

27 FIGHT MIND.
challenge



take on **27.** your way.

Campaign messaging



take on **27.** your way.

Move your way today, to find a cure for Motor Neurone Disease (MND) tomorrow. Because it takes people.

27
MONTHS

is the average life expectancy of a person diagnosed with MND

27
DAYS

of dancing, running or stretching is all it takes to make a difference

27
MINUTES

of movement daily means better health outcomes for everyone

27
SECONDS

is all it takes to sign up and support a world without MND

Note: 27 second sign up speed limited to very fast typers.

About Challenge 27

what is Challenge 27?

Challenge 27 is a fun, inclusive and flexible fundraising event that challenges you to get active and help raise funds for vital MND research and care initiatives.

why 27?

Because 27 months from diagnosis is the average life expectancy for someone living with MND.

Whether you're a fitness junkie, or you're getting back into exercise, there is no rule on how to take on 27 your way. Just incorporate 27 into your challenge goal.

This could be cycling 27 kilometres throughout September, run every day for 27 days, move for 27 minutes everyday or try 27 different exercises throughout the month. The possibilities are endless.

How to get involved

1. register

Sign up for Challenge 27 individually or tackle it together with your friends, family, colleagues or teammates.

3. tailor your page

Adapt your page to reflect what 27 means to you. Add in a new profile photo, page description or blog post.

2. set your goals

Choose your fundraising target and your all important fitness goal.

4. share your challenge

Share your fundraising page with your community on social media or by QR code. Let people know why you're taking on Challenge 27 and why it's important to you.

Key messages

challenge yourself:

Change up your daily routine. Whether you're getting back into the swing of running or keen to test your cycling ability, make those 27 minutes your favourite part of the day.

be part of a movement:

Your every move makes a difference. Each step, dance, stretch and dollar helps us take one step closer to a world without MND.

connect with a community:

Join a group of people who are all about fun and movement. Share your journey, cheer each other on, and celebrate every epic milestone together

The logo features a large, stylized number '27' composed of multiple parallel yellow lines. To the right of the '27' is the text 'FIGHT MND.' in a smaller, white, sans-serif font. Below the '27' and 'FIGHT MND.' is the word 'challenge' in a large, white, lowercase, sans-serif font.

27 FIGHT MND. challenge

27 ways to challenge yourself over **27 days** for **27 minutes**.

1. Walk
2. Run
3. Dance
4. Yoga
5. Stretch
6. Breathe

7. Cycle
8. HIIT
9. Sprint
10. Box
11. Climb
12. Lift

13. Skate
14. Surf
15. Paddle
16. Swim
17. Row
18. Skip

19. Kick
20. Bounce
21. Balance
22. Hike
23. Swing
24. Jump

25. Play
26. Strength
27. Move

Hashtags and tags

share your moves with us and your community

We're right there with you as you take on Challenge 27. The louder you shout, the more we can celebrate you!

Show us your progress on social media using:

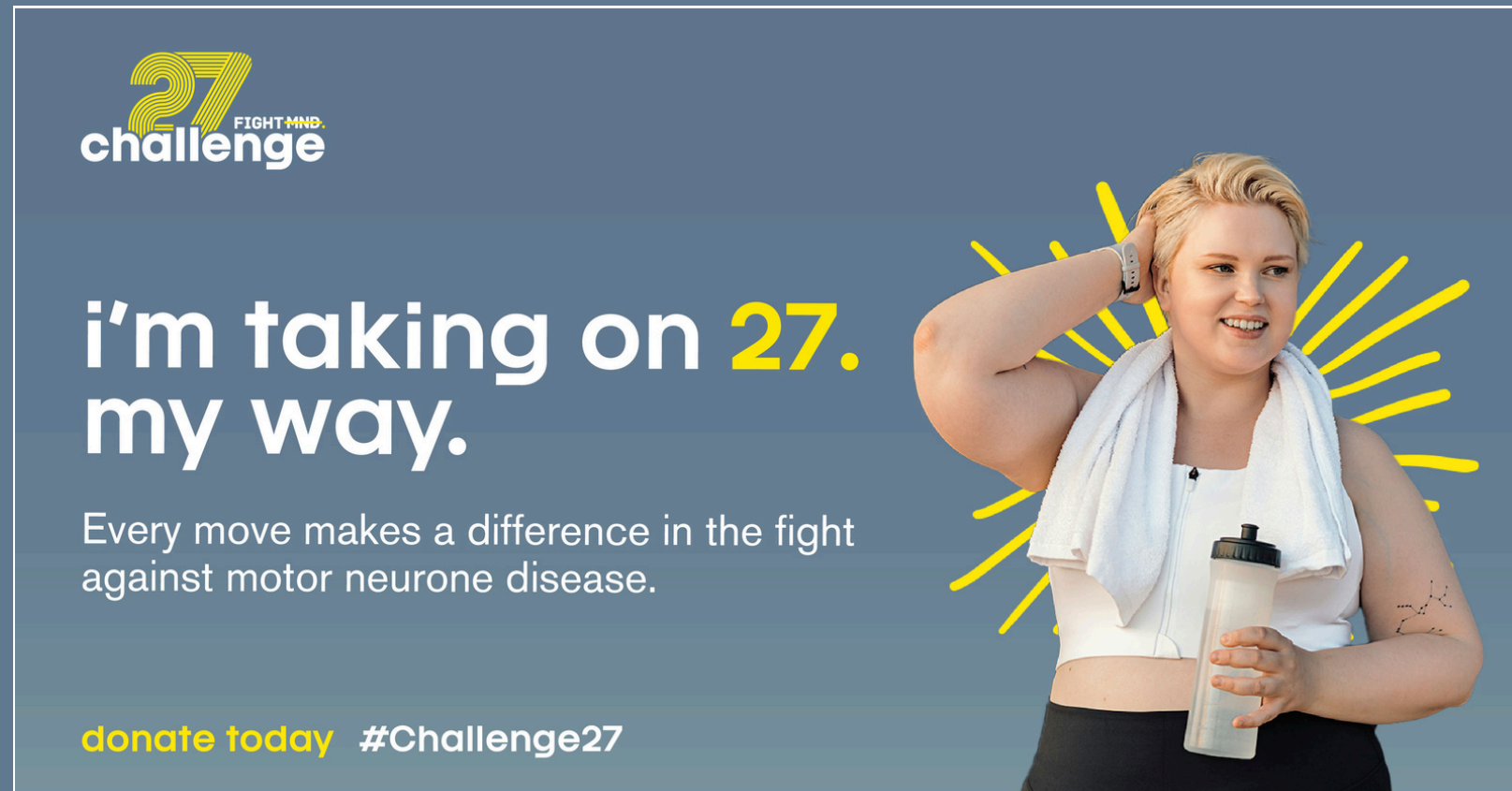
#Challenge27

#MNDAwareness

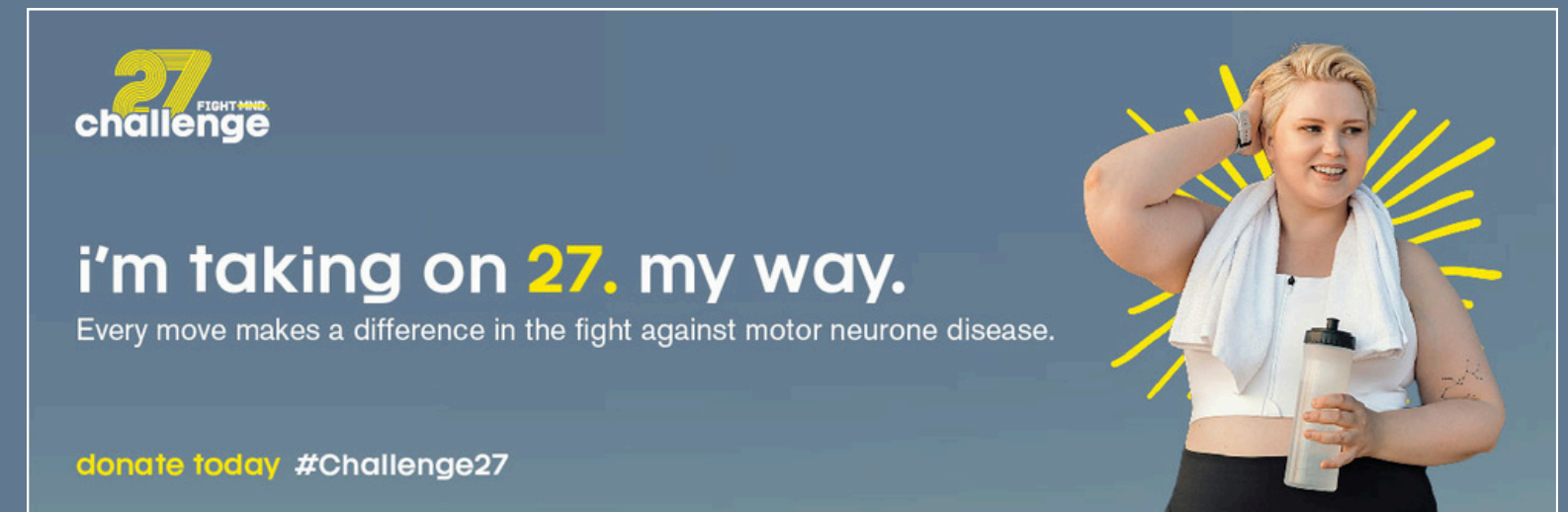
@FightMND

#FightMND

Digital assets



[Click here to learn how to upload
a Facebook event banner](#)



[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



caption sample text

I'm taking on 27 my way this September for FightMND's Challenge 27! [insert your challenge here e.g. I will be doing 27 push ups every day for 27 days] to raise vital awareness and funds for motor neurone disease (MND) research and care initiatives.

