

# 2024 Partnership Toolkit



# ***Thank you for being a part of Mother's Day Classic in 2024.***

This year, we're adding another milestone to our meters; we're raising money for breast **AND** ovarian cancer research. **Why?**

Because each day 12 women lose their lives to these cancers. And that's a tragedy we are committed to stopping.

You are part of an incredible community who will be getting active for breast and ovarian cancer research.

# In 2024, the Mother's Day Classic is celebrating 27 years of impact.

Since 1998, the Mother's Day Classic has grown from a walk in the park to an iconic event in the life of Australian women.

Over 1.6 million participants have donated

## \$44 million



to the National Breast Cancer Foundation (NBCF) to fund life-saving breast cancer research.

The 5-year survival rate has increased from

## 76% to 92%



statistical proof that research is making a difference.

Tragically, treatment advances in ovarian cancer have been limited, and treatment approaches have barely changed in 30 years. The five year survival rate for ovarian cancer is just 49 per cent and there remains no early detection test.

**That's why this year, we're going one step further by raising money for the National Breast Cancer Research Foundation and Ovarian Cancer Research Foundation.**

By supporting these two leading research organisations, focussing on two of the biggest causes of death for women in Australia, we are helping all Australians fight for women's lives.

In 2024 we will be hosting up to 100 events across the country on Sunday, May 12 – making it a Mother's Day to remember. Thank you for being a part of an incredible community who will be getting active for breast and ovarian cancer research.

**This toolkit will support you** in making the most of our 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 2024

In 2024, participants will gather at events held all across Australia to get active for breast cancer research. Walk or run on Mother's Day (Sunday, 12 May 2024) to honour and support the women diagnosed with breast and ovarian cancers.

## Major events

**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 receive a race bib in the mail and a commemorative medallion will be handed over with pink pride on the day.

Timing services are available for runners at all our major events (Adelaide, Brisbane, Canberra, Darwin, Hobart, Geelong, Gold Coast, Melbourne, Perth, Sydney and Western Sydney).

## Local events

**If you prefer to stay local, walk or run at one of our local events taking place 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.

From Port Macquarie (NSW) to Seymour (VIC) and Bunbury (WA) and everywhere in between – our local events are small in size but BIG in community spirit!

## MDC Own Time Own Place

**If you can't join us on Mother's Day or prefer the flexibility to complete your chosen distance anywhere and anytime, this is the option for you!**

MDC Own Time Own Place is a great option for some of our national teams. MDC Own Time Own Place allows your staff and friends to participate in the Mother's Day Classic on any day at your location of choice, so your team can organise a personalised event that focuses on team building and bonding, while still capturing the excitement and magic of Mother's Day Classic events.

Your race bib and commemorative medallion will be delivered to your door and you'll have the opportunity to connect with our community online to celebrate your achievements.

## JOIN US!

**Participate in one of 100 major and local events nationwide, or you can choose your own time and place with MDC Own Time Own Place.**

**Participate together at the same event or apart if you're based in different locations – it's completely up to you!**



# 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 Partner Resources portal on the Mother's Day Classic website.

To access the resource go to:

[mothersdayclassic.com.au/partner-resources](https://mothersdayclassic.com.au/partner-resources)

Password: MDCpartners2024

## RESOURCES AVAILABLE INCLUDE:

- ✓ MDC logo kit and brand guidelines
- ✓ Social Media Tiles
- ✓ Email Signatures
- ✓ Digital Banners for emails and webpages
- ✓ Team Leader's Toolkit
- ✓ Poster and Flyer



