



Mother's Day Classic

PARTNERSHIP TOOLKIT

THANK YOU FOR BEING A PART OF
MOTHER'S DAY CLASSIC LOCAL IN 2021



TOGETHER, WE REALLY CAN MAKE A DIFFERENCE.

Thank you so much for your support and partnership for Mother's Day Classic Local. You are now part of an incredible community who will be getting active for breast cancer research in 2021. 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!

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 LOCAL

In 2020, COVID-19 drove a pioneering shift for the Mother's Day Classic as the event transformed overnight to a dynamic digital mass participation community event. MDC Local in 2021 will build on this success and innovation by bringing the community together from all corners of the country. We're once again challenging the community to get active for breast cancer research. But in 2021 the Mother's Day Classic will be much more than just one day...

GET INVOLVED IN YOUR OWN WAY

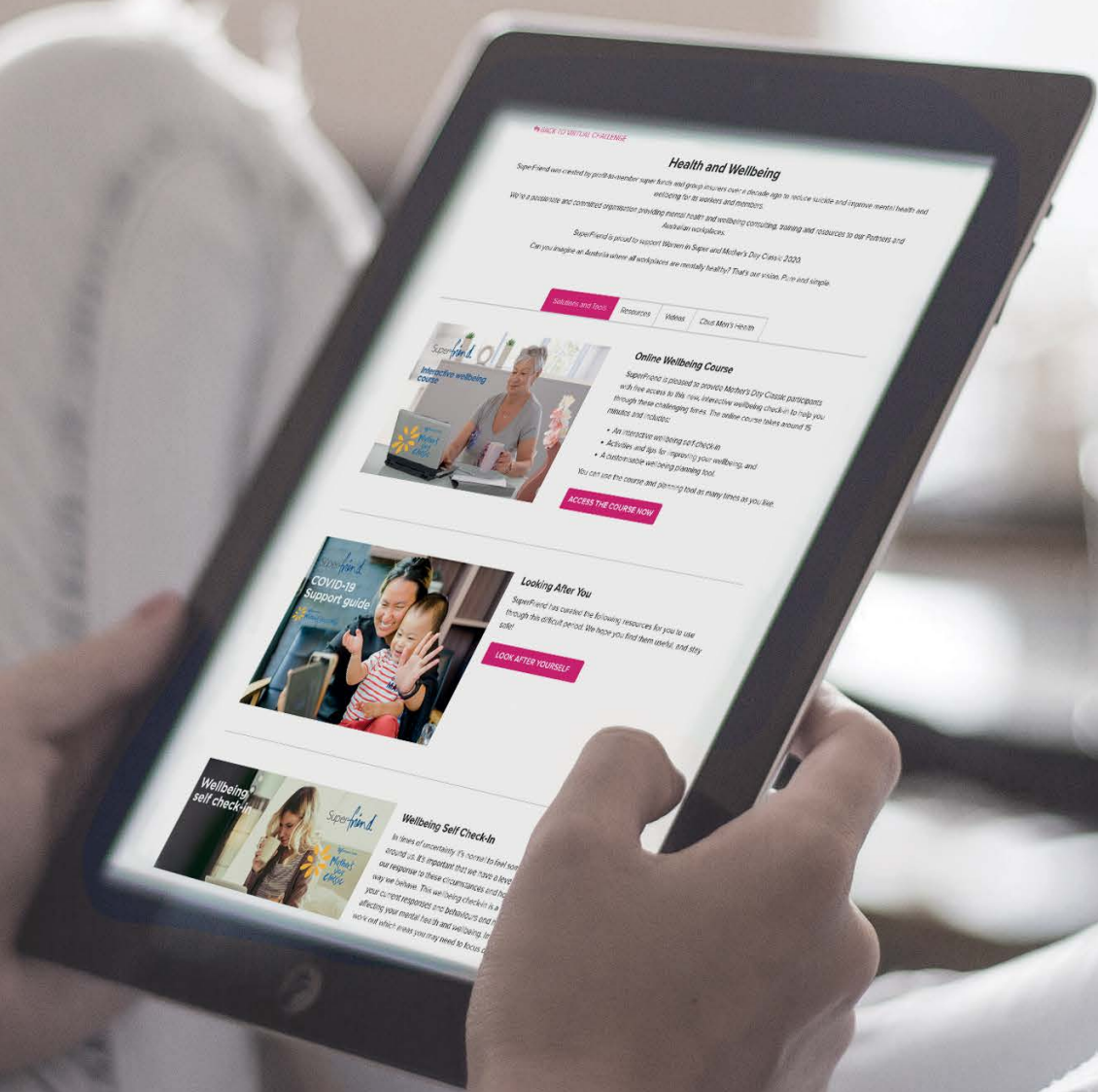
In the week leading up to Mother's Day, participants can complete their chosen distance in their own time or join other participants at one of our suggested locations around the country. Physical event locations will be determined in accordance with Government guidelines and will all be conducted in line with COVID safe practices.

