



TEAM UP WITH FIGHTMIND.

DIY BIG FREEZE
***FUNDRAISING
HANDBOOK***

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WHY WE FIGHT

We fight because motor neurone disease (MND) is a Beast. And we refuse to let it win.

This terminal neurological disease attacks the motor neurons that control our muscles, taking away a person's ability to walk, talk, feed themselves and, ultimately, breathe.

There is no treatment for MND. There is no cure.

FightMND was created with a vision of a world free from MND. We work toward this by investing in groundbreaking research and projects supporting Australians living with MND, their families and their carers.

This Big Freeze choose Fight. Team up with FightMND and bring us closer to beating the Beast that is MND.



“

Seeing the community rally behind DIY Big Freeze gives me so much confidence for the future of this fight. Every DIY Big Freeze, big or small, helps build hope. Each one brings us closer to better treatments, better support and a world free from MND.

Jan Daniher

WHAT IS DIY BIG FREEZE?

With DIY Big Freeze you can bring the magic of the Big Freeze at the MCG to your community.

Whether you host a fundraiser, sell merchandise or hold a community round you'll be helping raise funds for FightMND. There are so many ways to get involved, so what are you waiting for?



WAYS TO GET INVOLVED



HOST A FUNDRAISER

With endless possibilities, you can host a DIY Big Freeze fundraiser however you like. From the classic ice bucket challenge to your spin on the Big Freeze slide or a winter ocean dip!

[REGISTER HERE](#)



COMMUNITY ROUND

The Big Freeze Community Round returns from **Friday 29 May to Friday 5 June 2026** with a week of special games hosted by local sporting clubs, leagues and organisations to raise awareness and funds for FightMND. If these dates don't quite suit your calendar, no stress, you can host your community round at any time throughout the season.



ORDER BULK MERCH

Show your support by selling our Big Freeze 12 Socks and Beanies. Perfect for schools, clubs, workplaces and community groups. Our iconic blue Beanies come in an adult and kids size and the Big Freeze socks are back in small and large sizes, making them great for all ages. Plus, with buy now, pay later options available, it's easier than ever to kit out your fundraiser.

[ORDER HERE](#)

BUY NOW, PAY LATER FOR BULK MERCH

To make it easier we offer consignment ordering for Big Freeze 12 merchandise. This gives you instant access to socks and beanies without needing to pay upfront.

Consignment means you order merchandise now, receive it upfront, and only pay for what you sell. Any unsold items can be returned to us after your event. No risk, no upfront costs.

HOW IT WORKS

1 PLACE YOUR ORDER

Choose from Big Freeze Socks (small + large sizes in crew and footy style) and Big Freeze 12 Beanies (adult + kids size).

Minimum order quantity:

- Crew socks (small and large) x 20
- Footy socks (small and large) x 20
- Adult beanies x 50
- Kids beanies x 20

2 PAY A \$10 REFUNDABLE DEPOSIT TO SECURE YOUR ORDER.

Upfront payment options are available if you would prefer.

3 RECEIVE YOUR MERCHANDISE

Orders are shipped directly to your nominated address. Shipping usually takes 5–7 business days, but we recommend ordering early.

All pre-orders will be shipped on Tuesday 5 May 2026. After this date, orders will be shipped immediately after processing.

4 SELL YOUR ITEMS

Sell your socks and beanies at your fundraiser, Community Round or to your staff or customers. You only pay FightMND for what you sell.

5 RETURN ANY UNSOLD STOCK TO FIGHTMND

After your event, return any unsold items to the below address using prepaid labels:

FightMND
Kennards Self Storage
453 Auburn Road
Hawthorn Vic 3122

Returns must be received by Sunday 5 July 2026 to avoid being charged for all items.

6 FINAL PAYMENT

Once we receive your returns (if any), we'll send you an updated invoice for the cost of the items sold. Once your invoice is paid your \$10 deposit will be refunded.



GETTING STARTED

START PLANNING

You don't need all the details locked in to start your DIY Big Freeze journey. Whether you already know what you're planning or you're still exploring ideas, the best first step is to register.

If you're not sure what kind of fundraiser to run, we've put together a range of DIY Big Freeze ideas and inspiration to help spark your creativity and guide you toward an activity that suits your fundraiser.

[REGISTER YOUR FUNDRAISER](#)



ORDER YOUR BULK MERCH

Getting your order for Big Freeze 12 Socks and Beanies in early is made easy with buy now, pay later options. This allows you to start selling ahead of your Community Round or fundraiser, giving your supporters more time to get excited and get their hands on merch.

[ORDER MERCH](#)

CHECK OUT OUR RESOURCES

We've got everything you need to help you promote and share your DIY Big Freeze. From editable poster templates to ready-to-use social media tiles, these resources make it easy to spread the word.

If you need inspiration, guidance, or ideas to help shape your fundraiser, you'll also find activity suggestions and fundraising tips to get you started.

