

YOU'RE  
AMAZING



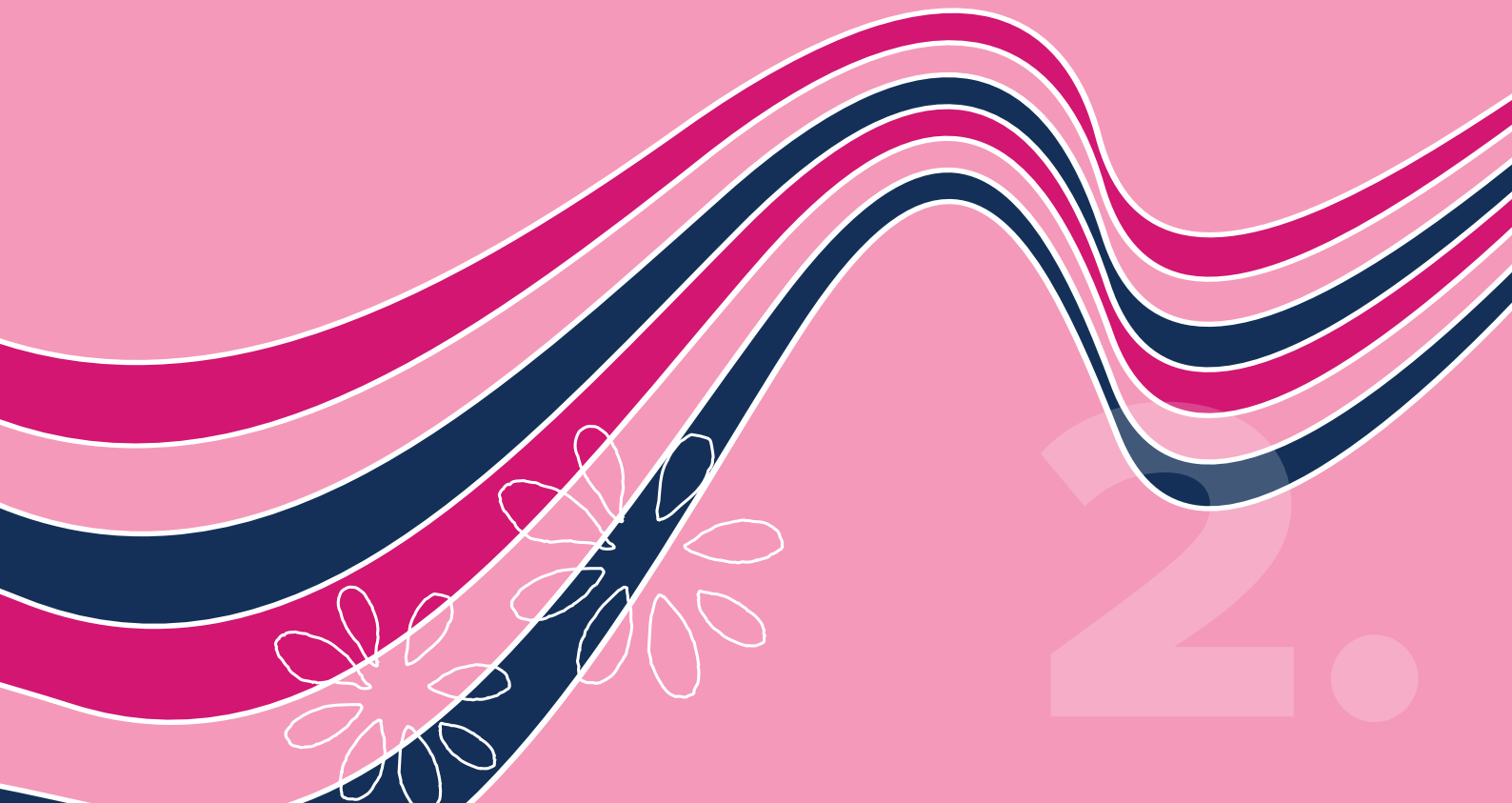
TEAM LEADERS

TOOLKIT





# A GUIDE TO HELPING YOUR TEAM STAY CONNECTED AND GET ACTIVE FOR BREAST CANCER RESEARCH IN 2022.

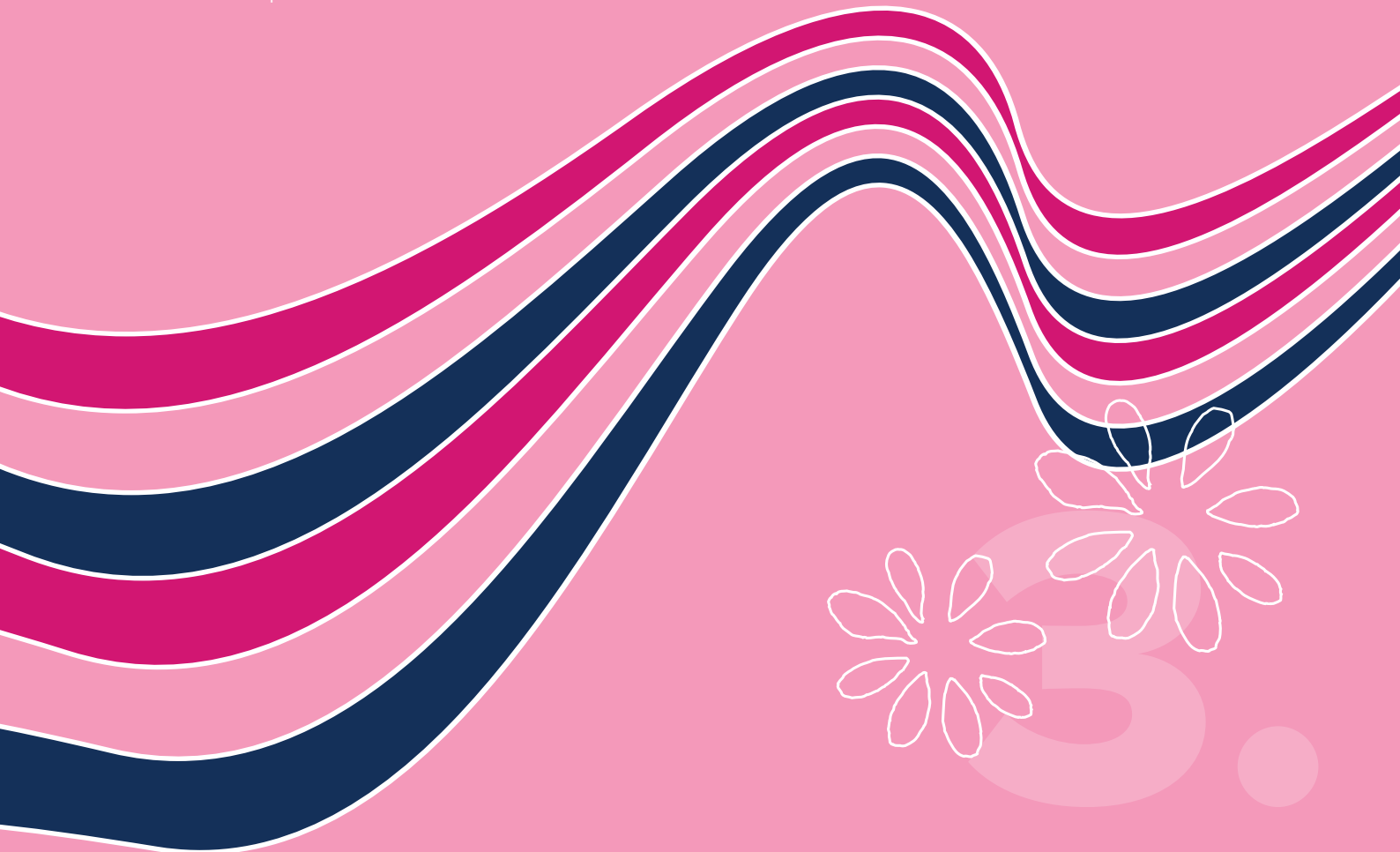




# GET THE TEAM TOGETHER

## GET STARTED IN ELEVEN EASY STEPS

1. Choose a team leader
2. Register the team
3. Recruit and rally the troops
4. Connect the team
5. Get the ball rolling
6. Train and grow together
7. Spread the word
8. Celebrate loud and proud!
9. Keep an eye on the leaderboards!
10. Emails and resources
11. Participate!







