



HANDBOOK

**“IT’S NOT WHAT YOU
SAY, IT’S WHAT YOU
DO THAT MATTERS.”**

- NEALE DANIHER



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IT TAKES A TEAM!

We've fearlessly fought the Beast that is MND for 10 years, and it wouldn't be possible without our team of FightMND supporters.

When we are up against it, the team's strength allows us to move forward. It's everyone, you, me, your mates, your workplace, your club, everyone.

**“LET OUR ACTIONS SPEAK LOUDER THAN WORDS...
LET'S TEAM UP FOR BIG FREEZE 10”**

WHAT IS DIY BIG FREEZE?

WHAT IS DIY BIG FREEZE?

DIY Big Freeze brings the fun of the Big Freeze at the 'G' to your community. Whether at your business, sporting club, school, or even your friend's backyard, DIY Big Freeze lets you get creative and involve your local community.

Host a DIY Big Freeze challenge anytime, anywhere. Get creative with an icy-plunge tank, slide, or ice bucket challenge. How and when you do it is up to you!

To find out more or sign up [click here](#)

WAYS TO GET INVOLVED

There are many 'cool' ways you, your sports club, workplace or school can get involved - let's team up for Big Freeze 10

INDIVIDUALS

Get your friends and family together for an Ice Bucket Challenge or brave the elements with a dip in the ocean.

SPORTS CLUBS

Rally your players, don a Beanie, or pull up a pair of Big Freeze 10 socks. Let's make this season one to remember - bring DIY Big Freeze to your club!

WORKPLACES

Get your office together because it's payback time. Are you brave enough to Bucket your Boss with the Ice Bucket Challenge?

SCHOOLS

Make it a term to remember by bringing DIY Big Freeze to your school. Challenge students and teachers to an Ice Bucket Challenge or host a uniform-free day and come dressed in blue.

All money raised brings us one step closer to a cure, so let's team up for Big Freeze 10 and DO your bit to beat the Beast that is MND.



HOW FIGHTMND CAN SUPPORT YOU

Getting started is easy and we're here to support you through every splash, plunge, or slide.

We have lots of resources available to help bring your ideas to life and promote your event online or in the community.

Creating your online fundraising page is simple and makes sharing with friends and family easy.

Unfortunately, FightMND is unable to directly organise or promote individual events, so please ensure you read our fundraising guidelines before getting started by clicking below.

[**FUNDRAISING GUIDELINES**](#)

HASHTAGS AND TAGS

Please share your DIY Big Freeze fundraises with us, we would love to see everyone's amazing efforts. You can do this by tagging us in your social media posts:

#BigFreeze10 #TeamUpForBF10 @fightmnd

KEY MESSAGES

This year Big Freeze 10 is all about Fighting together. Please use the key messaging below when promoting your event.

MESSAGING

- We've fearlessly fought the Beast that is MND for 10 years, but there's more to do.
- Let our actions speak louder than words... lets team up for Big Freeze 10
- It takes a team to beat the Beast
- All money raised brings us one step closer to a cure, so team up for Big Freeze 10 and DO your bit to beat the Beast that is MND!
- We go again

WHY WE GO AGAIN...

When we are up against it, it is the strength of the team that allows us to move forward. And it's in these moments of fight, that we discover the true measure of our collective power.

This fight needs everyone playing in harmony, as a team. Not just those who are directly involved like those fighting the disease on the field, the doctors, the specialist, the therapists. Its everyone off the field too; you, me, your mates, your colleges, you school, everyone.

DIGITAL ASSETS

FACEBOOK EVENT BANNER



[CLICK HERE TO LEARN HOW TO UPLOAD A FACEBOOK EVENT BANNER](#)

EDM HEADER



EMAIL SIGNATURE



[CLICK HERE TO LEARN HOW TO ADD A BANNER ON YOUR EMAIL SIGNATURE FOR OUTLOOK](#)

[CLICK HERE TO LEARN HOW TO ADD A BANNER ON YOUR EMAIL SIGNATURE FOR GMAIL](#)

SOCIAL MEDIA ASSETS

PRE-EVENT



CAPTION SAMPLE TEXT:

We are super excited to be teaming up for Big Freeze 10 to beat the Beast that is Motor Neurone Disease (MND).

