



PARTNERSHIP

TOOLKIT

THANK YOU FOR BEING A PART OF MOTHER'S DAY CLASSIC IN 2022 TOGETHER, WE REALLY CAN MAKE A DIFFERENCE.

Thank you so much for your support and partnership of the Mother's Day Classic. You are now part of an incredible community who will be getting active for breast cancer research in 2022. AND you're making a difference to the lives of the 1 in 7 women who are diagnosed with breast cancer. That's something to be proud of!

It will be an extra special year in 2022 as we celebrate the 25th anniversary of the Mother's Day Classic. Since it all began 1998, over 1.5 million Mother's Day Classic participants have donated nearly \$40 million to the National Breast Cancer Foundation (NBCF) to fund life-saving breast cancer research. Over this time, the 5-year survival rate has increased from 76% to 91.5% - statistical proof that research is making a difference.

This toolkit will support you in making the most of your partnership with plenty of information about ways to get involved, recruiting a team, engaging your staff, volunteering, fundraising, and spreading the word.

Please don't hesitate to reach out to the Mother's Day Classic team if you have any questions or concerns along the way.





MOTHER'S DAY CLASSIC 2022

In 2022, we're bringing the MDC community together in true fashion for the 25th anniversary of this iconic Australian event.

Walk or run on Mother's Day (Sunday 8th May, 2022) to honour and support the 1 in 7 women diagnosed with breast cancer. We will be hosting events of all different shapes and sizes across Australia, or you can choose to participate in your own time and place. Your team can participate together at the same event or apart if you're based in different locations – it's completely up to you!

3.



MAJOR EVENTS ARE BACK

In major and metro cities, experience the true magic of traditional MDC events. Feel the buzz of the event village, entertainment, music, and food stalls to enjoy throughout the day. You will also receive a race pack which includes, headscarf, race bib and tribute card. Your commemorative medallion will be handed over with pink pride on the day.

*All Physical event locations will be organised in accordance with Government guidelines and will all be conducted in line with COVID safe practices.

LOCAL EVENTS

If you prefer to stay local, walk or run at one of our local events across Australia on Mother's Day. Join the sea of pink in your community, support, and honour those affected by breast cancer and receive a commemorative medallion as you cross the finish line!

OWN TIME AND PLACE

If you can't make it to an MDC event or prefer to do it in your own time and place, that's a great option too! A race pack will be delivered to your door and you'll have the opportunity to connect with our community online to celebrate your achievements.





HOW TO REGISTER

When your team leader completes the first registration, they will need to select 'create a team'. The rest of your team will then be able to select the chosen team name when they register and choose to 'join a team'.

Remember to communicate your team name with everyone in your workplace. You can use our email templates to help spread the word!

Join or create a team

[No thanks](#)

Create a team

Join a team

Start typing in your teamname

NEXT

5.

HOW TO GET INVOLVED

The Mother's Day Classic offers more than just brand engagement. There are so many ways to get involved and make the most of your partnership. We provide a platform for you to engage your team, stay connected, get active and support breast cancer research.

Create a team experience

Encourage staff engagement

Give back by volunteering

Drive fundraising initiatives

Spread the word



CREATE A TEAM EXPERIENCE

TEAM BUILDING

Registering a work team for the Mother's Day Classic provides an opportunity for your staff to come together, have fun, get active and stay connected while supporting a worthy cause.

Benefits of creating a team

- improve staff morale and enjoyment
- team bonding and social opportunities
- encourage staff to maintain health and fitness
- build a culture of giving back