# 1. TEAM LEADER

## **Are you ready to become a team leader?**

As team leader you will receive regular email communications from the Mother's Day Classic team that will include leaderboard updates, event news and team updates as well as fundraising tips and training ideas.

# 4.





## 2. REGISTER THE TEAM

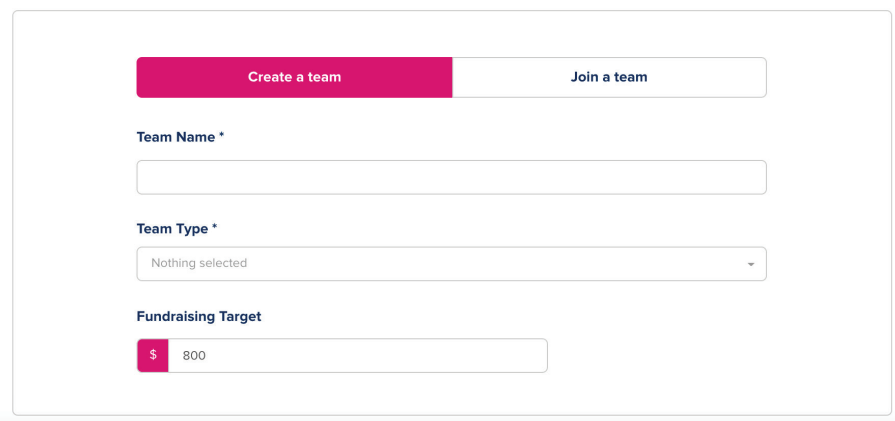
### Now it's time to register your team!

When you register, make sure you click 'create a 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. At this stage, you will also need to choose your team category and your fundraising target.

Join or create a team

[No thanks](#)



The screenshot shows a registration form with the following elements:

- Two buttons at the top: "Create a team" (highlighted in pink) and "Join a team".
- A label "Team Name \*" followed by a text input field.
- A label "Team Type \*" followed by a dropdown menu showing "Nothing selected".
- A label "Fundraising Target" followed by a text input field containing "\$ 800".





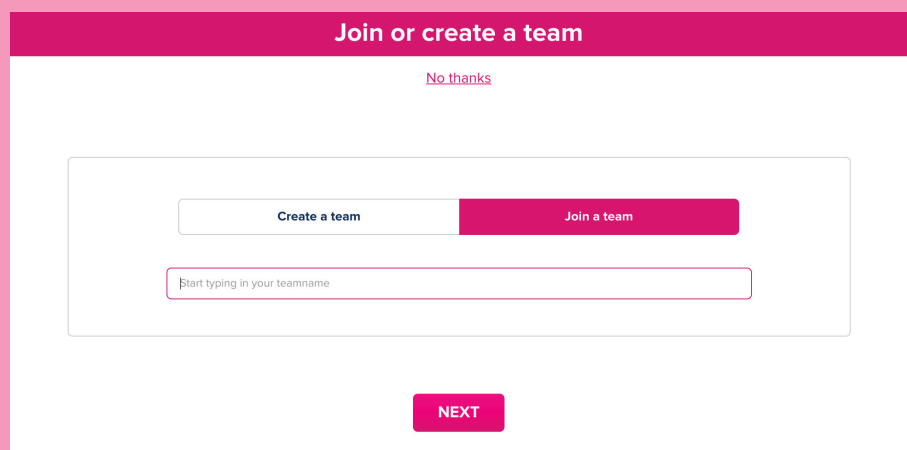
# 3. RECRUIT AND RALLY THE TROOPS

Once you have chosen a team leader and created your team, it's time to start rallying the troops.