This year we are (insert event details)

Actions speak louder than words.

Visit the link in our bio to help us fight MND.

#DIYBigFreeze10

EVENT DAY



CAPTION SAMPLE TEXT:

Go time!

We are teaming up for Big Freeze 10 to beat the Beast that is MND.

Actions speak louder than words.

Visit the link in our bio to help us fight MND!

#DIYBigFreeze10

POST-EVENT



CAPTION SAMPLE TEXT:

Thank you.

We teamed up for Big Freeze 10 to beat the Beast that is MND and raised \$XX

Actions DO speak louder than words!

Vist the link in our bio to donate if you haven't already.

#DIYBigFreeze10

SOCIAL MEDIA HOW-TO GUIDE – INSTAGRAM

POST – FROM THE INSTAGRAM WEBSITE

1. Click  create on the left of the page
2. Click **Select from computer** and choose a photo, or drag and drop a photo file*.
 - *The supported file formats are jpg, png and heic/heif.
 - Select the size of your photo, then click **Next** in the top right.
 - Click **Filters** or **Adjustments** at the top to edit your photo.
 - Click **Next** in the top right.
3. Add your caption:
 - Refer to FMND DIY guidelines for recommended captions.
4. When you've finished, click **Share** in the top right.

POST – FROM THE INSTAGRAM APP

- To upload a photo or take a new one via the Instagram **app**:
1. While in the app, tap  and select **Post** from available options.
 - To upload a photo from your phone's library, select the photo that you'd like to share
 - To take a photo*, tap 
 - When you're happy with the photo, tap **Done**, then **Next**.
 3. Add your caption:
 - Refer to FMND DIY guidelines for recommended captions.
 4. When you've finished, tap **Share**.

STORY – (INSTAGRAM APP ONLY)

To upload a photo or video to your story via the Instagram **app**:

1. While in the **app**, tap  at the bottom of your screen, or swipe right anywhere on the feed.
2. Scroll to **Story** at the bottom.
3. Tap  at the bottom of the screen to take a photo, or tap and hold to record a video. To choose a photo or video from your phone's gallery or camera roll, swipe up anywhere on the screen.
4. Tap  to draw, **Aa** to add text, or  to add a sticker to your photo or video. To remove text or a sticker, drag and drop it on  at the bottom of the screen.
5. When you're ready to share, tap **Your story** in the bottom left.

POST – OPTIONAL FEATURES

1. Add your location (great option when sharing an event):
 - Click **Add location**
 - Type your location, then select it from suggestions.
 - Click **Share**
3. Add alternative text (support people with visual impairments)
 - Click **Accessibility** to write alternative text
4. Switch comments off
Click **Advanced settings** and click next to Turn off commenting to turn off comments on your post.

STORY NOTES

- When you share a video up to 60 seconds long to your stories, it will appear as one clip. Longer videos will be broken up into multiple clips and can be edited using the video trimmer at the bottom. The video trimmer is currently only available on iOS devices.
- Stories will disappear from your profile, Feed and Direct inbox after 24 hours, unless you add them to your profile as story highlights.

POST – FROM WEBSITE OR FACEBOOK APP

To share something on Facebook via the web browser or app:

1. From the top of your News Feed, click **What's on your mind?**
2. Add your caption:
 - Refer to FMND DIY style guide for recommended captions.
3. Add a picture or video:
 - Click  at the bottom of the pop up
 - Click on **Add Photos/Videos** box to choose a photo from your computer or drag and drop a photo file.
4. Click Post.

OPTIONAL

1. Add your location:
 - Click  at the bottom of the app pop up
 - Type your location, then select it from suggestions.
2. Tag a friend:
 - Click  at the bottom of the pop up
 - Type your friends name, then select it from the suggestions.
 - Click **Done.**

PRINT ASSETS

TEAM UP FOR
BIG FREEZE 10

Scan the QR code below to show your support

Help us fight the Beast that is MND!