# Partnership Benefits & Activations

## Benefits and engagement throughout the campaign (Feb–May)

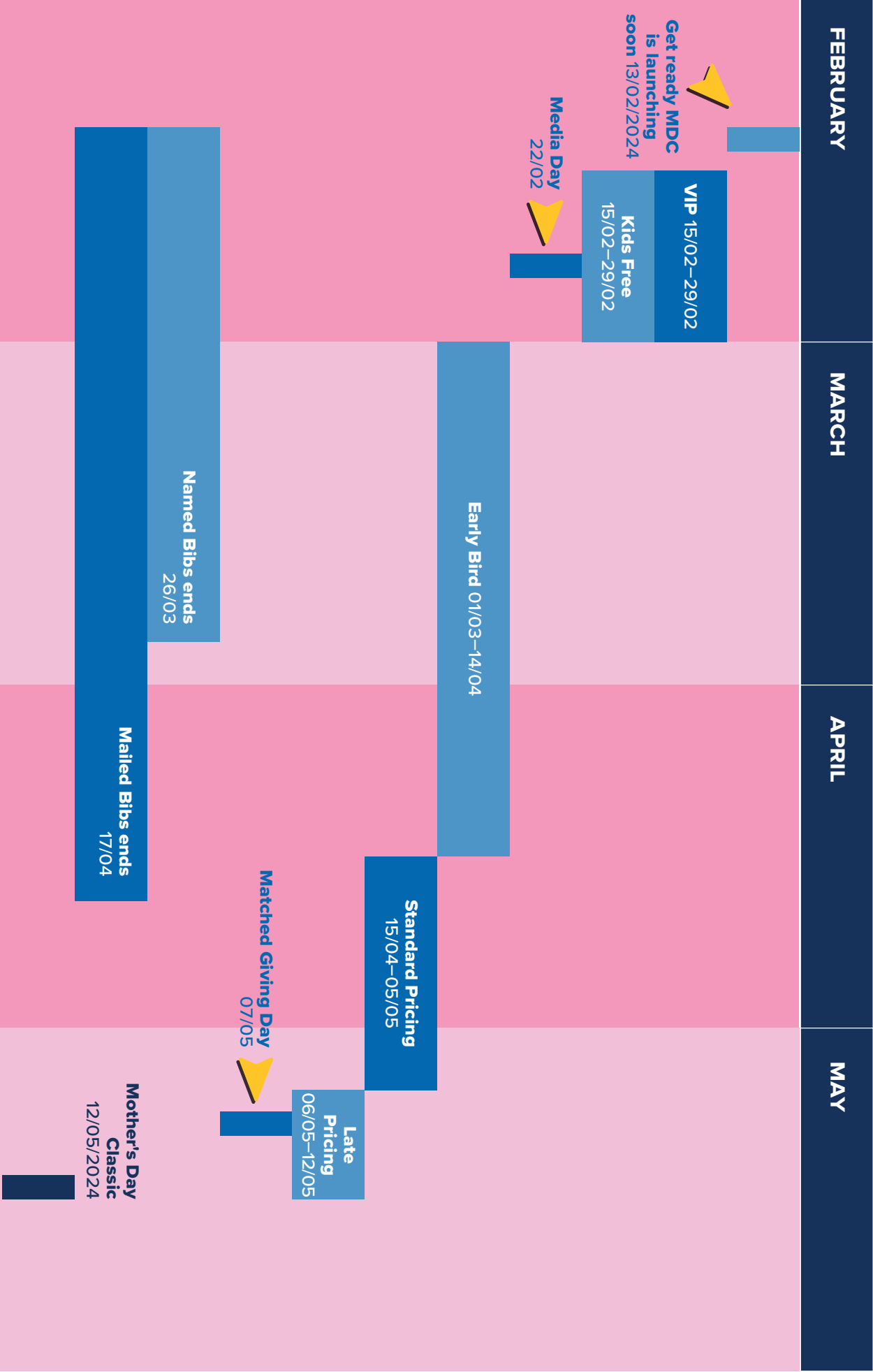
- ✓ Brand Awareness & Recognition
  - Advertising, PR, event day
- ✓ Corporate Social Responsibility
  - MDC and own amplification
- ✓ Digital Engagement
  - Website
  - eDMs
  - Social
  - Competitions
  - Activations
- ✓ Staff engagement
  - Team participation & discount codes for staff & members/clients
  - Fundraising activities
  - Matched giving with staff & clients; MDC guest speakers at events; ambassadors, researchers & management
  - Volunteer opportunities
- ✓ Participant engagement
  - Event day activation
  - Opportunity to sample or provide give-aways
  - Signage
- ✓ Joint PR & networking opportunities
  - Media Launch
  - Event Day
  - Invites to Partner Forum & Celebration Function

## Activating on event day

- ✓ Product sampling
- ✓ Games and prize giveaways
- ✓ Photo opportunities; flower walls, swings
- ✓ Spin & Win Wheel
- ✓ Smoothie Bikes
- ✓ Donut walls
- ✓ Pampering; nail bar, chill zone
- ✓ Entertainment; stilt walkers, bubbles etc.
- ✓ Branded participant zones
- ✓ Sporting activities, pilates
- ✓ Massages
- ✓ Ambassadors
- ✓ Kids activities; creating Mother's Day cards, painting etc.