[VIEW RESOURCES](#)

PROMOTE YOUR DIY BIG FREEZE WIDELY

One of the best ways to build momentum is to start fundraising early. Don't be afraid to post often, share updates widely, and celebrate every donation. The more you talk about your DIY Big Freeze, the more support you'll receive.

HAVE A FUN TIME WHILE MAKING A DIFFERENCE. SIMPLE AS THAT!

However you choose to get involved in DIY Big Freeze, our team are here to help you through every sale, splash or slide! If you have any questions, get in touch! diybigfreeze@fightmnd.org.au

We love seeing your creative DIY Big Freezes. Don't forget to share yours on social media by tagging @fightmnd and using the hashtags #BigFreeze12, #DIYBigFreeze, and #FightMND.

TIPS FOR SCHOOLS

Getting involved in DIY Big Freeze is a great way to bring your community together to make a difference for an important cause. Taking the reins and organising your DIY Big Freeze is also a great leadership opportunity for your school leaders and Student Representative Council.

TOP TIPS

TAKE ON THE CLASSIC ICE BUCKET CHALLENGE

Bring your school community together, for example at an assembly, to witness some brave volunteers get a bucket of icy water dumped over their heads. Go one step further and get students to donate to vote for their favourite teacher to get covered in ice!

MAKE IT A UNIFORM FREE DAY

Come dressed in blue topped off with your Big Freeze Socks and Beanies or dress as your favourite Big Freeze slider.

RUN AN ICY BAKE SALE

Sell frozen treats like ice cream sandwiches, frozen yoghurt, or FightMND cupcakes.



TIPS FOR SPORTS CLUBS

Getting involved in DIY Big Freeze is a powerful way to bring your sporting community together and rally behind an important cause. Whether you're a grassroots club, junior team or senior squad, hosting a Big Freeze activation is an opportunity to strengthen club spirit and show what your community can achieve when everyone gets behind beating the Beast.

USE PLAYHQ FOR SOCKS AND BEANIE ORDERS (IF IT IS YOUR PLAYER REGISTRATION PLATFORM)

If you're hosting a Big Freeze Community Round consider getting families to pre-order their Socks and Beanies through PlayHQ. This will make the ordering process quicker and easier for you. [Check out the guide here.](#)

RAISE MONEY WITH AN ICE BUCKET CHALLENGE

Bring your community together for a fundraiser and challenge your coaches and senior players to be brave and get a bucket of icy water dumped over their heads. Go one step further and get people to donate to vote for the people they want to see covered in ice!

GET YOUR TEAM MANAGERS SUPPORT TO COMMUNICATE WITH FAMILIES

Your team managers will be in constant contact with players and their families and know the best ways to reach and engage them. Get their help to get word out about your DIY Big Freeze, and to gather orders for Big Freeze 12 Socks and Beanies.

SHARE YOUR DIY BIG FREEZE ON YOUR SOCIAL MEDIA

Nothing beats your own local networks when it comes to promoting your DIY. Be loud and proud about your DIY on your channels, and ask your supporters to share it across their networks as well.



TIPS FOR WORKPLACES

Getting involved in DIY Big Freeze is a great way to bring your workplace together, boost team spirit and rally behind a cause that makes a meaningful difference. Whether your team is spread across floors, departments or even cities, hosting a Big Freeze activation is a fun, energising way to connect staff, spark friendly competition and strengthen your workplace culture.

A TWIST ON THE CLASSIC ICE BUCKET CHALLENGE

Get your teams together to witness some brave volunteers get a bucket of icy water dumped over their heads. Go one step further and get colleagues to donate to vote for the volunteer they want to see covered in ice.

HOST A FROSTY THEMED MORNING TEA

Get creative with icy themed deserts and charge team members \$5 to participate.

FREEZE YOUR FEET FOR MND AND CREATE SOME HEALTHY RIVALRY

Turn your DIY into some friendly competition and encourage team building. Get a volunteer from each team to stand in an icy tub of water. The colleagues who stay in the longest wins a prize for their team. Make sure you get everyone along to cheer them on and donate.

GET YOUR SOCIAL CLUB OR WELLBEING COMMITTEE INVOLVED

Hosting a DIY Big Freeze is a great opportunity for team building and connection in your workplace. See if your social club or wellbeing committee can sponsor and help organise your DIY Big Freeze.





TEAM UP WITH FIGHTMND.



THANK YOU

Thank you for choosing fight this Big Freeze. By teaming up with FightMND your community is bringing us closer to beating the Beast.

Please ensure you have read our [Fundraising terms & conditions](#). Unfortunately, FightMND is unable to directly organise or promote individual community events.

[You can find all of our frequently asked questions here.](#)

If you need support with your DIY Big Freeze get in touch with our team diybigfreeze@fightmnd.org.au

Don't forget to share your DIY Big Freeze on social media by tagging @fightmnd and using the hashtags #BigFreeze12, #DIYBigFreeze, and #FightMND.