

DANIHER'S DRIVE

RALLY FOR FIGHT MND.

FUNDRAISING HANDBOOK



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SELLING BIG FREEZE MERCH

Bring your community together and reach your fundraising goal by selling Big Freeze 12 Socks and Beanies.

WHAT YOU NEED TO KNOW

- Proceeds from selling Big Freeze Socks and/or Beanies cannot exceed more than 50% of your team's fundraising total.
- Minimum bulk order quantities:
 - Socks: 20
 - Adult Beanies: 50
 - Kids Beanies: 20

HOW TO ORDER

- 1 [Visit our online store.](#)
- 2 Add your desired quantity of Socks and Beanies to your cart.
- 3 Select view cart and proceed to checkout. You will have an option to pay upfront or request an invoice (a \$10 deposit will be charged).
- 4 When you place your order, our accounts department will email you an invoice confirming how and when to pay.
- 5 Your order will be dispatched in early May 2026 and tracking links from Australia Post sent to your email address.

HOW TO USE OUR LOGO

If you're participating in Daniher's Drive, it's important to use the Daniher's Drive logo in your promotional materials. For 2026 we have a new logo to represent our South Australian adventure, so please make sure to disregard previous Daniher's Drive logos.

OUR LOGO



You can download the new Daniher's Drive logo from the [Resources page on the Participant Hub](#). As this logo represents your support for FightMND there is no longer any need for the Proudly Supporting FightMND logo we have used in previous years.

APPROVAL

If you are producing promotional material or merchandise featuring our logos, please follow the below steps:

- 1 Complete this [online form](#).
- 2 The Daniher's Drive team will be in touch to chat through with you.
- 3 You will receive an official email approval from the Daniher's Drive team to use.

NOTE: Please do not publish your materials or start ordering your merchandise without receiving official email approval from the Daniher's Drive team.

LOGO DOS AND DON'TS

It's important to use the Daniher's Drive logo from the provided files only, as this helps keep our brand consistent and easy to recognise. On the next page, you'll find a quick and simple guide to using the logo correctly, including what to do and what to avoid.

LOGO DOS AND DON'TS



DO make sure the logo has clear space around all sides free from text or imagery.



DO make sure the logo is always presented large enough to be legible.



DO NOT use previous versions of the Daniher's Drive logo.



DO NOT squeeze, stretch, warp, skew, or distort the logo in any way.



DO NOT rotate the logo or display on an angle.



DO NOT remove the 'Proudly Supporting FightMND' tagline from the logo.



DO NOT add any effects like shadows, outlines or filters to the logo.



DO NOT change the colours of the logo.



DO NOT place the logo in a holding shape or device

HOW TO USE PHOTOS OF NEALE DANIHER

Prior to producing any promotional materials or producing merchandise featuring images of Neale Daniher or any members of the Daniher Family, please follow the below steps:

- 1 Complete this [online form](#)
- 2 The Daniher's Drive team will be in touch to chat through with you
- 3 You will receive an official email approval from the Daniher's Drive team to use

NOTE: Please do not publish your materials or start ordering your merchandise without receiving official email approval from the Daniher's Drive team.

FUNDRAISING TIPS & TRICKS

Whether you're a seasoned fundraiser or just getting started, the FightMND team is here to help you reach your fundraising goals. Here are our top tips to set you up for success.

PERSONALISE YOUR FUNDRAISING PAGE

A profile pic gives your friends and family confidence they've landed on the right page. Share why you're participating in Daniher's Drive. Tell your story and connection to Motor Neurone Disease (MND) and/or Daniher's Drive.

KICKSTART YOUR FUNDRAISING

Make a personal donation to get your fundraising started. Sometimes people don't want to be the first one to get things going. Your donation also gives people an idea of how much to give.

SHARE, SHARE, SHARE

- Share your page and fundraising updates with friends, family and work colleagues by sharing your fundraising page link.
- Use your social media platforms (Instagram, LinkedIn, Facebook, X or TikTok) or most used communication platforms (WhatsApp, Teams, Slack etc.) to keep friends and family updated on your fundraising.
- Share your fundraising via text message. Did you know 90% of texts are read within 3 minutes? Copy this message below and spread the word:

"Hi (name). I am (XX) months/days away from my Daniher's Drive roadtrip through South Australia in support of FightMND. My (team name) is aiming to raise \$XX. Please share my fundraising link with your friends, family and associates to help achieve our goal to beat the Beast! [insert your unique fundraising link]"

HOST AN EVENT

Organise a trivia night, BBQ, club night with an auction or raffle. Events can be fun, engages your community, raises awareness of what FightMND does and is a great way to fundraise.

LOCAL BUSINESS SUPPORT

Reach out to local businesses for sponsorships or raffle/auction items. Download the sponsorship letter template and flyer from the [Resources page on the Participant Hub](#).

THANK YOU

Don't underestimate the power of saying THANK YOU! Thank your supporters for their donations via your fundraising page and keep them updated on your fundraising target.

TIPS FOR RUNNING AN EVENT

Whether you're a seasoned fundraiser or just getting started, the FightMND team is here to help you plan and bring your fundraising event to life. Here are our top tips for hosting a fundraising event.

PLAN EARLY

Give yourself enough time to organise your event. Planning often takes longer than anticipated. You also want to allow time to adapt if things don't go the way you initially intend.

BUDGET

Set yourself a clear budget to work within. Using a well-defined budget is an effective way to manage your expenses and track your revenue.

SET FUNDRAISING GOALS

Whether you're hosting a raffle or an auction, it can be helpful to set a clear fundraising goal for the event. This can help push sales to try and reach your target.

PROMOTE YOUR EVENT

Promote your event to friends, family and the wider community. Create your own promotional material. This can be a poster, social media post or mail out. Promotion is a vital tool to spread the word and get guests to your event.

DELEGATE TASKS

Events can be very time consuming to plan and run. It's always great to enlist the help of friends, family or volunteers. Give clearly defined roles for the day or the lead up to your event. This gives you more time to focus on your areas of responsibility.

SELECT THE RIGHT VENUE


Select a location that is appropriate for the number of guests you anticipate. You don't want the space to feel overcrowded or too empty. This could be any sort of venue whether it's an events space, a clubhouse, or even a park. Consider a wet weather plan if your event is outdoors.

CATERING

Consider easy ways to cater for your group. If catering cannot be arranged through your selected venue, consider hiring a food truck. You could enlist friends and family to bring food along to support your event.

ENJOY YOURSELF

Running events can be incredibly fast paced and busy. They're also very rewarding. Remember to have fun and take time to enjoy yourself on the day.



Need help reaching your fundraising goals? Visit the [resources section in our Participants Hub](#).

HOW TO TRANSFER FUNDS

Have you raised funds through your fundraising efforts and need to make a transfer to FightMND? You can donate your funds via:

- 1 Your Team Fundraising Page OR
- 2 Deposit directly into the FightMND bank account

Please follow the below steps to transfer the funds via EFT successfully and have it allocated to your team's fundraising page.

Account Name: FightMND

Bank: National Australia Bank

BSB: 083 004

ACC: 73-138-9056

International Transfer SWIFT code: NATAAU3303M

Reference: To help us process your donation please include your TEAM NAME and send an email to danihersdrive@fightmnd.org.au to let us know you have transferred funds.



THANK YOU

Remember your Daniher's Drive support team are always here to help.

Phone: 03 7052 7007
(Save this number in your phone so you always have it handy)

Email: danihersdrive@fightmnd.org.au