CORPORATE CHALLENGE

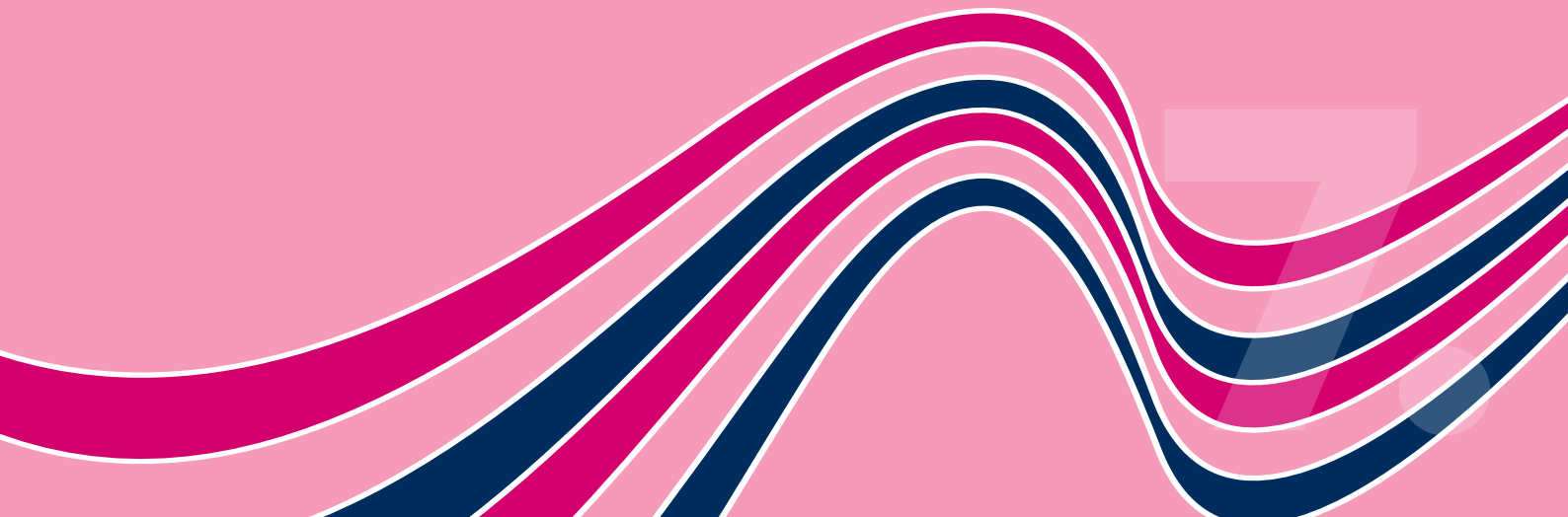
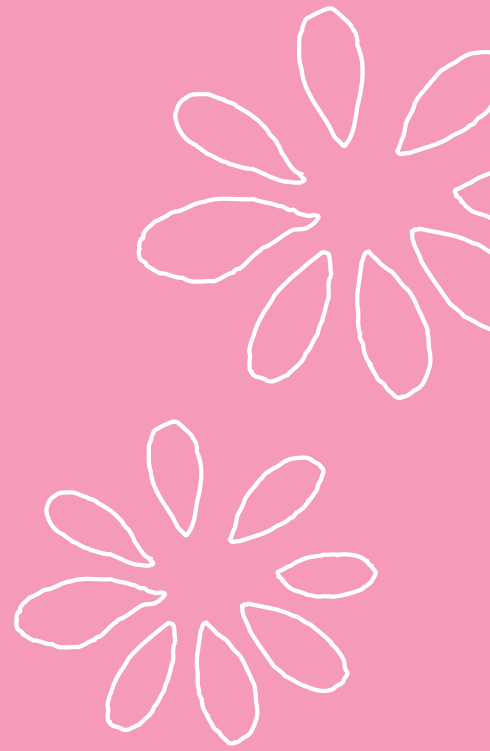
If you have a keen fundraiser in your team, we'd love to see them in the Mother's Day Classic Corporate Challenge! Compete against your rivals in the lead up to Mother's Day and have fun while making an impact.

DEFERRED PAYMENT OPTIONS

If your organisation chooses to cover all or some costs of staff registration, ask about our deferred payment option. Your organisation will be invoiced late April for all or part of the registration costs. Contact the partnership team for more details.

DEDICATED ACCOUNT MANAGER

If you choose to register a corporate team, you will be assigned an account manager to help you manage your team registration, payments and fundraising. Your team leader will receive regular email communications with updates on how you are tracking on the leaderboard and tips to keep you inspired along the way.





ENCOURAGE STAFF ENGAGEMENT

TRAINING WALKS / RUNS

Many of our corporate teams choose to organise training sessions in the park or host virtual workouts to help the team stay connected with their training. It provides a healthy way for staff to get involved and have fun in the lead up to Mother's Day. There will also be plenty of fitness and training content available on the MDC Facebook page if you need inspiration!

FUNDRAISING

Have fun while making an impact! Host a fundraising event at your office or virtually. Your funds are donated to the National Breast Cancer Foundation to fund life-saving breast cancer research. Head to page 11 for some fundraising ideas.

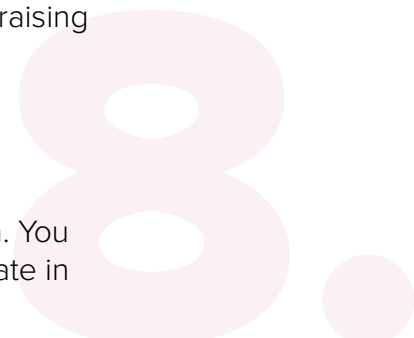
ACCESS THE FACEBOOK GROUP

The best way to stay engaged is by making the most of the dashboard and the Mother's Day Classic [Facebook Group](#). Participants have the opportunity to interact with other participants, watch fitness videos and more! After registration, participants receive a confirmation email about how to access the group.

We also recommend creating a team Facebook group so that you can easily communicate with your team. Here you can share team milestones, fundraising activities and plans for the big day.

MOTHER'S DAY

Bring your team together on Mother's Day for a day full of fitness and fun. You may choose to join us at a metro event, a local event or you can participate in your own time and place - together or apart!



