

MND
ACTION
MONTH

Fundraising Toolkit

TOGETHER, WE CAN BEAT MND

Cuppa Tea
For MND

ICE BUCKET
CHALLENGE

 mnd
Motor Neurone Disease
New Zealand

June is MND Action Month

Help make time count

for people with MND today

and fund research for

an MND-free future

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Why take action?

June is international MND awareness month.

MND gradually takes away the use of your arms and legs, your ability to eat and swallow, your speech, and ultimately the ability to breathe... all in the average time frame of 34 months.

There is currently no truly effective treatment and no known cure.

But awareness isn't enough - we need to take action to change this.

Together, we can fight MND. We're at an exciting point in research, and we need to keep the momentum going. In the meantime,

we're working together to make time count for every person affected by the disease today.

Help us by taking on the ice bucket challenge, or raise a (little) finger to MND over a cuppa tea.

Or why not go all out and host a warm cuppa tea after getting 'iced'!

Whatever action you take, you'll be helping to sustain and accelerate the pace of research, and ensure we can be there for every person facing the challenges of MND.

**Sign up at
mndmonth.org.nz**

**STEP
ONE**

Choose your challenge

Will you go "hot" with a Cuppa Tea, or "cold" with an Ice Bucket Challenge? Or why not go all out and do both?

**STEP
TWO**

Sign up and get planning

Sign up, select your challenge, and get cracking! We've got heaps of resources to help you plan your fundraiser too.

**STEP
THREE**

Host your fundraiser

Have an awesome time whatever challenge you take! Tag photos and videos with #MNDActionMonth.

Join us this June by taking part in one of the Action Month challenges and together, we can beat MND.

Your impact

Things are at an exciting point in research, and we need to keep the momentum going. We can't stop until a truly effective treatment, and ultimately a cure, is found.

In the meantime, Motor Neurone Disease NZ is providing support and advocacy to make time count for every person affected by the disease today.

This work is only made possible through people like you and fundraisers like this – there's no government funding or secret money tree.

Thank you for taking action.

There are around 400 people currently living with motor neurone disease in New Zealand.

In NZ around 144 people are diagnosed with every year – about 3 in every 100,000 people.

Most will live for 20-48 months after symptoms begin. Around 5-10% of people live for 10+ years.

RESEARCH

Sustaining and accelerating the pace of research towards a world without MND by funding and supporting promising research and clinical trials.

SUPPORT

Regional MND support advisors help make time count for people with MND and their whānau by providing personalised emotional and practical guidance.

ADVOCACY

Providing local and national advocacy and awareness for access to equipment and support services, improved assistance, and healthcare equity.



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ICE BUCKET CHALLENGE

HOW TO



1

SIGN UP AT MNDMONTH.ORG.NZ

Sign up in less than a minute and you'll automatically be set up with an online fundraising page to make it easy to collect donations.

2

NOMINATE AND MAKE A PLAN

Nominate your principle, boss, teammates (or yourself!) to receive a icy drenching. Make a plan for how you'll get the word out and raise funds.

3

TIME TO MAKE A SPLASH

Fill up the buckets, get the cameras ready – and help freeze out MND. Tag your photos and videos with #MNDActionMonth to appear in our feed.

TOP TIPS

There's many ways to take on the Ice Bucket Challenge.

Appoint a willing recipient (CEO, principal, friend, or group leader) to have a bucket of ice water tipped over them once you've reached your fundraising target.

Another way is to recruit a

selection of willing staff or group members and ask for a donation per vote. The person with most votes receives the soaking!

Auction off the role of bucket-tipper and challenge others to take the plunge as a way to raise additional funds.

RAISE
\$500

and keep our regional MND Support Advisors on the road, providing practical and emotional help to families

RAISE
\$1000

and support research by funding the NZ MND Registry, connecting people with MND with researchers, for 10 days



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Step Two

Get your host pack and start planning

You'll receive a host kit with everything needed to get started, including decorations, invites, signage and checklist to have a tea-riffic day.

Step Three

Raise mugs, and a few dollars

Host your Cuppa Tea for MND during June and invite your guests, ask for koha or add raffles to help fundraise. Tag photos with #MNDActionMonth.

Top tips

Start planning! Will it be a social event with friends and family, or will you offer a tea/coffee and cake bundle around the office for a donation?

Ask people to donate to your fundraising page to attend your event or to make their donation for the tea and cake bundle, or hold a collection and pay the proceeds in.

Add in games and raffles to your day, and box up any leftover treats for your guests to takeaway in exchange for a donation.

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Fundraising tips & tricks

Personalise your page

Personalise your page by updating your profile picture and story. Fundraisers who personalise their page receive on average 20% more donations!

Make the first donation

Give yourself a head start and donate to your own page. People are encouraged by other donations, and it shows your commitment. Sponsoring yourself also sets the bar for what others should give.

Spread the word

Tell everyone you know what you're doing, and advertise your fundraising at work, school or university, in a newsletter, email or poster to help get the word out.

Use hashtags

Use #MNDActionMonth, #IceBucketChallenge and #CuppaTeaforMND in your posts.

Ask friends, family and colleagues

Ask your friends and family to donate via Whatsapp, Facebook, Instagram, or other social network you're on. The main reason people don't donate is that they were never asked!

Employer matching

Lots of workplaces support fundraising efforts by matching their employees' fundraising total (up to a certain amount).

Post updates

The most successful fundraisers will share updates on their profile blog. These keep your donors engaged and invested in the success of your campaign.

Check out the resources

Head over to the resources page at mndmonth.org.nz for templates and posters to help you, whether you're taking on the Ice Bucket Challenge, hosting a Cuppa Tea for MND, or going all out with both.

QR collection container labels

If you're hosting an in-person event, print out the collection container labels on the fundraising resource page and add your QR code to encourage people to donate to your online page.

Follow up

Remind those who have said they will donate but haven't donated yet. We all live busy lives and it's easy to put things off. A little reminder will always help.

Give thanks

Make sure to give thanks to your donors and supporters - on social media, in email, in person... and celebrate with them when you reach your goal!

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