EVERYONE GETS A RACE PACK

Mother's Day Classic Local is an event experience delivered to your door. All participants will receive a race pack with a race bib, medallion, head scarf, backpack, finish line ribbon and sponsor goodies.

STAY CONNECTED WITH THE PORTAL

All registered participants will have access to a portal to track training progress, fundraise, interact with other participants, enjoy the kid's zone, join our training program and much more.



[BACK TO VIRTUAL CHALLENGE](#)

Health and Wellbeing

Superfund was created by profit-to-nonprofit super funds and group insurers over a decade ago to reduce suicide and improve mental health and wellbeing for its workers and members.

We're a purpose and committed organization providing mental health and wellbeing consulting, training and resources to our Partners and Australian workplaces.

Superfund is proud to support Women in Super and Mother's Day Crisis 2020.

Can you imagine an Australia where all workplaces are mentally healthy? That's our vision. Pure and simple.

[Solutions and Tools](#)

[Resources](#)

[Videos](#)

[Our MWH's Health](#)



Interactive Wellbeing Course

Online Wellbeing Course

Superfund is pleased to provide Mother's Day Crisis participants with free access to this new interactive wellbeing check-in to help you manage and include:

- An interactive wellbeing self-check-in
- Activities and tips for improving your wellbeing, and
- A customisable wellbeing planning tool.

You can use the course and planning tool as many times as you like.

[ACCESS THE COURSE NOW](#)



COVID-19 Support guide

Looking After You

Superfund has created the following resources for you to use safely through this difficult period. We hope you find them useful, and stay safe!

[LOOK AFTER YOURSELF](#)



Wellbeing self check-in

Wellbeing Self Check-in

In times of uncertainty, it's normal to feel some things around it. It's important that we have a better understanding of these circumstances and how our responses to these circumstances and how they may be different. This wellbeing check-in is a way to understand your current responses and behaviours and how they may affect your mental health and wellbeing. It will help you understand what you need to focus on.

[Take Check-in](#)



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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

REGISTER A CORPORATE TEAM

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. 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**'.

CORPORATE CHALLENGE

When you register for the Mother's Day Classic, you can enter a team with your family, friends, community group, school, university or workplace. Every corporate team that registers, joins the official Mother's Day Classic Corporate Challenge. There are competitions and prizes awarded for the top individual fundraiser, the top fundraising team and the largest team. If you need support in managing or setting up your team, you can always contact Teams@mothersdayclassic.com.au

DEFERRED PAYMENT OPTIONS

If your organisation chooses to cover the costs of staff registration, you can opt-in for our deferred payment option. Rather than paying at the point of registration, your organisation will be invoiced late April.

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 PERIOD

There will be a training period commencing **April 7, 2021** with fitness inspired content available on the portal to help you reach your goals. Many organisations choose to run training sessions in the park or host virtual workouts to help the team stay connected with their training.

ACCESS THE PORTAL AND FACEBOOK GROUP

The best way to stay engaged is by making the most of the **portal** and the [Mother's Day Classic Facebook Group](#). Participants have the opportunity to interact with other participants, watch fitness videos, enjoy our kid's zone content and much more. After registration, participants receive a confirmation email about how to access these platforms.

MOTHER'S DAY

There will be plenty of ways to get involved in the lead up to and on Mother's Day including fitness classes, warm-ups and much more! The [Mother's Day Classic Facebook group](#) will come alive with participants sharing photos from all over Australia.



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>





DRIVE 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.

**1 IN 7
WOMEN**

**1 IN 675
MEN**

55
**AUSTRALIANS
EVERY DAY**

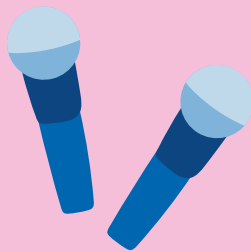
**BREAST
CANCER
IS THE MOST
COMMONLY
DIAGNOSED
CANCER IN
AUSTRALIA**

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



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 concert

Bring your team together for a special night to remember! If you know someone who can sing, dance or perform, bring your team together for a virtual online performance.



Virtual game night

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



Zoom coffee break

If your team is working remotely, try hosting a virtual coffee break with attendees donating their coffee money. You'll be surprised at how much you can raise!

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 Digital Marketing and Fundraising Specialist, Darby Lyndon at dlyndon@mothersdayclassic.com.au

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 reach out to the Mother's Day Classic team at dlyndon@mothersdayclassic.com.au

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!







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! The official MDC training period kicks off on April 7th 2021

5

Receive your race pack in the mail

6

Take part in the event week celebrations

7

Choose to complete your MDC walk or run in your local area or at one of our COVID safe locations

8

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.

CONTACT

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GET SOCIAL WITH US!



@mdcwalkrun



@mothersdayclassicaus



@MDC_walk_run



Mother's Day Classic Foundation





WALK ALL OVER
FAST CANCER
WALKER'S DAY CLASSIC 2018

ANDREA
I'M DOING THIS FOR:
MY MUM, AUNTS, NANNAS & SISTERS 4636