# Key dates 2024



# Your Team

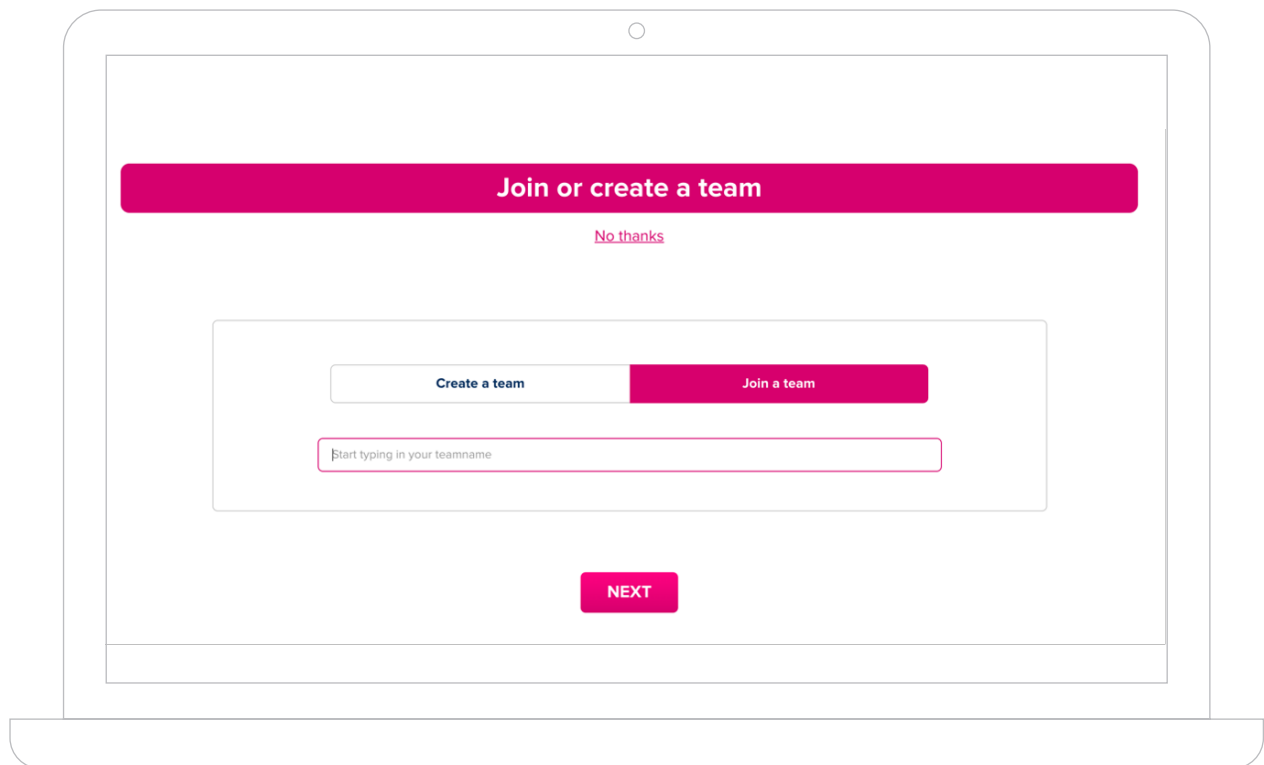
## How to register

When your team leader completes the first registration, they will need to click on 'Create a team' when prompted and enter the team name.

(For National Partners, your team will be created for you. Our MDC Partnerships team will be in touch with more details.)

After the team has been created, the other members will then be able to search and select the team name under **Join a team** during their registration process.

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

A screenshot of a web form titled "Join or create a team" displayed on a laptop screen. The form has a pink header bar with the title. Below the header is a link that says "No thanks". The main content 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 is a pink button labeled "NEXT".

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For more information on how to register, recruit and connect your team, please visit [mothersdayclassic.com.au/teams](https://mothersdayclassic.com.au/teams) to download our 2024 Teams Toolkit.