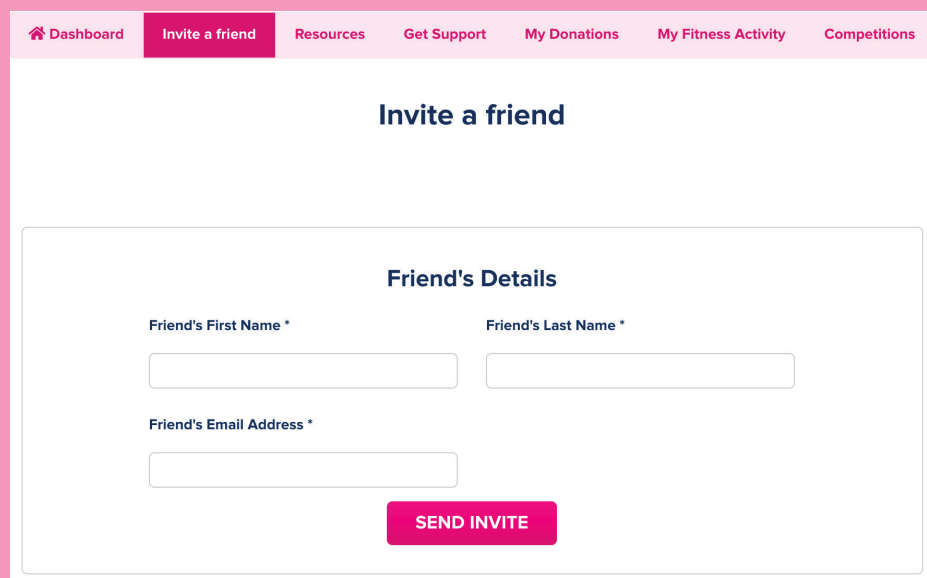
Get your crew together by letting them know that you are creating a team for Mother's Day Classic and why they should join you in getting active for breast cancer research.

Here's how you can easily invite people to join your team...

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

A screenshot of a web form titled "Join or create a team". At the top, there is a red header bar with the title. Below the header, there is a link that says "No thanks". The main form area contains two buttons: "Create a team" and "Join a team". Below these buttons is a text input field with the placeholder text "Start typing in your teamname". At the bottom of the form, there is a red button labeled "NEXT".

When you log into your dashboard, you will be able to see a list of everyone who has joined the team. You'll also be able to invite people to join your team via the dashboard too! Head to the 'invite a friend' tab in your dashboard.

A screenshot of a web dashboard with a navigation bar at the top. The navigation bar includes links for "Dashboard", "Invite a friend", "Resources", "Get Support", "My Donations", "My Fitness Activity", and "Competitions". The "Invite a friend" link is highlighted. Below the navigation bar, the page title is "Invite a friend". The main form area is titled "Friend's Details" and contains three input fields: "Friend's First Name \*", "Friend's Last Name \*", and "Friend's Email Address \*". Below these fields is a red button labeled "SEND INVITE".

You can use our [email templates](#) to help you recruit team members and spread the word!







## 4. CONNECT THE TEAM

**There are plenty of ways to stay connected in the lead up to Mother's Day.**

- Join our Facebook group  
<https://www.facebook.com/groups/238629377316711>
- Make your own team Facebook group
- Send regular email communications. You can use our pre-made templates to help you along the way – these can be found at the end of this toolkit!
- Share the MDC campaign calendar (found on our resources page) <https://www.mothersdayclassic.com.au/resources> with your team so that everyone knows when to register and what to look out for!





# 5.GET THE FUNDRAISING BALL ROLLING

**A great way to fundraise and motivate your colleagues is by hosting a Mother's Day Classic launch event, such as a morning tea or lunch.**

This could be a virtual or in-person event that brings everyone together to talk about ideas and fundraise for breast cancer research.

Here are some ideas to get you started...

## **Bake sale**

Host a bake sale with your friends, at your workplace or with your school community. Ask a few keen bakers in your team to contribute sweets and treats to sell at a bake sale or morning tea.

## **Trivia Night**

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

## **Pink Day**

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

## **Ask your organisation to dollar match**

Ask your employer to support you with your fundraising efforts by dollar matching your contribution. This will give your fundraising a big boost!

## **Mother's Day Week Breakfast**

During the week of Mother's Day, host a pink breakfast with your team and collect donations for breast cancer research.

*Why is fundraising so important?*

**1 in 7 Australian women will be diagnosed with breast cancer in their lifetime and incidence of breast cancer in men is also on the rise.**

This means that almost all of us will be impacted by this disease in one way or another.

