## Join OUR TEAM

**Subject: Be part of the (INSERT TEAM NAME) team**

Hello,

*Today, 55 Australians will be diagnosed with breast cancer. This year, we’re doing our bit to help those affected by breast cancer. On Sunday 9 May, [INSERT TEAM NAME] are getting active for breast cancer research. We’re running, walking, dressing up and fundraising to raise awareness and funds for life-saving breast cancer research projects.*

*The Women In Super Mother’s Day Classic is one of the oldest charity participation events in Australia and over the past 23 years, participants have donated nearly $38 million to the National Breast Cancer Foundation (NBCF) for vital research projects. Since the inception of NBCF, the 5-year survival rate for breast cancer has improved from 76% to 91% - statistical proof that research is saving lives.*

*This year, the Mother’s Day Classic is going Local! When you register, you’ll receive a race pack full of goodies (valued at $30) including a medallion, head scarf, race bib, backpack, start/finish line ribbon. You can complete your walk/run in your own time and place or join a local location (to be announced in April). Our team is planning [INSERT ANY RELEVANT DETAILS]*

*To learn more about the Mother’s Day Classic Foundation and to register, visit* [*https://www.mothersdayclassic.com.au/*](https://www.mothersdayclassic.com.au/) *When you register to walk/run, remember to join our team – [INSERT TEAM NAME].*

*Go team [INSERT TEAM NAME]!*

## SPREAD THE WORD

**Subject: Help us spread the word!**

*Hello,*

*We’d love your help in spreading the word and promoting our efforts for the Mother’s Day Classic Local. By simply sharing on social media or sending an email to friends, you can help us grow the team and raise more funds for breast cancer research.*

*Head to the Mother’s Day Classic website to download these resources to help you...*

* *Social media tiles*
* *Email signatures*
* *Newsletter / digital banners*
* *Fundraising resources*
* *Email templates*

[*https://www.mothersdayclassic.com.au/resources*](https://www.mothersdayclassic.com.au/resources)

*Thanks again for your support.*

*Go team [INSERT TEAM NAME]!*

## REMINDER TO SIGn UP

**Subject: You won’t want to miss the Mother’s Day Classic Local!**

Hello,

*In case you missed it – [INSERT ORGANISATION] are getting active for breast cancer research this Mother’s Day. We’re running, walking, dressing up and fundraising to raise awareness and funds for life-saving breast cancer research projects.*

*1 in 7 women will be diagnosed with breast cancer in their lifetime so we’re doing our bit to make a difference to the lives of those who are affected – now and in the future. There’s a lot of work to be done before researchers have all of the answers. The only real way for us to get closer is by investing in research projects.*

*It’s not too late to join our team...simply register for Mother’s Day Classic Local and select [INSERT TEAM NAME] when you’re asked what team you’d like to join.*

*Register now at* [*https://www.mothersdayclassic.com.au/*](https://www.mothersdayclassic.com.au/)

*Go team [INSERT TEAM NAME]!*

## PERSONALISED BIBS& EARLY BIRD

**Subject: Get in quick!**

*Hello,*

*Now’s the time to register for Mother’s Day Classic Local!*

*Register by March 10th and your first name will be printed on your race bib! Your race pack will also include a medallion, backpack, start/finish line ribbon and sponsor goodies. Adults will receive a limited edition head scarf and our special kids’ race pack includes chalk and stencils. Our furry friends can get a pet bandana, so that every member of the family can join in on the fun!*

*Early bird prices are also ending soon. Register for Mother’s Day Classic before the price rise on March 21st!*

[*https://www.mothersdayclassic.com.au/*](https://www.mothersdayclassic.com.au/)

*Go team [INSERT TEAM NAME]!*

## INTERNATIONAL WOMEN’S DAY – March 8, 2021

**Subject: How are you celebrating International Women’s Day?**

Hello,

*This International Women’s Day, we’re recognising and celebrating the wonderful women in our lives.*

*As [INSERT TEAM NAME] get ready for Mother’s Day Classic Local, we’re paying a special tribute to the 1 in 7 women who are diagnosed with breast cancer. Breast cancer is still the most commonly diagnosed cancer in Australia - we all know someone who has been affected in one way or another.*

*By making a small donation to our fundraising page, you’re making a difference to the lives women living with breast cancer, now and in the future*

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*You can donate now at [INSERT TEAM PAGE LINK]*

*Stay tuned for further news and updates.*

*Go team [INSERT TEAM NAME]!*