# Create a team experience

## Team building

Registering a corporate 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 corporate team:

- ✓ Improve staff morale and enjoyment
- ✓ Team bonding and social opportunities
- ✓ Encourage staff to maintain health & fitness
- ✓ Build a company culture of giving back

## Competitions

Keep an eye out on your teams page for some great prizes and incentives to grow your team.

## Deferred payment options

If your organisation chooses to cover all or part of the costs of staff registration, ask us about our deferred payment option. Your organisation will be invoiced in late April for all or part of the registration costs. Staff will be able to register with ease with the use of a special discount code.

## 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 chosen 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.

**For more information  
get in touch with  
our **Mother's Day Classic  
Partnerships** team.**

**Contact details are at the  
end of this document.**





# Make a Difference – 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 our partnership. We provide a platform for you to engage your team, stay connected, get active and support breast cancer research.

***Create a meaningful  
team experience***

***Drive  
fundraising initiatives***

***Encourage staff engagement  
& community building***

***Spread the word and  
raise awareness***

***Give back by volunteering***





# Encourage staff engagement

## Fundraising

### Have fun while making an impact!

Host a fundraising event at your office or virtually. Funds raised for the Mother's Day Classic will be donated to the National Breast Cancer Foundation and the Ovarian Cancer Research Foundation to support life-saving cancer research.

Head to page 12 for some fundraising ideas.

## Mother's Day

### It's the big day!

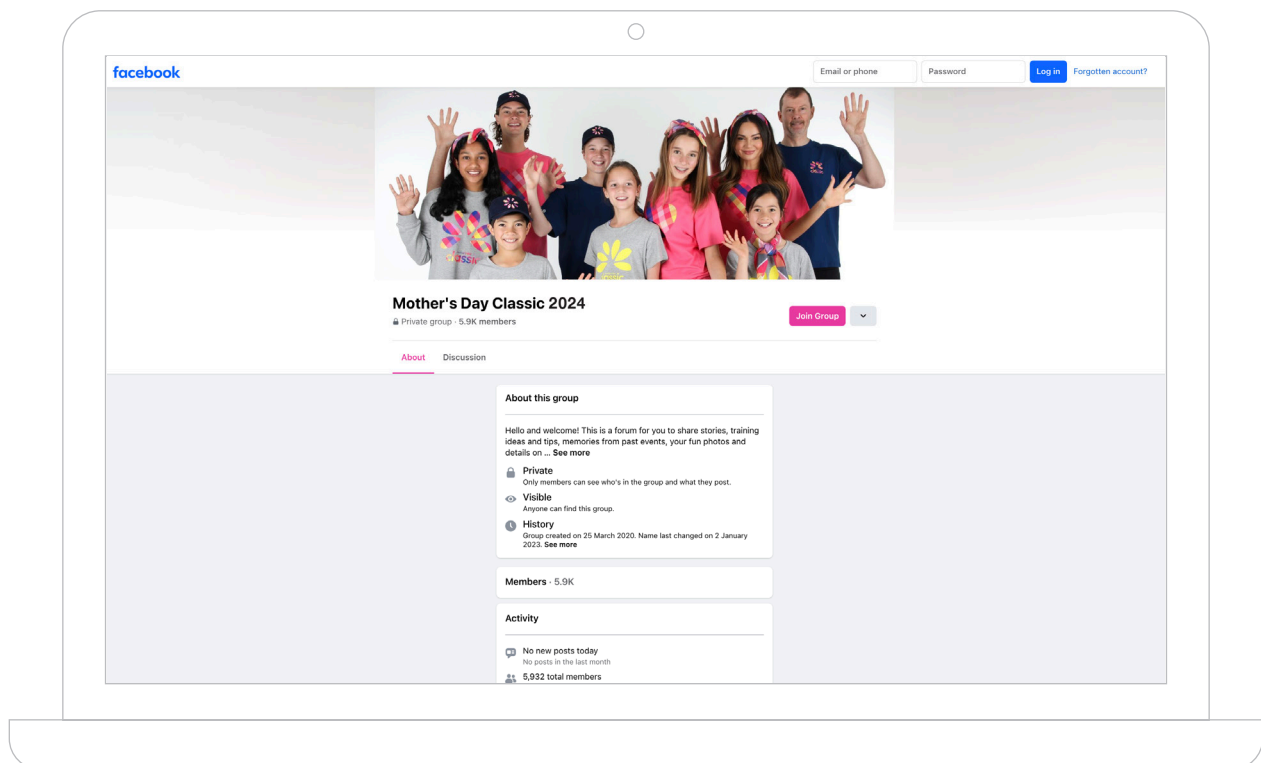
Bring your team together on Sunday, 12 May for a day full of fitness and fun. Join us at a major or local event, or participate at your own time and place with **MDC Own Time Own Place** – together or apart!