1 IN 7  
WOMEN

1 IN 700  
MEN

55  
AUSTRALIANS  
DIAGNOSED  
EVERY DAY

BREAST CANCER  
IS THE MOST  
COMMONLY  
DIAGNOSED CANCER  
IN AUSTRALIA







## 6. TRAIN AND GROW TOGETHER

**One of the amazing benefits of registering a team for the Mother's Day Classic is being able to connect and bond while making an impact.**

How can you create a fun and interactive experience for your team?

### **Team training days**

Get your team together for training sessions in the lead up to Mother's Day! You could organise a lunch time walk or a run before work.

### **Step challenges**

Encourage your team to get involved in a step challenge in the lead up to Mother's Day. This will keep everyone healthy and inspired, especially if there is a prize at the end!

### **Fundraising competitions**

Organise a fundraising competition amongst departments or individuals to see who can raise the most funds for MDC. Offer up an incentive such as a lunch for the winning department or a coffee voucher!

### **Fundraising events**

Fundraising events are a great way to bring people together for the cause. You can find inspiration on page 8.

### **Participate in MDC Move together**

MDC and Sport Australia are offering a FREE six-week movement program! From 28 March onwards, we'll have online resources available covering topics like fitness, training, sleep, nutrition and injury recovery, and including tips and tricks to help get your team moving and ready for MDC 2022. Get your team to participate in MDC Move together, and set goals and help keep each other accountable – while having fun moving!



# 7. 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!

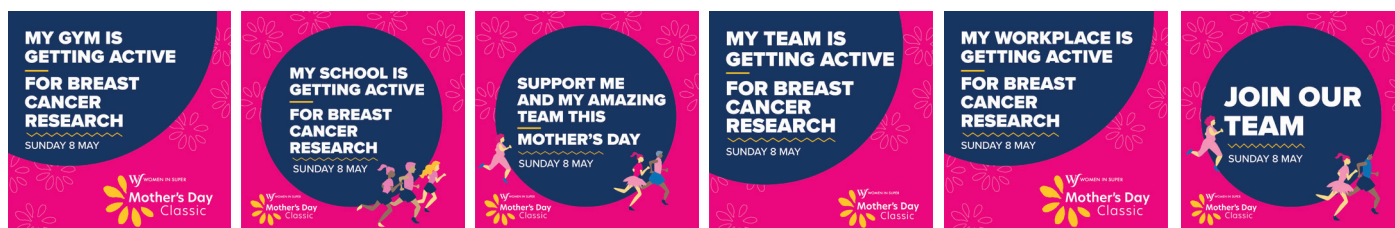
The best way to share your involvement is by sharing your page on Facebook. You can do this via your dashboard, at the top of your page.

People who share their page on Facebook raise nearly 10 times more than those that don't.