Why Challenge 27? Because the average life expectancy for someone living with MND is 27 months from diagnosis. Help me reach my fundraising target of \$xxx and help FightMND work towards a world free of MND.

For Facebook or LinkedIn: Donate today: [insert fundraising page link here]

For Instagram: Donate via link in my bio!

NOTE: Please add your fundraising page link to your Instagram bio before posting



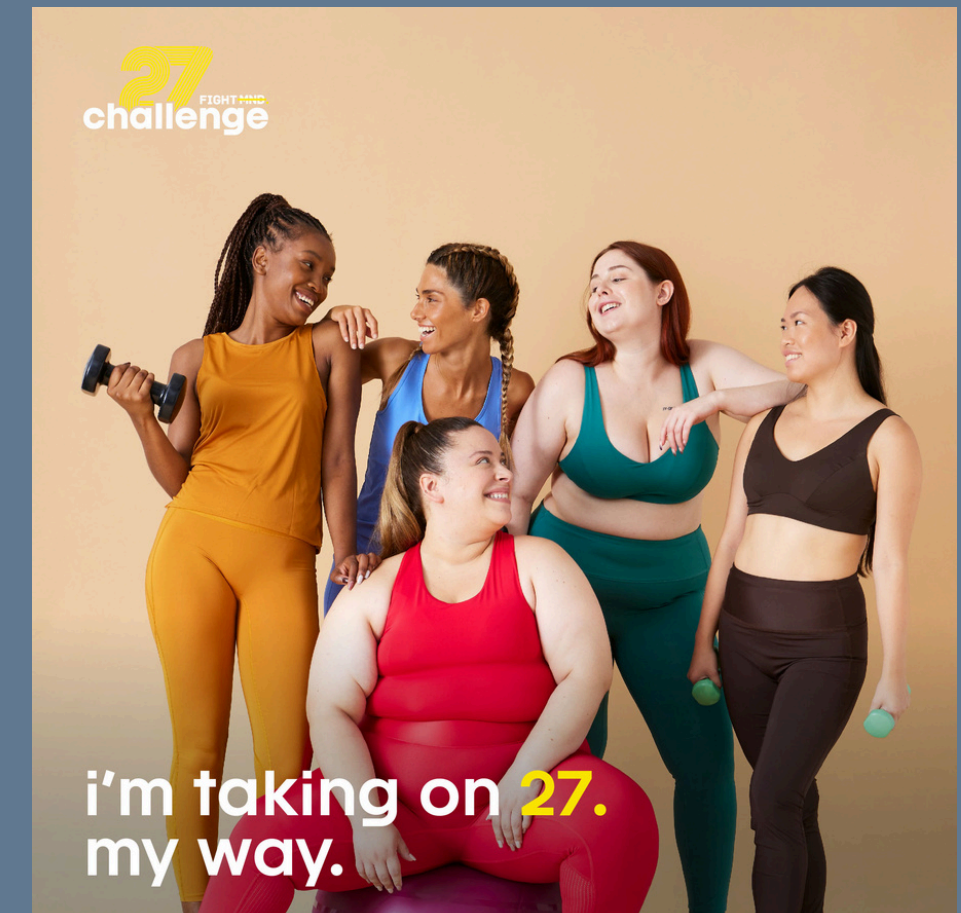
caption sample text

Help me reach my fundraising goal of \$xxx for FightMND's Challenge 27. I'm [insert details about challenge goal here] to raise money towards finding a cure for motor neurone disease (MND). Every dollar will help to eventually beat the Beast that is MND!

For Facebook or LinkedIn: Donate today: [insert fundraising page link here]

For Instagram: Donate via link in my bio!

NOTE: Please add your fundraising page link to your Instagram bio before posting



caption sample text

I'm on day xx of FightMND's Challenge 27 and need to raise just another \$xx to reach my fundraising target. If you can, please consider donating as I [insert details about challenge goal here]. Every dollar brings us one step closer to a cure for motor neurone disease.


For Facebook or LinkedIn: Donate today: [insert fundraising page link here]

For Instagram: Donate via link in my bio!



NOTE: Please add your fundraising page link to your Instagram bio before posting

Social media how-to guide: Instagram

post - from the 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 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 - (app only - ios & android)

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.



Social media how-to guide: Facebook

post - from website or 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.**

**thank you for helping us move forward
by getting involved in **Challenge 27.****

Every hop, skip, jump and donation supports our efforts to find a cure for MND.

We can't wait to see how you take on 27 your way.

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