#DIYBigFreeze10

SUPPORTING FIGHT MND

This print asset features a blue background with a pattern of ice shards. The main text 'TEAM UP FOR BIG FREEZE 10' is rendered in a large, white, textured font. Below the text is a white rectangular area containing a QR code placeholder and the text 'Help us fight the Beast that is MND!'. At the bottom left, there is a small blue and white logo with the text '#DIYBigFreeze10' and 'BIG 10 FREEZE 10 DIY', and 'SUPPORTING FIGHT MND' below it.

SIZE: A3 & A4

TEAM UP FOR
BIG FREEZE 10

Scan the QR code below to show your support

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#DIYBigFreeze10

SUPPORTING FIGHT MND

This print asset features a blue background with a pattern of ice shards. The main text 'TEAM UP FOR BIG FREEZE 10' is rendered in a large, white, textured font. Below the text is a photograph of four boys in basketball uniforms (red and blue) standing on a grassy field. Below the photo is a white rectangular area containing a QR code placeholder and the text 'Help us fight the Beast that is MND!'. At the bottom left, there is a small blue and white logo with the text '#DIYBigFreeze10' and 'BIG 10 FREEZE 10 DIY', and 'SUPPORTING FIGHT MND' below it.

SIZE: A3 & A4

TEAM UP FOR
BIG FREEZE 10

Scan the QR code below to show your support

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#DIYBigFreeze10

SUPPORTING FIGHT MND

This print asset features a blue background with a pattern of ice shards. The main text 'TEAM UP FOR BIG FREEZE 10' is rendered in a large, white, textured font. Below the text is a photograph of six girls in basketball uniforms (teal and black) standing on a grassy field. Below the photo is a white rectangular area containing a QR code placeholder and the text 'Help us fight the Beast that is MND!'. At the bottom left, there is a small blue and white logo with the text '#DIYBigFreeze10' and 'BIG 10 FREEZE 10 DIY', and 'SUPPORTING FIGHT MND' below it.

SIZE: A3 & A4

PRINT ASSETS – SOCKS AND BEANIES BULK

- Wearing Big Freeze Socks and Beanies is a great way to show support for those in your local community who are living with MND and their families.
- Clubs can wear their Big Freeze 10 Socks and Beanies for the DIY Big Freeze 10 Community Round on the **1st-2nd June**.
- Order your bulk Socks and Beanies for your club, workplace, school. Pay a \$10 deposit, and order here <https://shop.fightmnd.org.au/>

TEAM UP FOR BIG FREEZE 10
Let your actions, speak louder than words

PRE-ORDER YOUR BULK SOCKS TODAY!

FOOTBALL SOCKS
Large Socks (size 8-13)
Small Socks (size 4-7) **\$15**

CREW SOCKS
Large Socks (size 8-13)
Small Socks (size 4-7) **\$15**

Scan here to place your order

Min order 20 socks

BIG FREEZE 10
SUPPORTING FIGHTING MND **DIY**

SIZE: A3 & A4

TEAM UP FOR BIG FREEZE 10
Let your actions, speak louder than words

PRE-ORDER YOUR BULK SOCKS AND BEANIES TODAY!

FOOTBALL SOCKS
Large Socks (size 8-13)
Small Socks (size 4-7) **\$15**

CREW SOCKS
Large Socks (size 8-13)
Small Socks (size 4-7) **\$15**

ADULT BEANIES **\$25**

KIDS BEANIES **\$20**

Scan here to place your order

Note: Min order 20 for socks and kids Beanies. Min order 50 units for Adult Beanies

BIG FREEZE 10
SUPPORTING FIGHTING MND **DIY**

SIZE: A3 & A4

Thank you for taking the time to get involved in **DIY Big Freeze.**

All money raised brings us one step closer to a cure,
so, let's team up for Big Freeze 10 and beat the Beast that is MND.

Any further questions please contact us [here.](#)