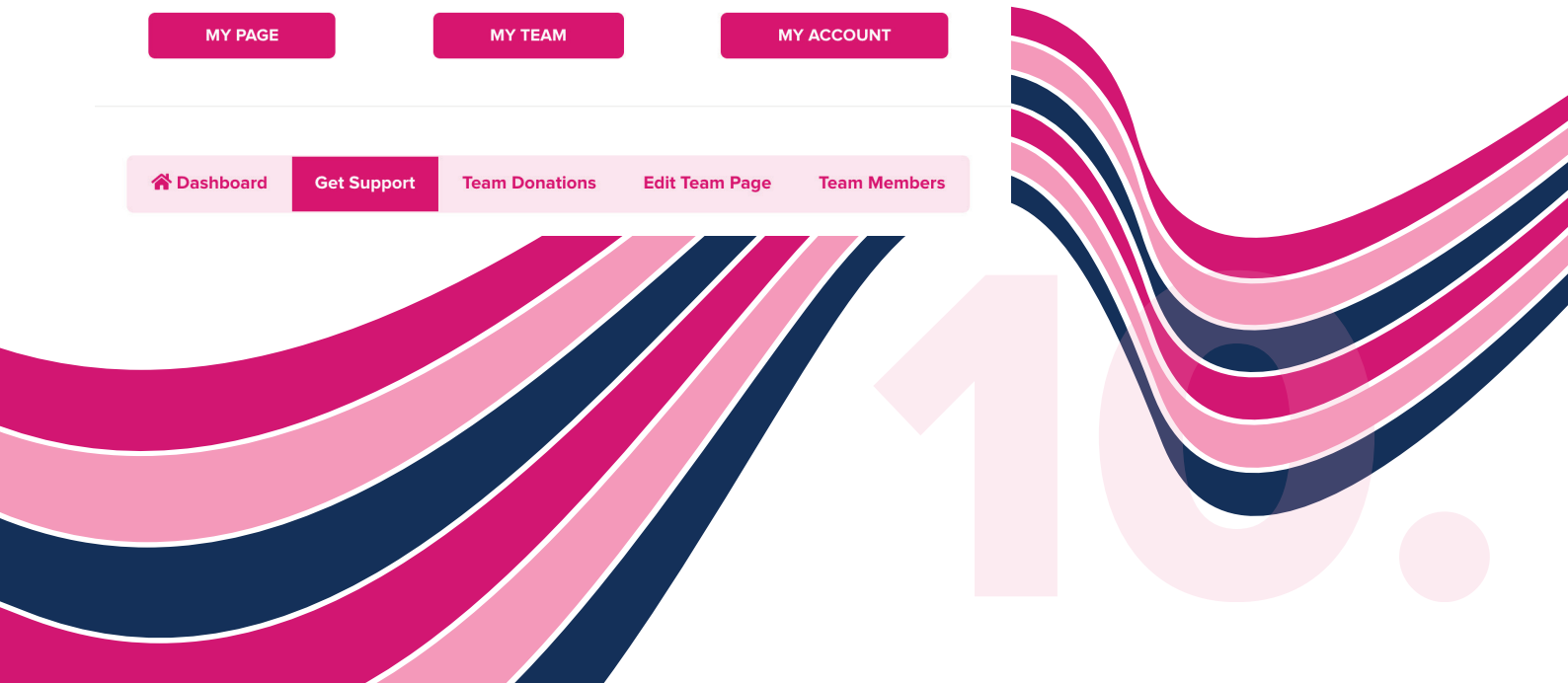
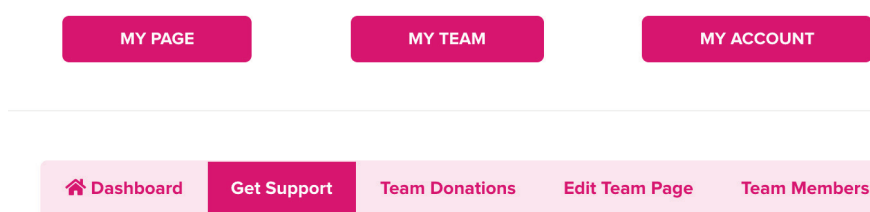


We have a range of resources to help you including social media tiles and posters that can be found at

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



You can also invite new members to **join or donate** via your dashboard! Head to the 'My Team' tab and click 'get support'. From there, you'll be able to send email invites to your friends and family, asking them to join your team.





# 8. 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.





# 9. KEEP AN EYE ON THE LEADERBOARDS

## Largest teams

1		Lifestyle Communities	Members <b>497</b>
2		ME2021	Members <b>244</b>
3		Wenona Walkers 2021	Members <b>242</b>
4		David Jones	Members <b>230</b>
5		St Joeys Hawthorn	Members <b>227</b>

## Highest team fundraisers

1		Lifestyle Communities	Raised <b>\$60,379</b>
2		The Wyvern Warriors	Raised <b>\$31,584</b>
3		Team Nic	Raised <b>\$27,897</b>
4		CareSuper	Raised <b>\$27,243</b>
5		HESTA Team	Raised <b>\$18,247</b>

We have competitions and prizes awarded to stand-out teams including top fundraising teams and the largest number of team members!

We'll be announcing these after Mother's Day so keep your eye on the leaderboards to see how your team is progressing.