GIVE BACK BY VOLUNTEERING

COMMUNITY AMBASSADORS

We have a Community Ambassador program available to those who want to share their breast cancer story. These stories are used in the media to raise awareness and promote the Mother's Day Classic. For more information, you can visit <https://www.mothersdayclassic.com.au/ambassadors>

SKILLED VOLUNTEERS

We are always on the lookout for skilled volunteers to help bring the event to life. If you have any specialised skills such as website management, graphic design, data entry or social media, we'd love to hear from you. For more information, please visit <https://www.mothersdayclassic.com.au/volunteer>



FUNDRAISING INITIATIVES

1 in 7 Australian women will be diagnosed with breast cancer in their lifetime. This means that almost all of us will be impacted by this disease in one way or another.

When you register your team for the Mother's Day Classic, a fundraising page will be created for you. Here you can collect donations from friends, family, and colleagues. You can also host a physical fundraiser and upload your donations from the day. Visit the 'My Donations' section in your dashboard and click 'Add Offline Donation'.

1 IN 7
WOMEN

1 IN 700
MEN

55
AUSTRALIANS
DIAGNOSED
EVERY DAY

BREAST CANCER
IS THE MOST
COMMONLY
DIAGNOSED CANCER
IN AUSTRALIA

MY PAGE

MY TEAM

MY ACCOUNT

Dashboard

Invite a friend

Resources

Get Support

My Donations

My Fitness Activity

Competitions

My Donations

Add a donation you have received in cash for this event using the "Add Offline Donation" button.

♥ ADD OFFLINE DONATION



HERE ARE SOME WAYS THAT YOUR ORGANISATION CAN GET INVOLVED AND RAISE MUCH NEEDED FUNDS FOR VITAL BREAST CANCER RESEARCH

MOTHER'S DAY WEEK BREAKFAST

During the week of Mother's Day, host a pink breakfast and collect donations.

OFFICE BAKE SALE

Ask a few keen bakers in your team to contribute sweets and treats to sell at a bake sale or morning tea.

PINK DAY

Host a pink themed casual clothes day to raise awareness and funds with a gold coin donation.

ZOOM COFFEE BREAK

If you're not always together in the office, you can organise Zoom coffee where participants catch-up virtually and donate their coffee money.

TRIVIA NIGHT

Get your team together for a trivia or games night after work. This could be done in person or online if your team is working remotely.



SPREAD THE WORD

TELL YOUR STAFF AND CUSTOMERS

Let your stakeholders know about your partnership with the Mother's Day Classic and how proud you are to be making a difference to the lives of the 1 in 7 women who are diagnosed with breast cancer. Remember to include all the details in your internal communications, regular email newsletters to your database and on social media.

You're doing something pretty amazing, so you will want to tell the world – loud and proud! If you would like to promote your Mother's Day Classic involvement to your loyal customer database, we'd be happy to support you with assets and content. Please contact our Partnerships team.

CREATE CONTENT

The Mother's Day Classic team is always on the lookout for content that will inspire and engage participants. If your organisation is partnered with any talented ambassadors who may like to contribute, please contact our Partnerships team.

SHARE YOUR STORY

If you are hosting an interesting fundraising event or even a training session, remember to share your photos with the Mother's Day Classic team and on social media. We can then help you spread the word and share your achievements with the MDC community!

@mothersdayclassicaus
#mdc2022 #mothersdayclassic

MEDIA AND PR

Between February and May, Mother's Day Classic stories and events are often highlighted by the media. If you'd like to discuss potential media opportunities, please reach out to our National Media Manager, Michelle Stamper at michelle@stampingground.com.au



NEXT STEPS

1. Let everyone know that you are getting active for breast cancer research
2. Create a team and encourage your staff to get involved
3. Organise team fundraising initiatives
4. Start training!
5. Receive your race pack in the mail if you register for a major, Metro or Own Time and Place MDC event
6. Join us on Mother's Day at one of our events or celebrate in your own time and place
7. Have fun!





YOUR TOOLKIT

You will have access to a suite of tools and resources to help you make the most of your Mother's Day Classic experience including flyers, social media tiles, fundraising ideas and much more. These resources are hosted on the Mother's Day Classic website and you will be provided user access details separately.

LOGO PACK

25 YEAR LOGO PACK

STYLE GUIDE

DIGITAL BANNERS

SOCIAL MEDIA TILES

EMAIL SIGNATURE

ZOOM BACKGROUND

PARTNERSHIP TOOLKIT

TEAM LEADER CALENDAR

PARTNER TEAM LEADER'S TOOLKIT

POSTER AND FLYER

14.

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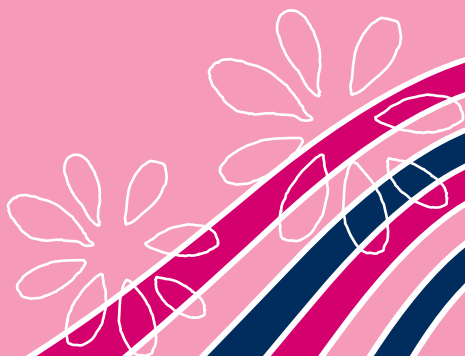
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