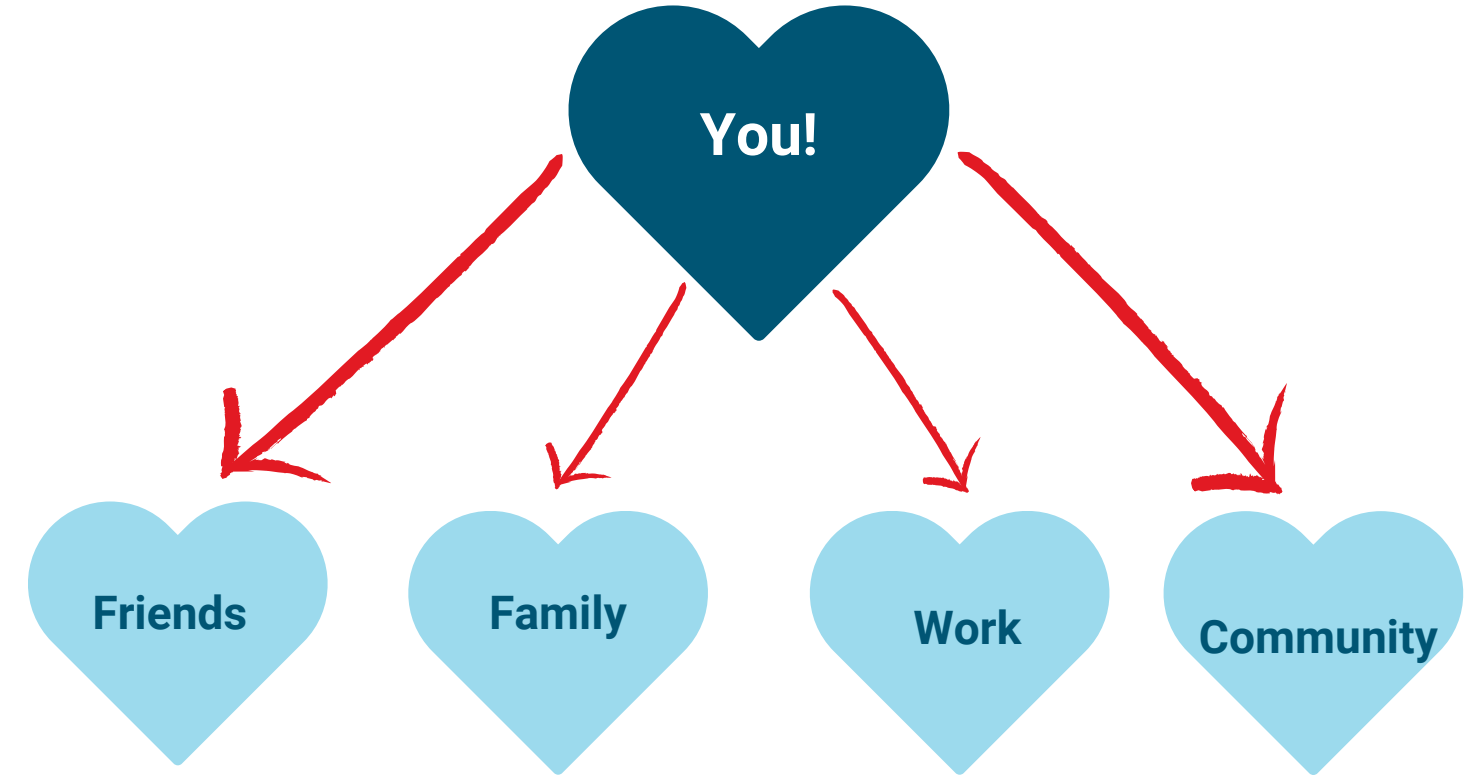
5 Thank your donors throughout your journey

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!

Let's Get Rolling!

The best way to ask for donations is by sharing your fundraising page with family, friends, colleagues, and your community via social media.
Once your supporters know you're fundraising in support of people living with neuromuscular conditions, they will rally for you.

***HOT TIP:** the more people you share your page with, the more donations you're likely to get!*



- Family friends
- Facebook friends
- Instagram friends
- University friends
- Childhood friends

- Parents
- Siblings
- Extended family

- Colleagues
- Clients
- LinkedIn Community
- Management

- School community
- Fitness community
- Local businesses
- Support groups
- Sporting clubs



Your donations will help MDNSW support people living with neuromuscular conditions.

Sharing the reason behind your fundraiser, 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 NMC in Australia, and 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:

$60 Sponsor a child and their family to take part in our Peer Connect programs so they can make friends, be heard, and feel special.

$120 Can support teenagers to learn independent living skills, get into the community and strengthen their relationships at our MDNSW Young Adults Weekends.

$200 Can help provide a range of fun, inclusive, activities for a child attending summer camp

Have fun with your fundraising and hold a fundraising event!

Here are our favourite fundraising event ideas:

- **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!
- **Fancy dress –** Ask staff to bring a donation to the office, the funniest outfit wins a prize!
- **Crazy hair day at school or work –** Spray your hair red, embrace a wild style, or shave your hair in return for donations!
- **Mufti day –** Hold a mufti day at your school, and ask all of the students to bring a donation.



Not up for a challenge? You can also fundraise to celebrate a special occasion.

- **Birthday –** Instead of asking family and friends for a birthday gift, they can donate to your fundraising page. You can also encourage family and friends to do the same for their birthdays!
- **In memory –** Celebrate the life of a loved one by donating in their memory to a cause that is close to your heart. This will make a huge impact in the lives of people living with neuromuscular condition
- **Christmas –** Give the gift of helping others this Christmas by giving up your gifts for donations to help support a child, an adult and their families living and affected by neuromuscular conditions.
- **Weddings -** Forget a wishing well. Ask your guests to donate to support the neuromuscular community We can help set up an online donation page for you, so you have one less thing to worry about on the big day!

If you want to discuss any of these options, or need some fundraising tips to help hit your goal, I'd love to help!

You can contact me at:

fundraising@mdnsw.org.au
(02) 9054 0953

Organisations within Australia have a corporate social responsibility, and 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.



Don't be afraid to ask the question, approach your manager or HR team about the organisations matched giving program.

Every single dollar counts, and dollar matching is a great way to hit your fundraising goal, and also an opportunity for the organisation to highlight your inspiring work, and promote altruistic behaviour within the office.

We'll make it easy for you, reach out to the fundraising team and we can help you put together a matched giving letter to share with management!



Fundraising resources

You have access to a brand new range of fundraising resources, to support you with hitting your fundraising goal! You can find resources such as posters to promote your fundraising, social media tiles to share your fundraising page within your community, and loads more!

You can access the fundraising resources page via the tips and tools tab on the Community Heroes website.

I'm here to guide you through your fundraising event 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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