

W WOMEN IN SUPER



Mother's Day
Classic Local

TEAM LEADER'S TOOLKIT

A GUIDE TO HELPING YOUR TEAM
STAY CONNECTED AND GET ACTIVE
FOR BREAST CANCER RESEARCH
IN 2021.









GET THE TEAM TOGETHER

Registering a Mother's Day Classic Local team is the perfect way to bring your community together for an important cause. Whether you choose to get active with your school, a community group, your gym, university or workplace, celebrating Mother's Day Local with a team really is something special.

Many MDC teams choose to run training sessions and fundraising events in the lead up to Mother's Day as a fun way to bring the team together and create a strong sense of community. There are prizes for the largest teams in each state so the more the merrier!

WHERE TO START

- 1**  **Choose a team leader**
- 2**  **Sign them up & rally the troops**
- 3**  **Connect the team & throw a party**
- 4**  **Join the fun, get moving on the Portal**
- 5**  **Spread the word**
- 6**  **Celebrate loud and proud!**



1 CHOOSE A TEAM LEADER

Choose your team leader - it could be yourself or anyone else who is eager to take on the role. Find someone who is enthusiastic, a great motivator and inspired to make an impact. Your team leader will receive email communications from the Mother's Day Classic team that will include leaderboard updates, news and recruitment template as well as fundraising tips and training ideas.



2 REGISTER THE TEAM

Now it's time to register your team! As the team leader, you have the fun task of naming your team. Make it as creative or meaningful as you like, it's completely up to you. Once you've created your team name and signed yourself up using our online registration system, it's time to let everyone know how to join the team.



Register yourself and make sure you click **'create a team'**

Choose your team name



& RALLY THE TROOPS

Once you have chosen your team leader and created your team, it's time to start rallying the troops. Get your crew together by letting them know that you are creating a team for Mother's Day Classic Local and why they should join you in getting active for breast cancer research. There will be prizes for the largest team and the highest fundraising team so the more the merrier!

Tell your teammates to click **'join a team'** when they are registering, and they can search for your chosen team name.

When you log into your portal, you will be able to see a list of everyone who has joined the team!

3 THROW A PARTY

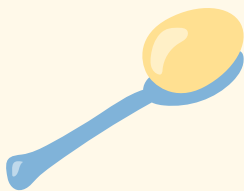
There are plenty of creative ways to raise funds in the lead up to Mother's Day. Get your family and friends together for a morning tea, a fitness fundraiser or even a virtual cooking class! We have put together some community fundraising ideas and virtual fundraising ideas together to give you some inspiration -

<https://www.mothersdayclassic.com.au/resources>



Pink day

Dress up and celebrate by hosting a pink day with your team. This works especially well for school teams and workplace teams!



Team challenge

Run a sports or activity challenge in the lead up to Mother's Day. It could be a push up competition, a race, a dance class or even an egg and spoon race.



Online bake sale

Online bake sales are just as fun! Ask your colleagues, school group or friends to volunteer to cook some goodies and auction them off with your team online.



Virtual game night

Get your friends and family together for a game night. You might like to try Pictionary, Scategories, Bingo or Celebrity heads!

ASK YOUR EMPLOYER TO MATCH YOUR DONATIONS

A great way to boost your fundraising is to ask your employer to match your donations. They might even help you spread the word and promote it within their network as a way of helping you reach your goal.

We have an email template for this too!