## Join the MDC Facebook Group

The best way to stay engaged is by making the most of your online dashboard and the **Mother's Day Classic Facebook Group**.

In our Facebook Group, participants have the opportunity to interact with other members of the MDC community and share photos, fundraising ideas, fitness tips and more!

Join the MDC Facebook Group here [facebook.com/groups/238629377316711](https://facebook.com/groups/238629377316711)



# Give back by volunteering

## Skilled volunteers

We are always on the lookout for skilled volunteers to help bring the Mother's Day Classic to life. If you have any specialised skills such as website management, graphic design, data entry, social media or others, we'd love to hear from you.

We also welcome on-the-day volunteers to assist with everything from course set-up to cheering on our participants at the finish line. We can work with you to ensure that your team is rostered together on event day.

For more information, visit [mothersdayclassic.com.au/volunteer](https://mothersdayclassic.com.au/volunteer)

## Community Ambassadors

We have a Community Ambassador program available to those who want to share how their lives have been impacted by breast cancer. Whether they have been affected directly or indirectly, our Community Ambassadors are passionate about helping in any way they can to spread the word and make a difference.

For more information, visit [mothersdayclassic.com.au/ambassadors](https://mothersdayclassic.com.au/ambassadors)



# Fundraising initiatives

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**.

We've included some ways your organisation can raise funds for vital breast and ovarian cancer research below.

## 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.

Better still, make dinner for your colleagues and auction that. You will be surprised what you raise.



## MOTHER'S DAY WEEK BREAKFAST

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

## PINK DAY

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



## 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.

## ZOOM COFFEE BREAK

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

For more fundraising tips, ideas, and inspiration, visit [mothersdayclassic.com.au/fundraising](https://mothersdayclassic.com.au/fundraising) to download our 2024 Fundraising Guide.



# 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 women who are diagnosed with breast and ovarian cancers.

Remember to include all the details in your internal communications, regular email newsletters to your database and on social media (don't forget to tag us!). You're doing something amazing, so you should 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 for more information.

## Share your story

The Mother's Day Classic team is always on the lookout for stories and content that will **inspire and engage participants**. If your organisation is partnered with any ambassadors or have staff members who may like to contribute, please let our Partnerships team know.

## Media and PR

Between February and May, Mother's Day Classic stories and events are often highlighted in the media. **If you'd like to discuss potential media opportunities**, please contact our Partnerships team.

### Get social!

If you are hosting an interesting fundraising event or a training session, remember to share your photos with the Mother's Day Classic team and tag us 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 and ovarian cancer research!

2

Create a team and encourage your staff, friends and family to get involved



3

Organise team fundraising initiatives

4

Start training!

5

Receive your race bib in the mail if you register for a major event or MDC Own Time Own Place



6

Join us on Mother's Day at one of our events or participate at your own time and place



7

Have fun!



# Contact

## Partnerships team

### Melanie Lehocz

Head of Partnerships

[mlehocz@womeninsuper.com.au](mailto:mlehocz@womeninsuper.com.au)

0432 738 411

### Kaylene Uebergang

Partnership Coordinator

[kuebergang@mothersdayclassic.com.au](mailto:kuebergang@mothersdayclassic.com.au)

0451 585 362

## Share your photos and tag us on social media!

Instagram: [@mothersdayclassicaus](https://www.instagram.com/mothersdayclassicaus)

Facebook: [@mothersdayclassicaus](https://www.facebook.com/mothersdayclassicaus)

X (Twitter): [@MDC\\_walk\\_run](https://twitter.com/MDC_walk_run)

LinkedIn: [Mother's Day Classic Foundation](https://www.linkedin.com/company/mothersdayclassicfoundation)

Facebook Group:

[facebook.com/groups/238629377316711](https://facebook.com/groups/238629377316711)

#mdc2024

#mothersdayclassic



Connect with the larger  
MDC community, share tips  
and ask questions in our FB  
group!

For more information  
and to register visit  
[mothersdayclassic.com.au](https://mothersdayclassic.com.au)