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# 10. EMAILS & RESOURCES

**We have a suite of resources to help you promote your involvement and spread the word. This includes:**

- Email signatures
- [Email templates](#)
- Tailored posters for your office
- Newsletter banners
- Social media tiles
- Zoom backgrounds

If you're ever in need of a specific resource, you can reach out and we can create something special for you.



# 11. PARTICIPATE

**As a team in the week of MDC or at one of our events, remember to take photos and capture your memories throughout the day.**

Don't forget to tag us on Instagram!

@mothersdayclassicaus

#mdc2022

#mothersdayclassic

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# APPENDIX: EMAIL TEMPLATES



## 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 8 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 celebrating its 25th anniversary in 2022 and we can't wait to be a part of the celebration. Since the inception of NBCF, the 5-year survival rate for breast cancer has improved from 76% to 91.5% - statistical proof that research is saving lives.

**\*Metro/major events only\***

On Mother's Day, Sunday 8th May 2022, our team will be participating at [INSERT EVENT NAME]. Feel the buzz of the event village, entertainment, music, and food stalls to enjoy throughout the day. Register to join us and you'll receive a race pack that includes, headscarf, race bib and tribute card. Your commemorative medallion will be handed over with pink pride when you cross the finish line.

**\*Local events only\***

On Mother's Day, Sunday 8th May 2022, our team will be participating at [INSERT EVENT NAME]. It will be a day full of fitness and fun, and you'll receive a commemorative medallion when you cross the finish line.

To learn more about the Mother's Day Classic Foundation and to register, visit <https://www.mothersdayclassic.com.au/>

When you register to walk/run, remember to join our team – [INSERT TEAM NAME].

Go team [INSERT TEAM NAME]!

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# 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 2022. 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>

Thanks again for your support.

Go team [INSERT TEAM NAME]!



# REMINDER TO SIGN UP

> Subject: **You won't want to miss the 25th anniversary of MDC!**

Hello,

In case you missed it – [INSERT ORGANISATION] are getting active for breast cancer research this Mother's Day – Sunday 8th May 2022. 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 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 for the Mother's Day Classic. We're participating at [INSERT EVENT NAME] and hope to see you there!

Simply register for Mother's Day Classic and select [INSERT TEAM NAME] when you're asked what team you'd like to join.

Register now at <https://www.mothersdayclassic.com.au/>

Go team [INSERT TEAM NAME]!





# EARLY BIRD

> Subject: **Early bird prices ending soon!**

Hello,

Now's the time to register for Mother's Day Classic Local! Early bird prices are ending on March 31st, 2022.

**\*Metro/major events only\***

Our team will be participating at [INSERT EVENT NAME]. You'll receive a race pack that includes, headscarf, race bib and tribute card. Your commemorative medallion will be handed over with pink pride when you cross the finish line.

**\*Local events only\***

Our team will be participating at [INSERT EVENT NAME]. It will be a day full of fitness and fun, and you'll receive a commemorative medallion when you cross the finish line.

We hope to see you there!

Register for the Mother's Day Classic by 31st of March 2022 to avoid the price rise!

Register now at <https://www.mothersdayclassic.com.au/>

Go team [INSERT TEAM NAME]!





# IT'S NOT TOO LATE TO JOIN US

> Subject: ***It's not too late to join (INSERT TEAM NAME) team***

Hello,

Mother's Day is in [INSERT NUMBER] days!

[INSERT TEAM NAME] is getting ready to get active for breast cancer on Sunday 8th May.

We'll be running, walking, dressing up and fundraising to raise awareness and funds for life-saving breast cancer research projects. We hope that you'll join us!

This year is an extra special year as the Mother's Day Classic is celebrating 25 years of MDC.

**\*Metro/major events only\***

On Mother's Day, Sunday 8th May 2022, our team will be participating at [INSERT EVENT NAME]. Feel the buzz of the event village, entertainment, music, and food stalls to enjoy throughout the day. Register to join us and you'll receive a race pack that includes, headscarf, race bib and tribute card. Your commemorative medallion will be handed over with pink pride when you cross the finish line.

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You can register at <https://www.mothersdayclassic.com.au/>

When you register to walk/run, remember to join our team – [INSERT TEAM NAME].

Go team [INSERT TEAM NAME]!



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