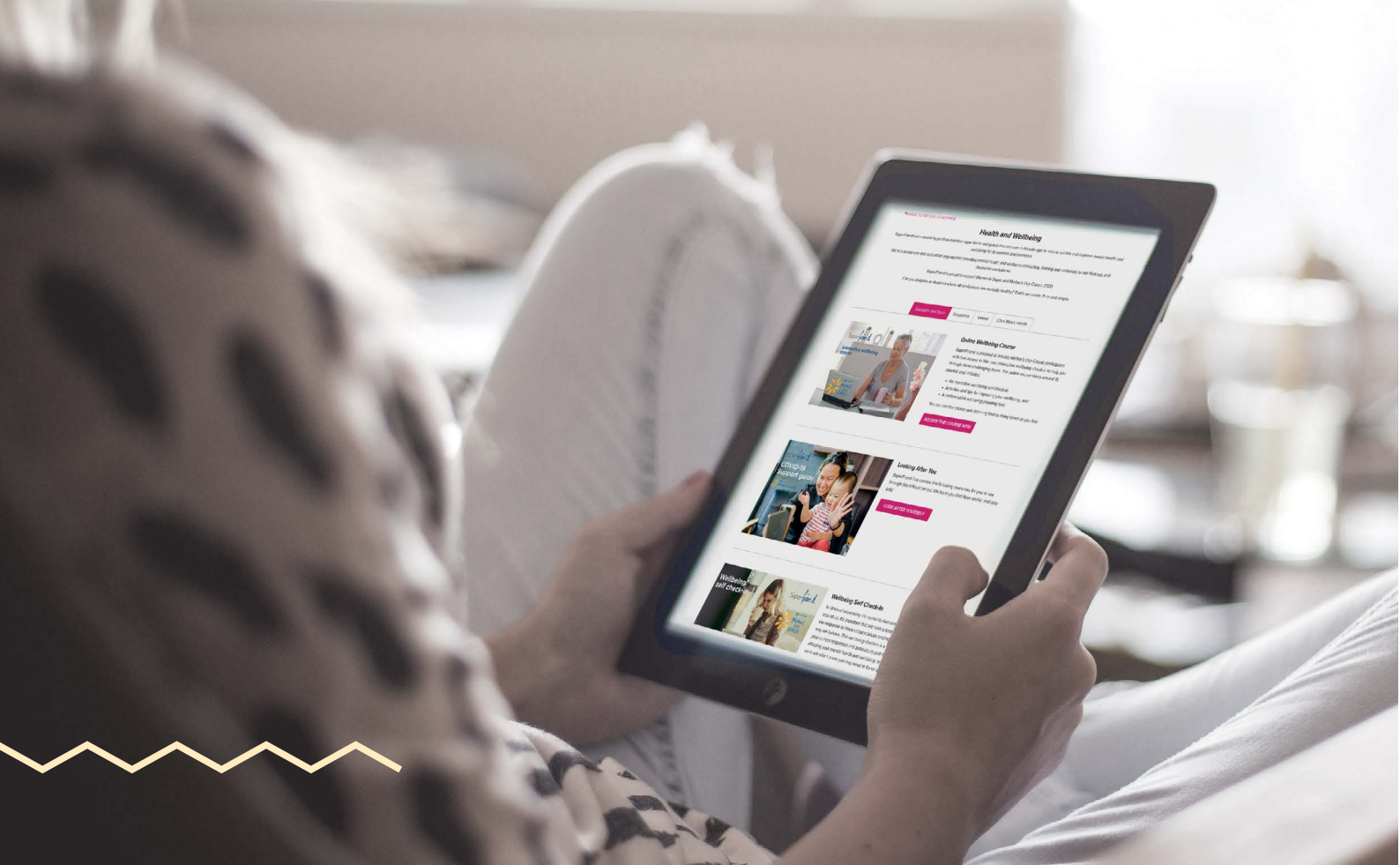
Head to <https://www.mothersdayclassic.com.au/resources>

& GET THE TEAM CONNECTED

Keep your team motivated with regular communication and team meetings. The Mother's Day Classic team will be sending out regular leaderboard updates and tips that you can forward on to your team to keep everyone inspired.

