



IDEAS AND TIPS TO HELP YOU MAKE THE MOST OF YOUR ICE BUCKET CHALLENGE

PLANNING YOUR EVENT

- There are lots of ways to take part – feel free to get creative! For example:
- Appoint a willing member of your organisation (e.g. CEO, Principal, group leader) to receive the ice bucket drenching when you reach your fundraising target.
- Or recruit a selection of willing individuals and ask for a donation per vote. The person with the most votes receives the drenching.
- You could auction off the chance to be the ice-bucket tipper, and nominate others to take on the challenge.

PROMOTING YOUR EVENT

- Add your invitation details to the Ice Bucket Challenge invite template or make your own to get the date in everyone's diaries. Plan for follow ups and reminders.
- Personalise your fundraising page and share it with others why you're taking the Ice Bucket Challenge. Check your MND Action Month emails for the link to your fundraising page.

TOP TIP

People don't tend to carry as much cash these days. From your fundraising dashboard you'll be able to create a QR code to your fundraising page. Print this and stick it onto a collection container alongside a print out of the collection container label - you'll be sure to make a splash!

ON THE DAY

- Print the Ice Bucket Challenge participant banner and hold up during the icing.
- Print out a donation container label, place the container in a prominent place. Don't be afraid to ask for donations!
- Pin up a few Ice Bucket Challenge and About MND posters so guests can learn more about the disease and how funds raised help.
- Livestream, film, and/or photograph your Ice Bucket Challenge and tag #MNDActionMonth.

AFTER YOUR EVENT

- If you nominated someone to take the challenge, check in to see their progress!
- Pay in your donations - if you've collected donations through your fundraising page, you don't need to do anything. If you've got cash, visit mndactionmonth.org.nz/depositofflinedonations for instructions.
- Celebrate what you've achieved! Print off your 'thank you' poster from our website and let everyone know how well you've done.