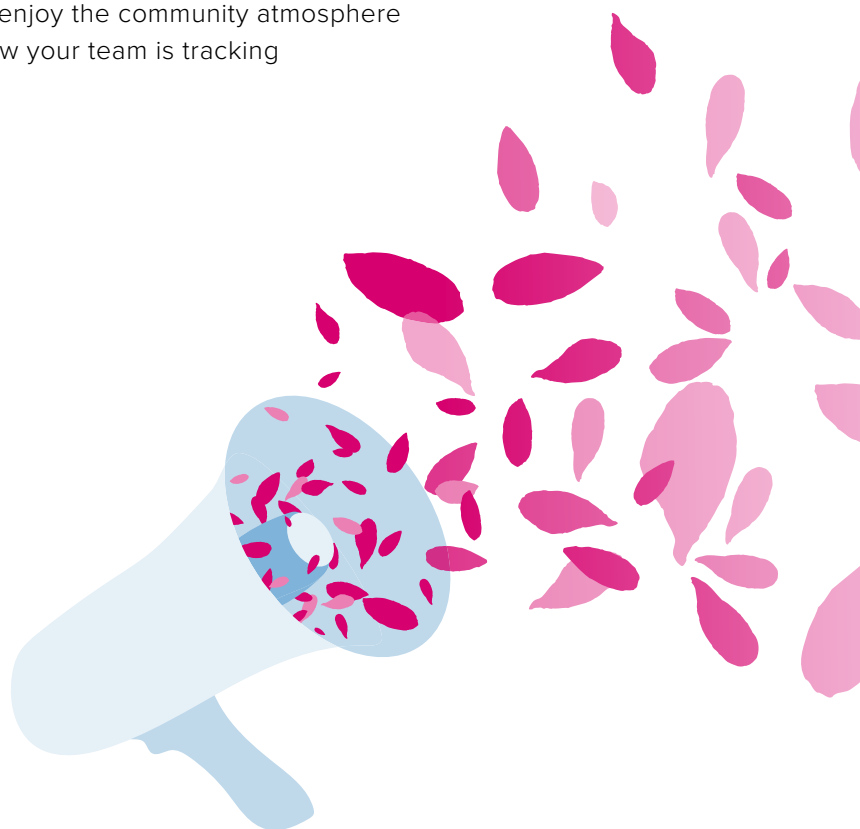
All participants are welcome to join the [Mother's Day Classic Facebook group](#) to hear stories from others, post photos and stay connected. Once you register, you will receive more information about the MDC portal and location announcements. We also encourage you to follow us on [LinkedIn](#) and [Instagram](#) where we'll be sharing tips, tricks and updates.





5 JOIN IN THE FUN, GET MOVING ON THE MDC PORTAL

One of the great benefits of Mother's Day Classic Local is accessing the portal. A wide range of content will be hosted for participants to access from the moment they register. There will be fitness videos, Mother's Day recipe ideas and even a kid's zone! This provides a platform for your team to enjoy the community atmosphere online. You'll also be able to keep an eye on how your team is tracking on the leaderboards!



6 SPREAD THE WORD

You can make an impact by spreading the word within your network. Encourage your team to share their involvement loud and proud! We have a range of resources to help.

EMAIL FAMILY AND FRIENDS

You can send an email directly from your Portal by logging in and heading to the 'get support' section. Otherwise, you can create your email using some of our email templates.

SHARE YOUR PAGE ON SOCIAL MEDIA

You can also spread the word by sharing your efforts on social media. Participants that share their fundraising efforts on social media raise up to 5 times more.

You can share your page directly via the 'get support' section within the MDC Portal or you can download one of our social media tiles.

All these resources can be found on our website at <https://www.mothersdayclassic.com.au/resources>

 **Dashboard**

Your Portal Home

Donating & ME

HESTA playlist

My Fitness Activity

Invite a friend

Competitions

Get Support

My Donations

Edit My Page



7 CELEBRATE LOUD AND PROUD!

Most importantly, make sure that you have fun and celebrate your achievements! Your support is making a huge difference to the lives of the 1 in 7 women who are diagnosed with breast cancer. You and your team should be so proud, and we can't thank you enough for your involvement. Every one of you is helping us get one step closer to a world without breast cancer.

**1 IN 7
WOMEN**

**1 IN 675
MEN**

55
**AUSTRALIANS
EVERY DAY**

**BREAST
CANCER
IS THE MOST
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AUSTRALIA**

CONTACT

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GET SOCIAL WITH US!

INSTAGRAM FILTERS

If you want to share your progress in a creative way, check out our Instagram filters at [@mothersdayclassicaus](https://www.instagram.com/mothersdayclassicaus) !



@mdcwalkrun



@mothersdayclassicaus



@MDC_walk_run



Mother's Day Classic Foundation



TAG YOUR PICS

#mdc2021

#mothersdayclassic